# The IDC

SPRING 2017

# IDC's Dormitories Underway

↓ ★ IDC HERZLIYA <sup>★</sup>•..

International Institute for Counter-Terrorism With the Support of Keren Daniel

## **SAVE THE DATE** WORLD SUMMIT ON COUNTER-TERRORISM IGT'S 17TH INTERNATIONAL CONFERENCE SEPTEMBER 11-14/2017

















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#### **IDC HERZLIYAN SPRING 2017**







#### On the cover:

IDC Herzliya's much-awaited dormitories are underway. See Page 2 for the full story.

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### Breaking Ground: IDC Herzliya's Dormitories Are Underway

**C** If you will it, it is no dream," Zionist visionary **Theodor Herzl** famously wrote in his book "Altneuland ("Old New Land"), and IDC Herzliya has paid testament to that sentiment since its inception in 1994.

Now, after years of planning, the dream of Prof. **Uriel Reichman**, president and founder of IDC Herzliya, to create a 24-hour campus is well underway and the ground has been broken for the long-awaited dormitories, which are expected to welcome their first occupants in October 2018.

With three 13-story towers and a total built area of 29,000 square meters, the dorms will be able



be a home for our students, a home in which they pursue academic excellence alongside enjoying a very rich social life."

"We want this to

– Prof. Uriel Reichman, president and founder, IDC Herzliya to house up to 750 students, both international students and Israeli students who come from distant areas. Each dorm room has been designed as a single-occupant studio apartment, with a bed and study area, kitchenette, and bathroom.

"Building the dormitories comes after many years of thought and planning to ensure that our design meets the standards of 'green construction' and modern functionality. We want this to be a home for our students, a home in which they pursue academic excellence alongside enjoying a very rich social life," Reichman says.

And **Jonathan Davis**, vice president for External Relations and head of the Raphael Recanati



International School, says the dorms will eliminate the need to rent apartments privately.

"We are proud to say that IDC Herzliya has grown exponentially and continues to grow, both in the number of our students and in our schools and buildings on campus. "One element that greatly impacts campus life is that one third of our student body is comprised of over 2000 students from 86 countries around the world," Davis says. "Until now, to accommodate our international students, IDC Herzliya has rented apartments from landlords in the Herzliya area. Of course, we have made this work, but it has been extremely limiting. In addition, no options have existed for our Israeli students except to rent privately in Herzliya or neighboring areas, or to commute long distances. This is

#### "One element that greatly impacts campus life is that one third of our student body is comprised of over 2000 students from 86 countries around the world."

– Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School "Building the dormitories comes after many years of thought and planning to ensure that our design meets the standards of 'green construction' and modern functionality."

 Prof. Uriel Reichman, president and founder, IDC Herzliya

an issue that has filled the hearts and minds of IDC Herzliya's leadership as we have constantly searched for ways to increase the quality of life of our students."

Enabling students to live on campus will not only save them travel time and inconvenience, but may even lead to higher achievements, because the students will be able to receive any assistance they may need on the spot, study in groups, and take advantage of an academic environment without the distractions they may face at home or living alone.

"Our international students already study side by side with their Israeli counterparts and are involved in all aspects of campus life," Reichman says. "The dorms will serve to further increase and deepen this interaction, as well as give IDC Herzliya the opportunity to increase extracurricular social and cultural activities and to provide a fuller university experience overall."

IDC is seeking visionaries to name one of the towers or floors, individual rooms, the student center, the health club, and other areas.

IDC's scholarship students are particularly expected to benefit from the dorms, as many currently live at home to save money and sometimes commute very long distances to campus. Some 20 percent of IDC's students receive essential financial assistance without which they would not be able to afford their studies.

IDC is seeking visionaries to name one of the towers or floors, individual rooms, the student center, the health club, and other areas.

"I invite those who are able to make their mark on the future of IDC Herzliya and the future leadership of Israel and the world to contribute to this exciting project and help us to create a home away from home for our students," says Reichman. ★

# Israel Advocacy Moves App a Notch

Act.IL, a joint initiative of IDC Herzliva and the Israeli American Council supported by the Maccabee Task Force, now has an app to help counter the delegitimization of Israel on social media.

hen it comes to Israel's image, the internet is a challenging arena, with a plethora of anti-Israel propaganda online that is difficult to counter in an effective, coordinated manner. Act.IL, a joint initiative by IDC Herzliya and the Israeli American Council, has been working to help Israel advocates around the globe unite to fight Israel's delegitimization, and now the Act.IL app aims to make that advocacy even simpler and more accessible, and enable Israel advocates to coordinate their activities online

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"Our vision is to create an online community that will act to promote a positive influence on international public opinion towards the State of Israel via social media," says Yarden Ben Yosef, Act.IL's director. "In addition to providing a platform to act in an organized way within and among pro-Israel organizations for the benefit of our shared goal - improving Israel's image in the world - our goals are to serve as an online tool to all the different organizations and communities who are active for Israel and to assist



"When it comes to making the case for Israel on social media, the greatest obstacle we face is fragmentation." – David Brog, executive director of the Maccabee Task Force

anyone who wishes to support Israel but lacks the tools or the community to do so."

The idea for Act.IL emerged from the success of the IDC Student Union's situation rooms first during Operation Pillar of Defense in 2012 and then in Operation Protective Edge in 2014. These "public diplomacy centers," run voluntarily by IDC students, many of them international, provided factual information about the situation on the ground, countered the misinformation about Israel and the IDF being disseminated on social media sites, and showed the effects of the conflict on Israeli civilians. During the 2014 conflict, the situation room was able to reach some 40 million people in over 100 countries speaking 35 languages.



"Through our experience with the situation rooms, we realized that when many people work together, it is effective."

– Yarden Ben Yosef, director of Act.IL

"After the operation we realized that we needed to continue this work, even during routine times," says Ben Yosef. "Through our experiIn addition to virtual simulations, the app also runs local campaigns that can include signing petitions, commenting on news articles, and sharing content on social media. During "Israel Apartheid Week" in South Africa, IDC's delegation used smart distribution tools to reach local audiences with great success, with social media campaigns going viral and reaching thousands of new users.



Jonathan Davis, IDC's vice president for External Relations and head of the Raphael Recanati International School, says, "Act.IL has turned into an effective platform because so many

people have come together and made a collective effort to utilize the practice of coordinated efforts of online activities to counter the delegitimization of Israel. It connects pro-Israel activists from around the world to one community, which is so much more effective than acting on campuses. The aim is to open similar situation rooms in 30 to 50 communities around the world.

Shoham Nicolet, IAC's CEO, says, "Our uniqueness is the combination of cutting-edge technology with interconnected online and local offline communities. Empowered by the talent of ACT.IL's team, this community will be a game changer in our fight against BDS and at the same time will strengthen the important relationship between Israel and Jewish and Israeli communities in the United States and the rest of the world."

**David Brog**, executive director of the Maccabee Task Force, another partner of Act.IL, says, "When it comes to making the case for Israel on social media, the greatest obstacle we face is fragmentation. There are too few people in any one campus or community to effectively meet the social media challenges they experi-



ence with the situation rooms, we realized that when many people work together, it is effective. This understanding led IDC and IAC to partner and found Act.IL, an online global community for Israel to coordinate efforts to inform and influence people."

The Act.IL app simplifies online advocacy, with tailor-made content created and distributed around the world, giving the app users tasks they can perform anywhere and anytime. Act.IL also trains Israel advocates by equipping them with tools to lead coordinated social media efforts. An essential part of the training program is the "Situation Room Simulation," an online computer game in which participants must manage an online situation room during different scenarios, such as a BDS resolution on a university campus or an escalating war in the Gaza Strip. individually on campus, which impacts only a few hundred people at best."

One of Act.IL's core principles is to have no logo on any content it distributes, making it more likely that more people will use the content because they will have no bias against the creator. Act.IL's online activism can be seen its exposure of so-called "Pallywood" incidents, fabricated images of Israeli "abuses." In just one example, volunteers exposed that a Facebook post supposedly showing the Israeli Air Force "killing children in Gaza" was actually a scene from a Hollywood science fiction movie.

Act.IL has also opened its first Media Room in the United States, at the IAC Community Center in Boston. Ben Yosef says Boston was chosen because of the many universities in the city with strong pro- and anti-Israel activities



#### "This community will be a gamechanger in our fight against BDS."

– Shoham Nicolet, CEO of the Israeli American Council

ence. We needed a way to unite our most active and talented advocates from across the country and around the world into a larger team that can respond to challenges as they emerge. Act. IL has recognized this need and responded by developing a critical app that will enable us to finally build this international dream team. I'm excited to see what we can do now that we're doing it together."









Ten Years of Partnering to Make the Case for Israel

The Asper Foundation and IDC Herzliya mark a decade of the Asper Institute for New Media Diplomacy. n June 9, 2007, The Asper Foundation dedicated the Asper Institute for New Media Diplomacy at IDC Herzliya's Sammy Ofer School of Communications. Headed by the school's dean, Dr. Noam Lemelshtrich Latar, and journalist and lecturer Anouk Lorie, the institute focuses on the study and application of new media technologies to help tell Israel's story to the world.

"We at the Foundation have been absolutely thrilled with our partnership with IDC and the opportunity to work with visionaries like Noam Lemelshtrich Latar and Prof. **Uriel Reichman** [founder and president of IDC], whom we profoundly respect," says **Gail Asper**, president and trustee of The Asper Foundation. "We had been very concerned about how to get Israel's message out in a positive and innovative way, and when **Jonathan Davis** [vice president of External Relations and head of the Raphael Recanati International School] came to us with the idea for the institute, it really resonated with the Foundation's trustees."

"At the Asper Institute, we believe in drawing attention to solutions, ideas, and innovations,

not just the challenges that so often make today's news headlines," explains Lemelshtrich Latar. "We have witnessed how objective and accurate reporting on Israel's exciting innovations can cross boundaries, religions and even conflicts."

New media technology enables innovative communication and diplomatic discourse. In 2010, the institute launched www.nocamels.com, now the world's leading news website on Israeli innovation. It is staffed by IDC students trained by professional journalists, who tour the country to interview Israeli innovators.

"We are forever grateful to The Asper Foundation for the generous support they have given us over the past IO years." – Noam Lemelshtrich

Latar, dean of the Sammy Ofer School of Communications

"NoCamels is such an irresistible format for learning about Israeli innovation," says Asper. "People trust the content. We need to continue



"We need to continue to show that Israel's true face is about Jewish

innovation and repairing the world." – Gail Asper, president and trustee of The Asper Foundation

to show that Israel's true face is about Jewish innovation and repairing the world."

The institute's courses, seminars and programs provide students with theoretical and applied knowledge in the field of public advocacy and diplomacy. The institute also provides workshops on creating effective new media advocacy campaigns and works with students in producing video, audio and written content about vari-

is no doubt the people who stand behind these successes: the students who produce extraordinary work."

Moe Levy, The Asper Foundation's executive director, says, "The institute is creating the next legion of great leaders in telling the story of Israel. Communicating effectively is one of the biggest challenges Israel faces, and our mission is to create good communicators. The work that the institute has done has surpassed our expectations. It is one of the Foundation's flagship programs for Israel."



The Asper Foundation, founded in 1983 in Winnipeg, Canada, by Dr. Israel Asper, z"l, and Babs Asper, z"l, develops and supports initiatives in the areas of Jewish charity and the State

of Israel, as well as culture, education, community development, and human entrepreneur, turning a small investment in a local Winnipeg television station into CanWest Global Communications Corp., a multi-billion dollar media empire. Most important to Asper was giving back to his community, or as he put it, "paying his debts." He always said that in return for society giving him an opportunity to succeed, he felt he owed something back.

"We are a results-oriented institution, and what I love about IDC is that they get things done," says Gail Asper. "IDC is entrepreneurial and non-bureaucratic. They are always one or two steps ahead of us, always coming to us with their ideas. We can't imagine what Israel would be like without IDC."

Levy agrees. "We get involved in a lot of projects in Israel, and what's so great about working with Anouk and Noam is their professionalism. They've delivered on everything they've envisioned. At the end of the day, everything

#### IDC Herzliya's Honorary Fellowship Event 2011 - Honoring Babs Asper



Jonathan Davis, Gail Asper, Babs Asper z"l, Dr. Noam Lemelshtrich Latar, and Moe Levy.



Babs Asper z"l, Prof. Uriel Reichman, Gail Asper and Moe Levy.

ous aspects of life in Israel for use in new media channels such as blogs, social networks, computer games, and podcasts.

In 2012, the Asper Institute launched IDC International Radio, an English-speaking FM and internet radio station that broadcasts to Jewish communities around the world. IDC students, who come from over 80 countries, host, produce and edit shows on topics including music, culture, current affairs, sports, humor and Judaism.

"Over the past 10 years, the institute's projects have changed people's understanding of Israel," says Lorie. "We have worked with hundreds of IDC students who receive tools for the production and promotion of online content. They learn about the core principles of journalism, content creation, interview techniques, writing and editing skills, audio and video production, as well as new media platforms. We are extremely proud of the success and reach of our various projects, but our proudest achievement



"People who care and are dedicated to something are the ones who make a difference, and that is what we see at IDC." – Moe Levy, executive director of

The Asper Foundation

rights. The Foundation created the Canadian Museum for Human Rights, in Winnipeg, in order to enhance the public's understanding of human rights, promote respect for others and encourage reflection, dialogue and action to protect those rights. Israel ("Izzy") Asper was Canada's foremost tax lawyer, who then decided to enter public service, becoming leader of the Manitoba Liberal Party from 1970 to 1975. His next career was as a businessperson and

depends on people - people who care and are dedicated to something are the ones who make a difference, and that is what we see at IDC. The institute has been a huge win for The Asper Foundation. Izzy would have been very, very proud."

"We are forever grateful to The Asper Foundation for the generous support it has given us over the past 10 years," says Lemelshtrich Latar. "The Foundation has been the ideal partner, not only because it cares deeply about our projects, but because it has given us the support to adapt and improve on our trajectory, while trusting in our vision from the very beginning." 🖈

- Ariel Rodal-Spieler

The Asper Foundation: www.asperfoundation.com

Canadian Museum for Human Rights: https://humanrights.ca

# Faculty Spotlight: Prof. Liav Orgad

Despite his upbringing in one of Israel's most underprivileged neighborhoods, Prof. Liav Orgad has beaten the odds to become a world-renowned scholar.

**P**rof. Liav Orgad's story is one of a great academic talent who rose above his surroundings to become one of the world's most esteemed experts on constitutional identity, citizenship theory, and global migration. A senior lecturer at IDC Herzliya's Lauder School of Government, Diplomacy & Strategy, Orgad also heads the International Citizenship Law research group at the WZB Berlin Social Science Center, as well as the Global Migration Governance project at the European University Institute in Italy.

> Orgad's book, "The Cultural Defense of Nations: A Liberal Theory of Majority Rights" (Oxford University Press, 2016), sold out within a few months and received international acclaim, and a second edition is being published. In the book, Orgad presents his thesis on immigrants, majority groups, and national identity, and outlines how liberal states can welcome immigrants without fundamentally changing their cultural heritage, abandoning their liberal traditions, or veering towards extreme nationalism.

"If a Nobel Prize were to be awarded for democratic achievement in recent decades, I think it should be granted to Israel."

"As both a liberal and a Zionist, I thought a lot about this issue and came up with the idea that there should be a liberal concept of majority rights through which the majority's culture and values can be unashamedly protected without the country being led to extreme right-wing politics," Orgad says. "Right now we are trapped between two extremes in the West – on the one hand we have right-wing radicals who are trying to bring us back to a romantic period that may have never existed, and on the other side we have left-wing radicals who are trying to take us to a utopian world that will never exist. But between these two extremes, there are ways to defend the majority, from a liberal perspective. Especially in light of global migration, and the fact that there might be cases when the majority becomes the

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minority, the majority should have some rights protected by democracy."

Orgad was raised in the Shikun Hamizrach neighborhood of Rishon Lezion, the son of immigrants from Iraq and Turkey. After completing his army service in the IDF's Spokesperson's Unit, he was given a full scholarship to study at IDC Herzliya by the ISEF Foundation, which works to narrow Israel's socio-economic gap by enabling gifted students from disadvantaged backgrounds to pursue higher education.

"The ISEF Foundation supported me all the way through my studies," says Orgad. "I could not have attended IDC otherwise. Where I come from, even a high school diploma is considered an accomplishment."

Orgad became the second student to enroll in the first class of IDC's Law and Government track. "Studying at IDC was the best decision of my life," he says. "I have spent the last couple of years at several top universities and there is no place like IDC. The vibe and feeling here make you feel you're part of a pioneering project. It feels like a family."

#### "I have spent the last couple of years at several top universities and there is no place like IDC."

In addition to his LL.B. and B.A. degrees from IDC, Orgad holds LL.D. and LL.M. degrees from the Hebrew University of Jerusalem and an LL.M. degree from Columbia Law School.

He has been a fellow-in-residence at the Edmond J. Safra Center for Ethics at Harvard University, a visiting professor at Columbia Law School, a Marie Curie fellow at Freie Universitat Berlin, and a Fulbright scholar at NYU Law School. He has published in academic journals and has received numerous awards and grants, including the Russell Sage Presidential Authority Award, the Israel Science Foundation Grant, and the Dan David Scholarship Prize for "scholars of exceptional promise." He was also chosen by Globes magazine as one of Israel's "Young Promising Leaders."

In just the last year, Orgad has been awarded two prestigious research grants totaling \$3 million, one from the German Research Foundation and the second from the European Research Council. He is also a member of the Global Young Academy, where he heads the working group on Global Migration and Human Rights.

#### "It's not easy to be both liberal and Zionist – you have to make some compromises on both. But it can be done."

"I owe my career to IDC," says Orgad. In particular, he credits IDC President and Founder Prof. **Uriel Reichman**, the Radzyner Law School's Prof. **Amnon Rubinstein**, and the Lauder School's founding dean, Prof. **Ehud Sprinzak**, z"l, for always pushing him to succeed. During his studies, he was a research assistant for both Rubinstein and Sprinzak. "Those people took me under their wings and provided me with ideal conditions to flourish academically, helping me grow as a scholar and a person, tolerating my mistakes and celebrating my triumphs; my vision of Israeli society was shaped by them."

Now a lecturer at the Lauder School after moving from the Radzyner Law School, Orgad teaches courses on global migration, Israel's future as a Jewish and democratic state, national minorities, and constitutional identities. "My research topics focus on the future of the nation state, including Israel," he says. "I'm lucky to research topics that I struggle with as a citizen of Israel. It's not easy to be both liberal and Zionist - you have to make some compromises on both. But it can be done. This year we are celebrating 120 years since the First Zionist Congress in Basel. This gives us a broad perspective to assess what the main achievements and failures of Zionism have been and what can be done in the future. My vision for Israel is related to the dual character of Zionism - the particular and the universal. The particular is a sovereign Jewish state, and the universal is about being a light unto the nations.

"Professors Reichman and Rubinstein and Sprinzak z"l took me under their wings and provided me with ideal conditions to flourish academically, helping me grow as a scholar and a person."

IDC also believes in both the particular and the universal – it's a liberal and Zionist university. And I am proud to be part of a university that is not ashamed to say it.

"If a Nobel Prize were to be awarded for democratic achievement in recent decades, I think it should be granted to Israel," says Orgad. "It's easy to maintain a liberal democracy in Scandinavia, where you have 400 years of democratic tradition and your neighbors are Denmark and Sweden. If there was a computer in which you could feed Israel's background data, there is no way it would come up with the conditions for a thriving democracy. There are improvements to be made, for example with the Arab minority and the issue of religion and state, but when you look at the broad picture, we are doing pretty well. The success of the Israeli democracy is just a miracle." ★



At a recent parlor evening in Germany: Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School, Prof. Liav Orgad, and the evening's hosts, Lala and Artur Susskind.



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# The CEOs Forum IDC's Financ

IDC's Financial Club

IDC Herzliya's Executive and Continuing Education offers 30 selected CEOs and chairpeople an annual forum to discuss controversial issues on the Israeli agenda. eyond the usual challenges inherent in the role of a CEO, Israeli managers must deal with further, unique challenges related to the economic, social, regulatory, demographic, technological, cultural and security realities of Israel.

Each year, under the academic direction of Dr. **Taly Eichenwald-Dvir**, dean of Executive and Continuing Education, and Dr. **Ronen Hoffman**, director of the Herzliya Conference, IDC's Financial Club offers 30 CEOs and chairpeople the opportunity to become members of an annual forum to discuss the most pertinent issues affecting the present and future of business in the State of Israel.

"The CEOs Forum is a unique program that has no parallel in the country," says Eichenwald-Dvir. "It provides true added value through personal meetings with Israeli decision-makers in an academic framework – something that cannot be found anywhere else."

The forum attracts influential Israeli senior executives, among them **Ori Bergman**, managing director of HPE Israel, **Gabriel Rotter**, CEO and a controlling shareholder of Castro, **Livnat Poran**, founder and CEO of the Medical Rights Center, **Yosef Dahan**, president of Eldan, **Michal Dan Harel**, CEO of Manpower Israel, **Moti Elmaliach**, CEO of Bezeq International, and **Miri Ishmael Sasson**, CEO of Berlitz. The forum consists of three tiers: roundtable meetings in the chambers of Israel's leading national decision makers; an opening conference featuring top academics and media personalities; and a special track for forum members at the annual Herzliya Conference.

The roundtable meetings allow for interactive and frank dialogue with national leaders about pressing issues on the national agenda. IDC's Financial Club members have met with IDF **Eyal**, chief editor of international news for Channel 10, **Amit Segal** of Channel 2, **Merav Batito** of Yedioth Ahronoth and **Sami Peretz**, chief editor of The Marker, as well as academics Prof. **Anat Lechner** of New York University and Prof. **Amir Lichet**, Dr. **Anat Hochberg-Marom** and Dr. **Esther Lopatin** of IDC. As part of the conference, forum members were given an insider tour of the most constitue and contentious places in

of the most sensitive and contentious places in the capital by Jerusalem District Police com-



#### "The CEOs Forum is a unique program that has no parallel in the country."

– Dr. Taly Eichenwald-Dvir, dean of Executive and Continuing Education



IDC's Executive and Continuing Education CEOs Forum delegates during a tour in Rawabi, the first and only planned city in the Palestinian Authority.







Hewlett Packard Enterprise

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Chief of General Staff Lt. Gen. Gadi Eizenkot, Mossad Director Yossi Cohen, director of the Finance Ministry's Capital Markets, Insurance and Savings Department, Dorit Salinger, and Justice Minister Ayelet Shaked. This year's roundtable meetings are with Jerusalem Mayor Nir Barkat, Attorney General Dr. Avichai Mandelblit, Antitrust Chief Michal Halperin, and Chief of Israel Police Roni Alsheikh.

The two-day opening conference of the 2017 CEOs Forum was held in Jerusalem and focused on macroeconomic issues from an academic and media lens. The discussions framed the content of the CEOs Forum for the year, with central themes including ethnic divisions, executive renumeration, demographic and Islamism in Europe, bankruptcy and debt restructuring, media and corruption, and ISIS's marketing success. Speakers included journalists **Nadav**  Forum members were given a tour of the new city of Rawabi with Bashar Masri, a leading Palestinian businessman and the entrepreneur behind the new city.

mander Maj. Gen. **Yoram Halevy**, as well a tour of the new city of Rawabi with **Bashar Masri**, a leading Palestinian businessman and the entrepreneur behind the new city.

All forum members take part in the annual Herzliya Conference, run by IDC's Institute for Policy and Strategy. Israel's foremost policy gathering, the Herzliya Conference brings together senior Israeli and international participants from government, business and academia to address pressing national, regional and global issues. The special track at the conference for the Exclusive CEOs Forum includes unique content and briefings for its members.

"IDC's Financial Club has been extremely effective in bringing together Israel's leading CEOs and chairpeople to discuss controversial issues on the public and business agenda," says Eichenwald-Dvir. "I am proud that we are fulfilling one of the goals of IDC Herzliya in general, and of this forum in particular, which is to bring together different sectors of Israeli society to help create a better future for us all." **★** 



Adelson School of Entrepreneurship

# Hands-On Start-Up Experience

"The CO-OP Start-up Experience Course offers students the unique opportunity to join a start-up and experience entrepreneurship first-hand, while still at school." - Dr. Yossi Maaravi, deputy dean of the Adelson School of Entrepreneurship

The new CO-OP Start-Up Experience Course at the Adelson School of Entrepreneurship offers students practical training in the start-up world.

The weeks on the roller coaster of a young high-tech company is a great way to teach students about entrepreneurship. "The CO-OP Start-up Experience Course offers students the unique opportunity to join a start-up and experience entrepreneurship first-hand, while still at school," says Dr. Yossi Maaravi, deputy dean of the Adelson School of Entrepreneurship.

The course is designed for IDC students from any field of study and from both the Israeli and international schools who are interested in gaining practical experience interning with fastpaced, dynamic Israeli start-ups. The companies offer a variety of internship positions in marketing, research, analytics, finance, design, and technology. To date, students have interned at companies including Fairfly, 24 Me, Cymbio, and Techcode.

"The 'learning-by-doing' experience enables the students to improve their professional skills, knowledge and experience," says Maaravi. "Our goals are for the students to gain a greater understanding of the entrepreneurial processes in a young company, to learn about organizational roles, to expand their network of professional ties, and to take part in real processes in real companies."



David Metta, a secondyear Psychology student at the Raphael Recanati International School, recently completed his internship at Consumer Physics, a start-up that developed SCiO, a near-infrared pocket spectrometer for smartphones that enables

consumers to analyze the molecular composition of substances around them. "I was part of the sales team, speaking to companies about switching from larger, more costly machines," says Metta. "My duties mostly involved responding to leads and organizing them. I had great supervisors, and I learned something new every day. If I apply for a job in a high-tech company now, I am in a much better position, having actually acquired tools and worked hard in a growing company."

"If I were to apply for a job in a high-tech company now, I am in a much better position."

– David Metta, second-year Psychology student



Hilla Barkal, a secondyear student at the Efi Arazi School of Computer Science, did her internship at Nexar, a start-up producing a community-based AI

ing a community-based Al dashboard camera mobile app that analyzes a vehicle's

surroundings, including road conditions and possible hazards.

#### "I got to experience things I don't think I would have seen anywhere else."

– Hilla Barkal, second-year Computer Science student

"I didn't know much about this field before I started the internship, but since I started I have learned a lot about AI and collision warning systems," she says. "It was very exciting for me to see this type of technology first-hand. I got to experience things I don't think I would have seen anywhere else. "

Nexar has since hired Barkal as a programmer. "I wanted to do the CO-OP course in order to gain experience in the world of tech, so it has worked out very well," she says. ★

### Alumni Spotlight: Ariella Rada, Deputy Chief of Israeli Mission in Lima

#### This graduate of the Israel at Heart Ethiopian Scholarship Program is fulfilling her long-time dream.

**P** or as long as she can remember, **Ariella Rada** has dreamed of representing Israel abroad and one day even being appointed an ambassador. Last summer, after graduating with a master's degree from IDC Herzliya and gaining work experience, Rada's dream began to come true: She took up her first diplomatic appointment, as deputy chief of mission at the Israeli Embassy in Lima, Peru.

Born in Ethiopia, Rada immigrated to Israel with her family in 1984. After serving as a commander in the Israel Defense Forces, she took an academic preparatory course. "During the course, a group of Ethiopian students from IDC came to speak to us about its programs, and I decided then and there that if I was accepted, I would study Government at IDC – it sounded like a very practical and focused degree program," she says.

#### "IDC is really a home in that it stays with you forever, long after you graduate."

In 2007, she received a scholarship through the Israel at Heart Ethiopian Scholarship Program to study at the Lauder School of Government, Diplomacy & Strategy, where she earned first her B.A. and then her M.A. in Diplomacy and Conflict Resolution.

Israel at Heart was created in 2002 to give young Ethiopian Israelis the opportunity to pursue academic studies. The fellowship, which provides full tuition and living expenses, attracts many future leaders from the Ethiopian community. The program offers students speaking opportunities and participation in delegations in Israel and abroad. Its aim is to train future leaders, helping them to succeed in their studies and eventually take on key positions in Israeli society.



"Israel at Heart is an amazing program that gave me tremendous opportunities," says Rada. "It empowered me and developed me as a leader, by teaching me important skills such as public speaking."

Throughout her studies, Rada undertook a number of missions to make the case for Israel, both locally and abroad.

#### "Everyone at IDC and Israel at Heart took an interest in my path and believed in me so much."

The journey towards her goal took a number of twists and turns. Before being accepted to the Foreign Ministry's Affairs' Diplomatic Corps Cadets Course, Rada had a few stints working at IDC, including as the Israel at Heart program coordinator and as the director for the Office of the Dean of Student Affairs. "IDC is home for me," she says. "I studied thereand worked there. My Zionism is first of all from home, from my mother and my ancestors who dreamed about Jerusalem for thousands of years, and so is my ambition because of the way my mother raised me and my sisters, but IDC took all of that and made it even stronger; gave it a place to develop. My time at IDC helped to shape who I am today. Everyone at IDC and Israel at Heart took an interest in my path and believed in me so much. Prof. Uriel Reichman [IDC's president and founder] was always interested in how I was doing, how my grades were, and was so happy for me when I was accepted into the cadets' course. Jonathan Davis [IDC's vice president for External Relations and head of the Raphael Recanati International School] is truly a father figure for me. And Ester David [IDC's Israel at Heart Ethiopian Scholarship coordinator] has always been a role model for me and continues to be a solid supporter. IDC is really a home in that it stays with you forever, long after you graduate."

Rada was posted in Lima only one month after completing the cadets' course. "Being the DCM is a challenging, dynamic and interesting job," she says. "It is anything but routine. Each day is different from the one before and brings a new challenge to solve."

Rada says she is already thinking about her next goal. "I'm at the beginning of my journey, and I have many more ambitions and dreams. Right now my aim is to continue to advance in the ministry and eventually become an ambassador," she says.

"As long as I can remember this is what I have wanted, this was my dream. And there is no doubt that IDC is one of the key factors that got me to where I am today." ★



Freedom and Responsibility **RRIS Volunteers** Make a Difference

As part of the Raphael Recanati International School scholarship program, student volunteers help others while immersing themselves in Israeli society.



"What these scholarship recipients give back to their community is a reflection of their responsibility toward those in need, right in line with the humanistic and Zionistic values of IDC Herzliva."

- Jonathan Davis, head of the RRIS and IDC's vice president for **External Relations** 

DC Herzliya's Raphael Recanati International School is home to over 2,000 students from 86 countries, making it Israel's largest academic absorption center and and making IDC the Israeli university with the largest number of international students studying for full degrees. All scholarship recipients at IDC are required to give something back through volunteering. For students accepted to the RRIS scholarship program, this means they gain an additional opportunity to integrate into Israeli society, while at the same time contributing to the community. Over the course of the academic year, these students perform 30 hours of volunteer work, tutoring children, working with the elderly, making meals for the poor, or working with nonprofit organizations in the Herzliya area.

"Volunteering provides the students with the opportunity to immediately give back what they have received from us, and creates a win-win situation," says Jonathan Davis, head of the RRIS and IDC's vice president for External Relations. "This educational value was laid out in the mission statement established by IDC's president and founder Prof. Uriel Reichman, when he discussed the motto of freedom and responsibility. What these scholarship recipients give back to their community is a reflection of their responsibility toward those in need, right in line with the humanistic and Zionistic values of IDC Herzliya."

#### "The students are actually making a difference here in Israel and gaining a lot at the same time."

– Annette (Anneke) Behrendt-van Zeeland, RRIS's financial aid coordinator

#### Annette (Anneke) Behrendt-van Zeeland,

RRIS's financial aid coordinator, says, "Volunteering is a very meaningful part of the scholarship. In addition to having the opportunity to act according to the Jewish value of 'tikkun olam,' it gives students the chance to get to know an Israel that they wouldn't otherwise be exposed to, to Israelis that are less privileged. Students generally see it as a very positive experience."

Behrendt-van Zeeland says she tries to find meaningful volunteer experiences for the students with organizations that need help, with students sometimes suggesting organizations themselves. Volunteering opportunities include working with lone soldiers, Holocaust survivors, animal shelters, and autistic children.



quizzed me on philosophy."

#### הפית של בנבי Kassandra Ropp, a second-year

student at the Lauder School of Government, Diplomacy & Strategy from California, has been volunteering at Habayit Shel Benji in Raanana, a home for lone soldiers without family in Israel. "I have truly enjoyed fulfilling my volunteer requirements at Habayit Shel Benji," she says. "The moment I walked through those doors I became family. I do a little bit of everything there, and whether I'm cooking, laughing, or listening to soldiers' stories about their experiences on base, I feel that I am forming lasting friendships. Sometimes I feel I'm benefiting more from this than they are. For example, I remember volunteering at the house the night before a big exam, so I had my material with me, and one of the soldiers sat with me while I was cooking and

**Mikel Teitelbaum**, a former lone soldier from the U.S. who lived at the house while Ropp was volunteering there, says, "Having Kassi there was very comforting. I was injured, and having someone to speak to about the experience and to help me work through my injuries was invaluable. We're still in contact."



Second-year Communications student **Joshua Goldberg** volunteered for the Holocaust Survivors Lounge in Herzliya. Having worked as a hairdresser in his native Netherlands, he pro-

vided Holocaust survivors with haircuts and coloring, as well as other assistance. "It made them feel great," he says. "I also gave them oneon-one computer lessons."

Goldberg says he received a great deal in return. "Hearing their stories was fascinating," he says. "Also, it helped me practice my Hebrew and get to know a different group of Israelis who went through an incredible journey to get to where they are now."





Last year, **Edmundo Hanono Truzman**, a third-year Business student from Venezuela, volunteered at Beth Protea, a retirement home in Herzliya, while this year he does his volunteer work at the ESRA second-hand shop in Raanana, which uses its proceeds to help the needy.

#### "Through volunteering I feel more connected with the community."

– Edmundo Hanono Truzman, third-year Business student from Venezuela "Through volunteering I feel more connected with the community. I have met amazing people and developed relationships with many of the people I worked with," he says. "At Beth Protea, I met one-on-one with an elderly man for around five months and I had a very close relationship with him. I felt I was truly making a positive impact in someone's life, as well as learning from all of his life experiences. At the ESRA shop, while I was working I would speak with the owner and the other volunteers about Israeli politics and culture, and it helped me understand them much better."

**Giora Fried,** who manages the ESRA shop, says, "We are very pleased with Edmundo and the other volunteers who have come to us over the years from IDC Herzliya. If only they could volunteer for 300 hours, not just 30!"

#### בית הגלגלים 🤍

Brazil native **Raquel de Oliveira**, a second-year Psychology student, volunteered at Herzliya's

House of Wheels, which provides a range of services for people with impaired mobility. "I worked with amazing special needs children, and it was a blessing," she says. "I would play with them, run activities, and even cook them Brazilian food. It also helped me see a different side of Israel – and the children helped teach me Hebrew."

#### "I worked with amazing special needs children, and it was a blessing."

– Raquel de Oliveira, second-year Psychology student from Brazil

According to Behrendt-van Zeeland, students often continue to volunteer with a project even after they have completed their requisite hours. "Over the years it has become clear that the volunteering component of the RRIS scholarship has been mutually beneficial," she says. "The students are actually making a difference here in Israel and gaining a lot at the same time. We are proud to be embodying IDC's value of responsibility to the community and society." ★

### Israel Friends of IDC Hear About The Permanent Revolution of Technology

IDC supporters gathered in the new Adelson School of Entrepreneurship for an expert talk by Yonatan Adiri, entrepreneur and former chief technology officer to the Israeli president.



Raffi Melman, Gili Dinstein, Yonatan Adiri, Tal Sender, Orna and Yoni Schestowitz, and Yoni Tal.

Uber, the world's largest taxi company, owns no vehicles. Facebook, the world's most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. And Airbnb, the world's largest accommodation provider, owns no real estate." Entrepreneur Yonatan Adiri cited this quote by Tom Goodwin of Havas Media in his keynote speech at an Israel Friends of IDC event at IDC Herzliya's Adelson School of Entrepreneurship, saying it demonstrates how evolving technology is replacing conventional supply modes and moving power to a new breed of companies.

Adiri established the role of chief technology officer for the Israeli president and served in that position for three years under then-President Shimon Peres. As part of his role, Adiri was sent to the NASA/Google training program, Singularity University, and was president of the first graduating class. In 2012, Adiri was recognized by the World Economic Forum as the youngest member of its prestigious Young Global Leaders Group. Today, Adiri and his team at DisruptionLabs, which he founded, are focused on digital health care. He is founder and CEO of Healthy.io, which uses smartphone and cloud technology to offer access to health care and medical imaging. The app can help



and president

doctors diagnose patients using images from a smartphone.

Adiri said the current era is one of constant revolution, resulting from the exponential growth of technology across many fields. And with more disruptive technologies than ever before becoming accessible more quickly, leaders, companies, and entrepreneurs need to adapt.

Adiri also discussed the significance of lower prices for accelerating technology. "It's not just about who has the best technology," he said. "The price has to be low enough so that enough people can use it, otherwise there is no revolution. The 'X of disruption' is the point where technological capacity and price performance meet. Once the cost of tech goes down, many entrepreneurs can try to disrupt the industry because they have far less need for capital. Barriers to entry are falling very quickly and therefore entrepreneurs are shaking industries that previously, when technology costs were much higher, were unshakable. That is how, for example, within less than a decade of its inception, SpaceX – the Space Exploration Technologies Corporation – was able to compete in the field of space transport."

The event was sponsored by EFG Bank, of which IDC Law and Business graduate Yehuda Eida is senior vice president. It was moderated by IDC's director of External Relations Israel, Gili Dinstein, and opened with greetings from Prof. Uriel Reichman, IDC's founder and president. "A major focus of ours is to prepare students for the challenges of the 21st century," Reichman said. "I have asked every school at IDC to build their curricula in a way that will integrate the latest developments in science and technology. For example, the law school is now dealing with issues relating to driverless cars and manipulating DNA; in the business school they are learning about big data and fin-tech; in the school of computer science, subjects include robotics and synthetic dialogue, and the list goes on."



Judy Tiomkin and Orna Schestowitz.



Rachael and Reuven Avisaf.



Mira Fraenkel, Moshe and Maya Barnes.



David Ben Ami, Yehuda Eida and Patrick Eschler.



Gili Dinstein, Rivi Irani, Einat Moore and Orna Baruch.



Zofar and Livy Oz.

Prof. Yair Tauman, dean of the Adelson School, said demand was high for IDC programs "because we focus on the practical, not only on theory. The best and brightest candidates want to come to IDC." On the future of technology, he said, "Robotics and machines are worrying - they're replacing almost everything. Unemployment in 20 years will be at 50 percent."

Yossi Maaravi, the Adelson School's deputy dean, presented the school's programs and



"Robotics and machines are worrying – they're replacing almost everything. Unemployment in 20 years will be at 50 percent."

– Prof. Yair Tauman, dean of the Adelson School of Entrepreneurship



Prof. Uriel Reichman, Aharon Scherf and Prof. Rafi Melnick.



- Yonatan Adiri, entrepreneur and former chief technology officer to the Israeli president

activities, as well as its values and principles. "We see ourselves as part of the Israeli entrepreneurial ecosystem, not isolated in the ivory tower of academia," he said. "We have an open-door policy for students, and we believe in learning by doing and thinking globally."

Other speakers included Nava Swersky Sofer, who presented IDC Beyond, the Adelson School's new presidential program that she headed at the time, which is designed to empower participants to develop and launch innovative ventures that



Merav Golan and Menachem Shalgi.

apply exponential technologies to help solve 21st century global challenges. Moran Nir, the executive director of the Zell Entrepreneurship Program and a graduate of the program herself, presented the program, which gives 24 students per year the opportunity to create real business ventures.

To cap off the event, IDC student Eldad Marudi presented IDC Home, the new mobile app that is turning IDC Herzliya into a smart campus. The app can tell students, among other things, whether there are lines in the cafeteria, whether the library is busy, or whether is room in the parking lot. Using the new IDC credit card, students can even skip the cafeteria line altogether and order their food ahead of time via the app.

After all, as Adiri cited in another quote, this time from Michiu Kaku's 2009 book "Physics of the Future": "The computation power we each hold on our iPhones is more than what NASA had when it sent a man to the moon."

### Israel Friends of IDC Take Part in Hijack Simulation



IDC's Israel Friends play the role of world decision-makers during the simulation "war game" held on campus.

In a war game run by the International Institute for Counter-Terrorism, IDC supporters deal with the crisis that arises when ISIS hijacks a plane headed from Paris to the United States.

Delta Airlines flight carrying 227 passengers from Paris to New York is hijacked. ISIS claims responsibility. It is the last days of the Obama administration, with the inauguration of Donald Trump less than a week away.

The terrorists issue an ultimatum to the United States: Stop all military action in Muslim countries, free Guantanamo prisoners, and stop targeting ISIS members, or we will crash this plane. Intelligence reports show that the terrorists are French and German nationals, as well as three Syrians who infiltrated France posing as refugees. Throughout the simulation, audience members were invited to weigh in on decisions via online polls

This was the scenario presented by the International Institute for Counter-Terrorism to the many Israeli friends and supporters of IDC who turned out despite the rainy weather to try their hand at solving the crisis. The simulation was led by Prof. **Boaz Ganor,** ICT's executive director and dean of the Lauder School of Government, Diplomacy & Strategy, who played the role of President Barack Obama in the war game. The ICT has run similar simulations in the past for the Pentagon, the IDF, and the Shin Bet, with themes ranging from a large Hezbollah attack to a terrorist takeover of a shopping mall. IDC students also take part in such simulations as part of their Government studies.

"We wanted to present the Lauder School to you not through a lecture but through an experience and a learning process," Ganor told the participants. "These types of simulations, if done right, can give decision makers a chance to do a 'dry run' of managing a conflict, which allows them to gain insights and predict what the ramifications will be."

In the initial "cabinet meeting" to assess the situation, "Obama" (Ganor) gathered his advisers to discuss options for a U.S. response, what the message to the public should be, and whether to negotiate with the terrorists. **Gili Tamir** played the defense secretary, **Boaz Schwartz**, chairman of Israeli Friends of IDC, acted as secretary of



Staff of the International Institute for Counter-Terrorism. From left: Stevie Weinberg, Lorena Atiyas Lvovsky, Prof. Boaz Ganor and his wife Amit Ganor, Uri Ben-Yaakov, and Dr. Dror Harel.



Daniella, Odeda, Dan and Ephrat Geisler.



Iris Gazenfeld, Zvi Limon and Celia Michonik.



Matty and Aliza Karp.



Orna Brener, Yael Shoval and Kika Schwartz.



Jacob and Celia Michonik.



"These types of simulations, if done right, can give decision makers a

chance to do a 'dry run' of managing a conflict, which allows them to gain insights and predict what the ramifications will be."

 Prof. Boaz Ganor, ICT's executive director and dean of the Lauder School of Government, Diplomacy & Strategy

state, **Odeda Geisler** was the national security adviser, **Uri Ben-Yaakov** played the president's chief counter-terrorism adviser, **Shira Rosenfeld** 



Gili Dinstein, director of External Relations Israel, and Moshe Fadlon, Herzliya mayor.

acted as CIA director, and **Ofra Kayam** took on the role of U.S. attorney general. After discussions, the "president" agreed with the defense secretary's suggestion to begin negotiating with the hijackers to buy time and to send air force jets to accompany the plane and try to persuade the terrorists to land, while preparing a commando unit to take over the plane.

Meanwhile, **Zvi Limon**, acting as the French president, consulted with Dr. **Liav Orgad** of the Lauder School, who played his immigration adviser, and **Stevie Weinberg**, ICT's operations director, in the role of political adviser. The French team debated the merits and political impact of limiting immigration on the upcoming elections, with the president ultimately deciding not to make any announcement to this effect and instead to increase border checks and intelligence work.

The ICT staff went to great efforts to incorporate realistic snippets of information throughout



Zvika Bar-Nathan, Gili Dinstein and Ligad Rotlevi.

the war game, including a Trump tweet that "Obama doesn't have a mandate to surrender to terrorism," and a Facebook live video from the plane showing passengers panicking, making last phone calls, and planning an (ultimately unsuccessful) attempt to overtake the hijackers.

In the end, most officials agreed that the plane should be shot down before it crashed into a population center, with the exception of the attorney general, who maintained there was still a chance some passengers could be saved if the plane landed in an unpopulated area.

Throughout the simulation, audience members were invited to weigh in on decisions via online polls: whether to negotiate with the terrorists (86% said yes), what France's immigration policy should be (40% voted for profiling), and whether the plane should be shot down (67% said it should be). **★** 



# IDC Alumni Association Works to Strengthen Connections

The IDC Alumni Association launches its flagship Mentoring Program, while the Women's Alumni Forum holds a renewable fashion event.

Over 200 female graduates attended the "Fashion in a Renewable Age" event hosted by IDC Women's Alumni Forum. ith some 20,000 alumni being joined by 1,800 new graduates annually, IDC Herzliya's Alumni Association prides itself on its success in maintaining close ties with former students and enriching their lives with a range of targeted activities and tools.

Recently, the IDC Alumni Association took another step to strengthen this connection with the launch of its flagship Mentoring Program in memory of Naomi Spivak z"l. Under the program, recent graduates are matched with experienced senior alumni who act as their personal mentors for six months, offering guidance to help them build their careers and advice on any issues they wish to discuss. The mentors work in a variety of fields, including high-tech, business, law and real estate, and were carefully selected by the IDC Alumni Association team. To maintain a high standard, the number of graduates being mentored is limited and acceptance depends on a suitable mentor being found. Those accepted have up to three meetings a month with their assigned mentors.

"As well as helping alumni with their careers, the IDC Alumni Association emphasizes developing social responsibility and creating unique platforms for communal and social activity."

As well as helping alumni with their careers, the Alumni Association emphasizes developing social responsibility and creating unique platforms for communal and social activity. To this end, the IDC Women's Alumni Forum held its "Fashion in a Renewable Age" event, which was attended by more than 200 female graduates, as well as leading figures in the Israeli fashion industry. Among the guests were  ${\bf Amir}$ Guy, director of Meshutaf and partner at Adler Chomski Group; Dorin Atias, a leading designer and fashion critic; Yael Wiesel, CEO of Zeekit; Adi Ronen, IDC graduate and founder of the Adika fashion website; and Maya Zana, IDC graduate and owner of a public relations firm. The event was hosted by Mor Silver, IDC graduate and a leading lifestyle and fashion figure. Those who attended the event donated clothes to the Ruach Nashit foundation, which helps battered women find employment and establish careers.



The IDC Alumni Association launches its Mentoring Program in memory of Naomi Spivak z"l.



From left: Shai Bronstein-Regev (B.A. Arison School of Business, 2013); Adv. Chen Hershkovitz-Ohayon (LL.B., Radzyner LAw School, 2012, LL.M., Arison School of Business, 2013); Yael Wiesel, CEO of Zeekit; Maya Zana (B.A. Arison School of Business, 2009); Mor Silver (B.A. Sammy Ofer School of Communications, 2013); Noy Alroy (B.A. Sammy Ofer School of Communications, 2013, Noy Alroy (B.A. Sammy Ofer School of Communications, 2013, and M.A. Lauder School of Government, Diplomacy & Strategy, 2014); Adi Ronen (B.A. Sammy Ofer School of Communications, 2011); and Roni Sendik Shoham (B.A. Sammy Ofer School of Communications, 2012).

Dr. **Adi Koll**, dean of student affairs, opened the event by urging attendees to join the forum's leadership and help shape its direction. She also said it was a "source of pride" that so many people had collected clothes for the event to donate to women who need them.

Ronen related how she founded the Adika fashion website, Zana discussed public relations in the age of social networks, and Wiesel spoke about the intersection between fashion and technology.

The IDC Women's Alumni Forum was established at the end of 2015 by IDC graduates **Roni Sendik Shoham**, **Noy Alroy** and **Shai Bronstein-Regev.**  "Under the program, recent graduates are matched with experienced senior alumni who act as their personal mentors for six months, offering guidance to help them build their careers and advice on any issues they wish to discuss."

– Yonathan Cohen

### **American Friends of IDC**

#### IDC in NYC Alumni Event

IDC Herzliya alumnus and AFIDC board member **Roee Adler** hosted an IDCinNYC alumni event at WeWork in the financial district at which Prof. **Uriel Reichman**, founder and president of IDC, was the guest of honor. Thirty alumni from the New York area gathered to hear Reichman's update on new buildings and exciting programs at IDC. Also present was AFIDC board member **Gadi Slade** and his wife **Deborah.** 



Prof. Uriel Reichman (seated fourth from left) with NYC alumni.



Maya Shaposhnik (RRIS Government, 2014), Deborah and Gadi Slade, and Alejandro Cadena Borja (RRIS Business and Finance, 2014).



From left: Michal Yonati Fraiman, AFIDC development director; Leslie Skyba, AFIDC executive director; Prof. Uriel Reichman; Natalie Golan, RRIS director of Recruitment and Marketing, North America; and Laura Marcus, AFIDC development associate.



From left: Laura Marcus, AFIDC development associate, Leslie Skyba, AFIDC executive director, Dana Mazia Weinbaum, Business and Law graduate, 2012, and LL.M., 2013, and Roee Adler, AFIDC board member and Computer Science graduate, 2005.

#### Meeting with Ambassador to UN Danny Danon

Prof. Uriel Reichman, founder and president of IDC Herzliya, and Maj. Gen. (ret.) Amos Gilad, new head of the Institute for Policy and Strategy and chair of the Herzliya Conference, met with Israeli Ambassador to the United Nations Danny Danon on a trip to the United States. They discussed collaboration between IDC and the Israeli Mission to the U.N.



*From left: Maj. Gen. (ret.) Amos Gilad, Amb. Danny Danon, Prof. Uriel Reichman and Miki Altar, director of External Relations at the Institute for Policy and Strategy.* 

#### Happiness: Tal Ben Shahar Speaks to American Friends

AFIDC hosted Prof. **Tal Ben-Shahar** at an evening event in Manhattan attended by more than 90 IDC supporters, friends, parents and alumni. Ben-Shahar is a leading practitioner in Positive Psychology and a professor at IDC. He is on sabbatical in New York for a year and spoke to the audience about ways to achieve happiness, as well as explaining his



Shalom Maidenbaum, Jonathan Davis and Iris Maidenbaum.



Prof. Tal Ben-Shahar addresses the crowd.

vision for a Happiness Institute on the IDC campus. Also at the event were **Jonathan Davis**, vice president of External Relations and head of the **Raphael Recanati** International School, AFIDC board chairman **Gil Tenzer**, and board member **Gadi Slade**.



Raquel Ramati, Daniel Jusidman and Danielle Schanz.

#### Prof. Uriel Reichman Addresses the UN

Hundreds of attendees listened intently as Prof. Uriel Reichman, founder and president of IDC Herzliya, spoke at the United Nations on the issue of BDS and how IDC is combating it. Robert Singer, president of the World Jewish Congress, moderated the panel. Reichman was joined by **Gidi Grinstein**, founder of the Reut Institute. The event was attended by numerous IDC alumni who work at the U.N. and in prominent Jewish organizations.



American Friends of IDC: 116 East 16th Street, 11th Floor, New York, NY 10003 Tel: 212-213-5961 Fax: 212-213-6436 / info@afidc.org / www.idc.ac.il/eng / www.afidc.or AFIDC photographers: Shahar Azran, Noy Berger, Xiomara Luchen

## <mark>UK Friends</mark> of IDC Keep Busy

# Prof. Yair Amichai Hamburger Speaks About the Psychology of the Internet

ong-time IDC Herzliya friends and supporters Neville and Emma Shulman opened their London home for a warm gathering of old and new IDC friends, parents, supporters and alumni.

Neville Shulman introduced both IDC and Jonathan Davis, vice president of External Relations and head of the Raphael Recanati International School, who provided an update on new happenings on campus and thanked the Shulmans for their kindness and generosity, not just in hosting the evening, but also for their many years of support for IDC, their sponsorship of Ethiopian students and their most recent gift for the Neville and Emma Shulman Literary IDC Challenges Cup, which offers annual financial awards to IDC students and creates opportunities for important intellectual discourse through written presentations that provide potential solutions to the many challenges facing the Middle East.

"It is a great honor to have friends with such vision and dedication to principle and the Jewish people as Neville and Emma," Davis said. He then introduced the evening's keynote speaker, Prof. **Yair Amichai-Hamburger** of IDC's Baruch Ivcher School of Psychology, who was educated at Oxford University and is a renowned expert in the psychology of the internet. Amichai-Hamburger gave a talk titled "The Good, the Bad and the Ugly, Our Lives Online," in which he discussed the tremendous power the internet wields over our lives, the unique social situations it creates, and the positive and negative effects it can have on personalities. He stressed the importance of disconnecting as often as possible and finding more balance. The guests were captivated by Amichai-Hamburger's talk, and many later said they would reconsider the role technology plays in their lives.



Jonathan Davis, vice president of External Affairs and head of the Raphael Recanati International School, met in London with Israeli Ambassador to the U.K. Mark Regev to discuss partnerships between the Israeli Embassy and IDC Herzliya.



Jonathan Davis, Emma Shulman, Neville Shulman and Prof. Yair Amichai-Hamburger.



Michal Benaim and Effi Cartier.



Annette Bamberger (front, second from left), Jonathan Davis (front, third from left) and Prof Yair Amichai-Hamburger (front fourth from left) with IDC Herzliya alumni in London.

#### UK FRIENDS OF IDC HERZLIYA 😒 🗖

#### Israel at Heart Ethiopian Scholarship Students Tour the UK, Meet Friends and Supporters

**T**DC Herzliya friends and parents **Vivien** and **Izzak Baroukh** graciously opened their London home for a warm gathering of old and new IDC friends, parents and supporters.

Their son Michael Baroukh, who graduated from IDC with an M.A. in Financial Economics, welcomed the guests and spoke about his experiences at IDC. He introduced Annette Bamberger, director of Recruitment and Marketing for the U.K. and Francophone Europe, who provided an overview of IDC's values and an update on new events on campus, and introduced the Israel at Heart Ethiopian Scholarship program.

First-year students and Israel at Heart scholarship recipients **Aviv Tena Gette** and **Yonatan Eyov** discussed their aliyah stories and their integration into life in Israel. For the two students, it was the last event of an intensive, weeklong public diplomacy trip they had taken across the U.K., during which they visited schools and synagogues and spoke with communities and students. Before the trip, both students underwent training in how to tell their personal stories and how to make the case for Israel where necessary. The principal of one London-area school they visited said, "Aviv and Yonatan were fantastic. Our students were enthralled with their presentations. It is so important for them to understand the diversity of the Jewish people."

As well as full scholarships, Israel at Heart students receive a plethora of support services to ensure their success not only at IDC but also in the employment market.



While in London, Jonathan Davis presented Gordon Hausmann, treasurer of the U.K. Friends of IDC Herzliya, with an award of appreciation for his years of service on behalf of IDC. "We are honoured to have friends around the world such as Gordon, who believe in our core values of freedom, responsibility, and academic excellence and help us fulfil this mission," Davis said in presenting the award. From left: Jonathan Davis, Gordon Hausmann, Colette Loobey, from CH. Hausmann & Co., and Annette Bamberger.



Lee Baroukh, Aviv Tena Gette, Annette Bamberger, Yonatan Eyov, Izzak Baroukh, Michael Baroukh, Adam Baroukh and Vivien Baroukh.



Chaim Shine, Vivien Baroukh and Varda Shine.



Aviv Tena Gette and Yonatan Eyov.



# RRIS Global Village

32%

IDC - The most international university in the State of Israel

7%

548 NORTH AMERICA

Canada 50 USA 498

LATIN AMERICA

25 Argentina Bolivia 3 24 Brazil Colombia 11 Costa Rica 5 Ecuador 4 Guatemala 4 Mexico 14 Panama 6 8 Peru Uruguay 5 Venezuela 15 Chile 2 Paraguay

Angola Eritrea Ethiopia Kenya

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2

Austria

Belgium

Denmark

Finland

France

Germany

Holland

Norway Spain

Sweden

Greece

Portugal

Ireland

UK

Switzerland

Luxembourg

Italy

Nigeria South Africa Zimbabwe Sudan Ghana Ivory coast Cameroon

Somalia

4% AFRICA

**ASIA & OCEANIA** 

According to a survey by the Council for Higher Education, the RRIS has the most students studying for full-time degrees of any of the 66 universities and colleges in Israel. IDC also has the highest ratio of international students compared with the general student body.

2%

9 5

8 8

4

1

2

1

Australia

China India

Singapore South Korea

Thailand

Mongolia Vietnam

Japan Hong Kong

New Zealand

Bulgaria Moldova 1 **Czech Republic** 9 3 Hungary Poland 4 4 Romania Russia 23 Serbia 1 Ukraine 11 Azerbaijan 1 Kazakhstan Uzbekistan Kosovo Georgia Lithuania Bosnia & Herzegovina 1 Slovakia

Belarus

**EASTERN EUROPE & RUSSIA** 

1

4

2

19%

4%

**ISRAEL & THE MIDDLE EAST** 

309

6

18

Israel Morocco Turkey

One third of IDC's student body on campus come from 86 countries around the world and study through the Raphael Recanati International School.

Annual Raphael Recanati International School Pesach Luncheon 2017



Rafi Black, who begins Communications studies in the 2017-2018 academic year, with his father, Robert Black.



Oudi Recanati, Helga Kronheim and Prof. Uriel Reichman.



Prof. Uriel Reichman welcomes Hannah and Joey Low.



Luna, Pnina and Avi Nagar. Luna and Avi's daughter Emily is currently a study abroad student and will begin studying Psychology in 2017-2018.



Yueming (Jasmin) Pan, third-year Business student from China, Mimi Laufer, director of RRIS marketing, and Karolina Rehackova, second-year Government student from the Czech Republic.



Khin Lay Mu and Amb. Maung Maung Lynn of Myanmar, whose daughter, Shwe Eain, is a first-year Business student.



Grace de la Rosa (far left), a first-year Communications student from Panama, with her family.



The Balaban family visiting from Florida, USA. Naomi (standing second from right) will be studying Psychology from 2017-2018.



From left: Jonathan Davis, Hannah, Joey and Carol Low, Prof. Uriel Reichman, Tanya (M.A. Organizational Behavior and Development), and Julia Low.



Amit Broide, first-year Communications student from South Africa, with her parents, Anat and Chaim.



Michael Wyttenbach and Inge Ginsberg, long-time RRIS scholarship supporter from Switzerland, the U.S. and Israel.



Florence Cohen with her cousin, Pierre Besnainou, chairman of IDC's International Friends Club. Florence's daughter Leava is a second-year Communications student.



*Elias Gateno (seated in black), second-year Communications student from Panama, with his family.* 



*Prof. Uriel Reichman (back row, center) with his son-in-law and AFIDC board member, Gadi Slade, daughter-in-law Deborah and their children.* 



*Eitan Hirsch, first-year Psychology student from Mexico, with Lionel Reich and Avi Schotland from Germany.* 



*Tali Wiesenthal (second from right), first-year Communications student from Canada, with her family.* 



# Student and Alumni Volunteers Host Passover Seder for Holocaust Survivors

For the fourth year, volunteers from the "Third Generation for the Golden Age" student project organize an event for senior citizens who would not otherwise have the opportunity to partake in a Passover Seder.

In 2012, seven IDC Herzliya students founded "Third Generation for the Aged" ("Dor Shlishi Lagil Hashlishi"), a project aimed at making technology accessible to senior citizens. Throughout the year, student volunteers teach elderly individuals how to use computers and navigate websites so they can learn how to communicate with family members using Facebook and Skype, make medical appointments online, or research useful information. The students also volunteer at senior citizens' homes and help them prepare for holidays and events.

Four years ago, two of the project's student founders, **Rotem Yosef** (Law and Government, 2014) and **Ofer Shaltiel** (Law and Business, 2016) came up with the idea of hosting a communal Passover Seder for Holocaust survivors who had no family to go to for the holiday meal. "We had so many volunteers, we thought, 'How can we do more?'" says Yosef. "At first I was concerned that people might be hesitant and embarrassed to come to a public Seder, but I was wrong. Right from the first year, I was surprised to see how happy and grateful they were to come."



Ofer Shaltiel (Law and Business, 2016) and Rotem Yosef (Law and Government, 2014) came up with the idea to host the annual communal Seder.

Every year, the Seder is held on the IDC campus for 110 elderly citizens. Yosef, Shaltiel, and student volunteers work with various charities to locate Holocaust survivors from around the country, and students and staff work hard to make the Seder a special event. Student volunteers pick up the survivors from their homes and bring them to the Seder, and return them to their homes afterwards. Thanks to contributions secured by the organizers, each Seder participant receives a Haggadah and a 500-shekel gift voucher. Each year, additional donated gifts are given out, including wine, soaps, blankets, and more. The catering is also done by volunteers. Two rabbis lead the Seder – one a Hebrew speaker and the other a Russian speaker – and a professional singer is brought in to lead the traditional Passover songs.

#### "The survivors who participate in the Seder love it and look forward to it every year."

– Rotem Yosef, IDC graduate and project founder

"The survivors who participate in the Seder love it and look forward to it every year," says Yosef. "They are very moved by it. We get thank you letters from them afterwards telling us how much they enjoyed themselves and how touched they are that the younger generation has reached out to take part in their lives in such a meaningful way."

Raphael Recanati International School

ZLIYA

**UNDERGRADUATE PROGRAMS** 

LIVE IN ISRAEL

### BA

**BUSINESS ADMINISTRATION BUSINESS & ECONOMICS** (DOUBLE MAJOR) **COMMUNICATIONS GOVERNMENT GOVERNMENT AND SUSTAINABILITY** (DOUBLE MAJOR) **PSYCHOLOGY** 

**BSC** COMPUTER SCIENCE **ONE-SEMESTER / ONE-YEAR / FULL DEGREE** 





## Short and Sweet

Snippets from IDC Herzliya Happenings



#### **RRIS One-Year Study** Abroad Student Gifts Squash Trophy to IDC Herzliya

Max Mailman, a Cornell University student on a one-year study abroad at IDC Herzliya, is also a keen squash player who played for IDC at the Academic Sport Association squash tournament in Eilat - and was so thrilled when he won that he decided to present his trophy to IDC as a gift. The New York-raised student, and Ramaz high-school graduate, said he first learned about IDC from an Israeli cousin who studied at the college, and decided to join the exchange program when he discovered that IDC would allow him to earn academic credits as well as pursue his athletic goals. "Throughout my year at IDC, I have been training in Herzliya and Raanana to improve my squash game and make sure I do not lose ground athletically. Once I'm back at Cornell, I will be able to reflect on the wonderful study abroad year I had at IDC," he said. The championship trophy now sits on campus in IDC Herzliya's trophy room next to Prof. Uriel Reichman's, IDC's president and founder, office.



Max Mailman is flanked by Prof. Uriel Reichman, president and founder of IDC Herzliya, and Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School.

#### The Alem Saby Foundation Fellows from Kazakhstan meet with the Israel Ambassador to Astana



Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School (far left), Prof. Uriel Reichman, president and founder, IDC Herzliya (fifth from left) and Michael Brodsky, Israel ambassador to Astana (sixth from left), with IDC's five Kazakhstani Computer Science students, the Alem Saby Fellows: Alexey Semenov, Diana Zhexenbekova, Aruay Berdikulova, Madina Kashaganova and Zhandos Bulatov.

#### Exploring Israel by Land and Sea - Mountain Biking and Kayaking



The Raphael Recanati International School's Social and Cultural Department and the IDC Student Union, hosted a "Bike and Wine" trip for 52 students and staff. Participants biked around the Mount Carmel near Zichron Yaakov, Ramat Hanadiv and Ganei Habaron, finishing with lunch and red wine.



Dr. Tal Azran, academic supervisor of the Sammy Ofer School of Communications, has formed a kayaking club with his students.



# The History of the Land of Israel on Display at IDC

Photographs from the Meitar Collection, capturing moments from the early days of Israeli statehood, are on display in the Radzyner-Sustainability building. Thanks to the generosity of the Zvi and Ofra Meitar Family Fund, IDC Herzliya is currently exhibiting 19 photographs from the Meitar Collection that depict the early days of the establishment of the State of Israel. On display in the Radzyner-Sustainability building, the images were taken by photographers **Beno Rothenberg**, **Boris Carmi** and **Moshe Levine** and show important events that are seared into the national consciousness, as well as the difficulties the young country faced: the struggle to establish a Jewish state, immigration and absorption, multiculturalism, and the years of austerity.

#### "It is fitting to have these photographs on display here, as they represent the same Zionist values on which I based the creation of IDC Herzliya."

– Prof. Uriel Reichman, president and founder of IDC Herzliya

"The photographs reflect the period when the State of Israel's society and culture was built up in accordance with democratic and Zionist values," says **Maya Cohen-Mossek**, keeper of the collection. "The photographs provide a layer of meaning that touches on the building of identity and connection to place."


#### "The photographs provide a layer of meaning that touches on the building of identity and connection to place." – Maya Cohen-Mossek, keeper of the Meitar Collection

The exhibition was launched at an event attended by IDC president and founder Prof. Uriel Reichman, Meitar Collection owner Ofra Meitar, Meitar Collection president and IDC board member Dafna Meitar Nechmad, and IDC students, faculty, friends and supporters.

"These 19 photos are really only a drop in the ocean," Gili Dinstein, IDC's director of External Relations Israel, said at the event. "The Meitar Collection includes tens of thousands of photographs and documents. The photos that we are so fortunate to house here at IDC, showing the days of early statehood, bring us back to days that I think we all miss, days that were synonymous with Zionism, modesty and innocence."

The Meitar Collection is a private archive that preserves and catalogues photographs to place them at the disposal of museums, publications and producers. The archive was

established by the late **Zvi Meitar**, z"l, who was prompted to collect photographs by his interest in the history of the Land of Israel. The collection includes more than 150,000 negatives photographed in Israel before and after the establishment of the state by photographers working in Israel.



From left: Sheri Zilbershatz, Prof. Uriel Reichman, Ofra Meitar, Dafna Meitar Nechmad and Avraham Zilbershatz.

Reichman said, "It is fitting to have these photographs on display here, as they represent the same Zionist values on which I based the creation of IDC Herzliya." 🖈

- Ariel Rodal-Spieler

Raphael Recanati International School

RAPHAEL RECANATI INTERNATIONAL SCHOOL AT IDC HERZLIYA LIVE IN ISRAEL Study in English

RZLIYA

# **GRADUATE PROGRAMS**

Out of 39 institutions of higher education in Israel IDC Herzliya was voted



for "Student Satisfaction" for the 6<sup>th</sup> time!



**GLOBAL MBA** INNOVATION & ENTREPRENEURSHIP STRATEGY & BUSINESS DEVELOPMENT

**MBA** ONE-YEAR PROGRAM





Eliana Glogauer Canada MA COUNTER-TERRORISM

GLOBAL MBA



**Benjamin Peng** China



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MA OBD



**Mor Frankle** USA



Kirk D'Souza Singapore MA RESEARCH TRACK

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www.rris.idc.ac.il

IDC Summer ULPAN July 16 - August 24

# Raphael Recanati International School Graduate Revives Young Jewish Political Life in Germany



# Spotlight on Dalia Grinfeld, president of the Jewish Student Union Germany.

alia Grinfeld, the founder and president of the recently established Jewish Student Union Germany, is described by many as a born leader. Born and raised in Berlin to an Argentinean father and a mother from the former Soviet Union who met while they were living in Israel, Grinfeld is fluent in four languages. Currently about to complete her B.A. in Political Science at Heidelberg University, she did two semesters abroad, one in Buenos Aires, and the other at the Raphael Recanati International School at IDC Herzliya. "I'd always wanted to see what it was like to live in Israel for a while," she says. "I had a lot of friends from Germany who studied at IDC and raved about the student life there, and I was interested in courses that are not offered at my home university, on counter-terrorism and Middle East politics, for example."

"In order to create sustainable and enjoyable Jewish life here in Germany, we need to be actively represented in national politics."

Grinfeld has been a leader and activist from a young age. "In school I was on the student council, a member of the debate club and language clubs, and involved in social projects such as Schools Without Racism," she says. She has also always been active in the Jewish community, working as a camp counselor and taking part in leadership training seminars. When she began her university studies, she was disappointed to find that there was almost no Jewish student life on campus. "I decided to get involved in the union for Jewish students in Baden, and in that framework I began to rebuild Jewish life on campus, planning events including classes and Shabbat meals," she says.

Grinfeld was equally active during her semester at IDC. She joined the Model U.N. and the debate club, and began regularly hosting culturally themed Shabbat dinners at the apartment she shared with Israeli roommates. "The RRIS tries to make the student experience as rich as



possible – there are so many extracurricular activities on offer," she says. "IDC was a great experience overall. Our classes were very interactive, much more so than in Germany, and I always felt that the professors were interested in our questions. I also really enjoyed the interdisciplinary approach to teaching – it has helped me to look at problems from different perspectives."

After returning from Israel, Grinfeld undertook internships at the U.N. in Geneva and at the Central Council for Jews in Switzerland in Zurich. She then moved back to Germany, where she began the next chapter of her life: establishing the Jewish Student Union Germany (Jüdische Studieredenunion Deutschland), which represents German Jews aged 18 to 35. In March, the new organization held its first General Assembly in Frankfurt and elected its board. Hundreds of people came from all over Germany to vote, with 16 people vying for five spots on the board. Grinfeld was overwhelmingly elected as president.

"All of JSUD's founding board members, and the elected ones, have been very active in shaping young Jewish life in Germany, mainly through initiating local cultural and social events like Shabbat dinners and holiday programs," says Grinfeld. "And now we are taking the next step and going into politics. In order to create sustainable and enjoyable Jewish life here in Germany, we need to be actively represented in national politics. That's JSUD's founding idea – to have a young Jewish political voice."

JSUD works with the main German political parties on issues including freedom of religion, nationalism, and anti-Semitism. With 2017 being an election year in Germany, Grinfeld is leading JSUD in a Get Out the Vote campaign, as well as an active campaign against the extreme rightwing Alternative for Germany party, which she says is dangerous for the Jewish community.

JSUD is active nationally, regionally, and internationally, and takes an active part in both the European and the World Union of Jewish Students. Some of the organization's other goals are to help Jewish student unions around the country run their programs in a more creative and effective way, and to bring new young voices to the German Jewish communities. "We want young people to be represented in their Jewish communities and to be active in shaping Jewish life," says Grinfeld.

Jonathan Davis, IDC's vice president for External Relations and head of the RRIS, says, "I am so proud of Dalia. It is wonderful when alumni who return to their home countries take on positions of leadership in the Jewish community. This is a victory for the Jewish community of Germany and for the RRIS."

– Ariel Rodal-Spieler

# Academics

Office of the Provost, Academic News, Research Updates and Global Engagement

> Prof. Mario Mikulincer, IDC provost. Dr. Eric Zimmerman,

#### director of Research and Global Engagement.

# **Competitive Research Grants**

IDC Herzliya researchers have won nearly 30 new research and project grants from funding agencies in Israel and abroad, and IDC now has an external funding portfolio that surpasses NIS 25 million. This includes grants from the European Commission, the Israel Science Foundation, the USA-Israel Binational Science Foundation, and the German-Israeli Foundation for Scientific Research and Development.



#### Prof. Ora Nakash

The Israel National Institute for Health Policy Research



Prof. Yael Parag National Infrastructure Ministry



Prof. Anat Lior Sacker Institute, Faculty of Law, Hebrew University of Jerusalem



Prof. Yossi Maaravi

Bank Leumi



Prof. Tal Moran



Prof. Lior Zemer Ben-Gurion University of the Negev

# **Faculty Promotions**



Prof. Asif Efrat Associate professor Government



Dr. Rami Tolmacz Senior lecturer Psychology





Senior lecturer Government



Prof. Shahar Ayal Associate professor with seniority

#### Faculty News, Appointments and Promotions



Dr. Gail Gilboa Freedman has been named a faculty member in the Adelson School of Entrepreneurship and director of the DataTech Program in the Tiomkin School of Economics. An expert in the areas of privacy, data science and network science, she holds a Ph.D. in

Mathematical Sciences from Tel Aviv University and has worked for IBM and for Citi Innovation Lab. She also writes about mathematics in popular science articles and books.



Dr. Gali Einav has been named head of the Entrepreneurship Minor Track Program in the Adelson School of Entrepreneurship. She holds a Ph.D. in Interactive Television from Columbia University and has been an adjunct professor of Digital Media

at IDC since 2008. Her research interests include the impact of digital transformation on media industries and consumer behavior.



Dr. Yaniv Roznai has been named an assistant professor in the Radzyner Law School, returning to IDC after a post-doctoral fellowship at the Minerva Center for the Rule of Law under Extreme Conditions at the University of Haifa and the Hauser Global Law School

at New York University. He obtained his bachelor's degree in Law and Government from IDC and then went on to obtain his LL.M. and Ph.D. from the London School of Economics. An expert on constitutional law and theory, his book, "Unconstitutional Constitutional Amendments: A Study of the Nature and Limits of Constitutional Amendment Powers," is being published by Oxford University Press.



**Roy Shapira** has rejoined the Radzyner Law School as a faculty member. After completing his bachelor's and master's degrees in Law and Business at IDC, he obtained his SJD and LL.M. degrees from Harvard Law School. Shapira's research and teaching focus on reputation, regulation, and

corporate governance, and he is writing a book on those subjects for Cambridge University Press.



**Ronit Berger** has been named as a faculty member. A law and arts graduate of Tel Aviv University, she obtained a master's degree in Diplomacy and Conflict Studies at IDC, and a Ph.D. from the Maxwell School of Citizenship and Public Affairs at Syracuse University. Her research focuses on

the resolution of the conflict in Northern Ireland, the Israeli-Palestinian conflict, violent non-state actors and leadership.



Dr. **Ronit Levine-Schnur** has joined the Radyzner Law School and the Gazit-Globe Real Estate Institute as a faculty member. A property, contracts and land use law and theory expert, she has a doctorate in Law from the Hebrew University of Jerusalem and served as a

post-doctoral fellow at the University of Toronto. Her research focuses on the fairness and efficiency in real estate regulation, comparative perspectives on international land conflicts, and philosophical aspects of private law theory.

## SILICE: Social innovation for Indian and Israeli Entrepreneurs

The SILICE project will develop an open-source platform that promotes social innovation ideas and international cooperation at the regional level between the EU, Israel and India. It also seeks to tackle cross-border issues such as the

gender balance and equal opportunities for women.http://www.silice.eu/

#### IDC's partners are:

-		
Israel		Oranim Academic College of Education
Israel		Sapir Academic College
Israel		Tel-Hai Academic College
Israel	her	Sakhnin
India		Savitribai Phule Pune University
India		KIIT University
India		Edulab Educational Exchange Pvt. Ltd.
India		Lokmanya Tilak Jankalyan Shikshan Sanstha College
India		Datta Meghe Institute of Medical Sciences
Germany		Technische Universitat Berlin
Scotland		University of Edinburgh
Croatia		Veleuciliste VERN
Portugal		Universidade de Lisboa



# Internationalization

#### Prof. Mario Mikulincer is among the top 10 Israeli researchers most cited on Google Scholar



Prof. **Mario Mikulincer**, IDC Herzliya's provost, has been ranked ninth on a list of 2,723 Israeli researchers most cited on Google Scholar in 2016, according to the Webometrics Ranking of World Universities, which is run by the Spanish research group CSIC. Mikulincer received 36,029 citations.

#### Summer Courses with Birthright Israel

In partnership with Birthright Israel (Taglit), IDC Herzliya is offering students from abroad the opportunity to take Global Innovation and Entrepreneurship or Conflict Management and Counter-Terrorism courses while in Israel. Each 12-day course taken through Birthright Israel Academic will earn a student three credits. The courses are led by renowned academics, industry leaders, and government officials. Further information: https://www.birthrightisrael.com/academy



#### **Delivering Change Forum**



Dr. Eric Zimmerman, director of Research and Global Engagement, gave an inspiring talk at the Delivering Change Forum in Mumbai, where he discussed the elements that make for successful partnerships and how to advance these with regard to Israel and India. The conference aims to create a platform that inspires, teaches and transforms leaders from governments, businesses and society to bring about improvements in their fields. In 2016, the conference organizers signed a memorandum of understanding with Prof. **Uriel Reichman**, IDC's president and founder, in order to develop Indiaspecific content delivery in entrepreneurship education.

#### Student Exchange

IDC Herzliya continues to forge ahead on the international front, signing student exchange agreements with institutions around the globe. The full list of partners is available at http://studyabroad.idc.ac.il/

Agreements were recently signed with:

- Albstadt-Sigmaringen University (Germany)
- Binghamton University (USA)
- Eotvos Lorand University (Hungary)
- ESB Business School at Reutlingen University (Germany)
- Freie Universitat Berlin (Germany)
- Hangzhou Normal University (China)
- HHL Leipzig Graduate School of Management (Germany)
- Institut Superieur de Gestion (France)
- Lauder Business School, Vienna (Austria)
- National Tsing Hua University (Taiwan)
- ORT University (Uruguay)
- Roma Tre University (Italy)
- Shantou University (China)
- Sichuan University (China)

- University of Cyprus (Cyprus)
- University of Gothenburg (Sweden)
- Vietnam National University (Vietnam)

In the 2017-2018 academic year, IDC is set to exchange nearly 200 students, making its program one of the biggest semester-abroad programs in Israel.

# TeachEx: Teaching Excellence in Israel

TeachEx is a project conceived to contribute to the continuous professional development of academic staff by offering adequate support structures (Centers for Teaching Excellence) and innovative, high-quality, flexible programs designed to promote better teaching.

#### IDC's partners are:

Israel	Bezalel Academy of Arts and Design
Netherlands	Rijksuniversiteit Groningen
Belgium	EURASHE – European Association of Institutions in Higher Education
Ireland	University College Cork
🔯 Israel	Beit Berl College
Scotland	Glasgow Caledonian University
England	University of Brighton
Poland	Uniwersytet Jagiellonski
🔯 Israel	Ben-Gurion University of the Negev
🔯 Israel	Gordon Academic College of Education
🔯 Israel	Oranim Academic College of Education
🔯 Israel	National Union of Israeli Students
🥑 Cyprus	University of Nicosia
Belgium	The National Unions of Students in Europe



TeachEx partners receive an update by Dr. Eric Zimmerman.

# Visits to IDC

There continues to be immense interest in Israeli academia and in the work of IDC Herzliya. High-level delegations have visited IDC in recent months from:

💿 India	Rai Technology University
Germany	Berlin School of Economics and Law
	Caucasus University
England	The British Council in Tel Aviv
China China	Jilin University
Germany	School of Informatics at ESB Business School at Reutlingen University
usa 🕒	Youngstown State University
France	Sciences Po Bordeaux
🥑 Cyprus	University of Cyprus
Czech Republic	Masaryk University
Singapore	Singapore Intelligence Department of the Singapore Government
Singapore	SPRING Singapore (agency of Singapore's Trade and Industry Ministry)
🔶 Italy	Cultural attaché of the Italian Embassy in Tel Aviv
USA	McDonough School of Business at Georgetown University
🔴 Taiwan	Taipei Economic and Cultural Office in Tel Aviv
🔶 Austria	Lauder Business School, Vienna
Mexico	ITAM - Institut Tecnologico Autonomo de Mexico
Germany	Dr. Ludwig Spaenle, Bavarian state education, science, culture and arts minister
China China	Chinese Embassy in Tel Aviv
China China	Hebei GEO University
Singapore	National University of Singapore
ermany	Academic delegation from Baden-Württemberg

# Masaryk University and IDC Partner

IDC hosted a two-day workshop on cognitive psychology, ageing, urbanism and climate change with colleagues from Masaryk University in Brno, Czech Republic. The workshop involved discussions with faculty and students from IDC's Baruch Ivcher School of Psychology and the School of Sustainability Founded by Israel Corp., ICL & ORL. Dr. **Doron Avital**, a former Knesset member and an expert on Czech-Israeli relations delivered a lecture on historical, philosophical and political issues relevant to both countries. The workshop was made possible by the establishment of the Masaryk Distinguished Chair at IDC by the Czech government in 2012, which enables IDC to host Czech scholars.

#### Mission to China

Dr. Eric Zimmerman, director of Research and Global Engagement, led an IDC mission to China that visited academic and business institutions in Beijing, Jinan and Shanghai to deepen collaboration with existing partners and foster new ones. Also in the delegation were Nili Stein, from Executive and Continuing Education, and Christian Jowers, from the office of Global Engagement

Institutions visited included the Guanghua School of Management at Peking University, Tsinghua University, China Central Party School, Fudan University, Shanghai Business School, Cheung Kong Graduate School of Business, Shengjing360, Communication University of China, and Shandong University. The delegation also met with representatives from the Israeli Embassy and the Israel-China Chamber of Commerce.



*Dr. Eric Zimmerman discusses collaboration ideas with the head of executive education at the Communication University of China, Director Li Dewei.* 

# Berlin School of Economics and Law Visits IDC for a Joint Seminar

Following a successful workshop in Berlin in mid-2016, IDC Herzliya hosted the second part of its Entrepreneurship Conversation series with the Berlin School of Economics and Law. During the two-day seminar, faculty from both institutions discussed business, social entrepreneurship and future collaboration, and toured the Rothschild "Start-Up Boulevard." Prof. Dr. Andreas Zaby, president of the Berlin school, and Prof. Uriel Reichman, founder and president of IDC, signed an agreement for entrepreneurship and business incubation.



Dr. Esther Lopatin, director of IDC Herzliya's Center for European Studies; Prof. Dr. Harald Gleiner, vice president of BSEL; Prof. Dr. Andreas Zaby, president of BSEL; Prof. Dr. Sven Ripsas, professor of Entrepreneurship at BSEL; Prof. Gert Bruche, BSEL faculty member; Yotam Cohen, Zell alumnus and co-founder of Wibbitz; Christian Gurol, manager Startup Incubator Berlin Gruendungszentrum; Moran Nir, director, Zell Program in Entrepreneurship at IDC Herzliya.

#### **Research Blog**

Please note our tool to keep you abreast of research grants, centers, new appointments and projects at IDC Herzliya. http://researchblog.idc.ac.il

Adelson School of IDC HERZLIYA Entrepreneurship Dr. Miriam and



Dean, Prof. Yair Tauman

## IDC Herzliya Offers Israel's First B.A. in Entrepreneurship

Sheldon G. Adelson

IDC Herzliva has received authorization from the Council for Higher Education to open student registration for a bachelor's degree program in Entrepreneurship for the upcoming academic year 2017-2018. This unique program, being run by the Adelson School of Entrepreneurship, will be the first B.A. in Entrepreneurship to be offered in Israel, and offers a double-major degree that will endow young entrepreneurs with the knowledge and tools to realize their ideas and aspirations. It follows the successes of IDC's Zell Entrepreneurship Program and the Media Innovation Lab (miLAB).

IDC was the first academic institution in Israel to develop an entrepreneurial program in 2001 - the Zell Entrepreneurship Program, founded by Sam Zell.

Over the years, the Zell Entrepreneurship Program has generated dozens of start-ups, with substantial exits. Based on this experience, the Adelson School of Entrepreneurship was established, where the new B.A. in Entrepreneurship was developed.

The new program combines both academic and practical courses, and includes hands-on training in building technological prototypes and creating business plans. Students will be mentored by leading industry figures, and the program emphasizes excellence in research and education, social responsibility and teamwork.

"The success of the Israeli economy depends on pioneering entrepreneurship which has brought us international achievements in agriculture, security and civic technology, high-tech and sci-

ence. Entrepreneurship can only prosper in an economically competitive market," says Prof. Uriel Reichman, president and founder of IDC. "The undergraduate program in entrepreneurship expresses the belief of IDC Herzliya in free entrepreneurship, and is a vote of confidence in the abilities and futures of our students."

Lecturers at the Adelson School include leading researchers and experts

in innovative technology, social entrepreneurship, and industrial entrepreneurship, including Prof. Yair Tauman, the Adelson School's dean, and an expert on game theory; Dr. Gail Gilboa Freedman, mathematics and data science expert; Dr. Yossi Maaravi, deputy dean and expert on innovation, entrepreneurship and negotiation; Moran Nir, executive director of the Zell Entrepreneurship Program; and Dr. Gali Einav, digital media expert.



The Dr. Miriam and Sheldon G. Adelson School of Entrepreneurship Building.

# Adelson School's Joint Program with Washington University in St. Louis

The Global Masters in Finance is a joint program between IDC's Adelson School of Entrepreneurship and the Olin Business School at Washington University in St. Louis. The program gives students a one-of-a-kind opportunity to study finance and innovation at a leading U.S. management school and gain hands-on venturecreation experience in Israel.

Last summer, students from the Olin Business School spent a semester in Israel, where they studied at IDC and interned at leading Israeli VCs. Student Ye Qu, who as part of the program interned at Upround Ventures, a boutique investment advisory and VC firm for Asian investors, said one reason he had chosen to join the program was because of the outstanding teaching faculty. "We had an unbelievably warm welcome at the airport from the Adelson School's faculty, and they helped us also in the daily arrangements such as choosing a cellphone company and searching for an apartment," he said. He also praised IDC students, saying IDC has a

"diversified student community with students from all over the world who speak English. They were helpful and not exclusive."

Esther Loewy, CEO and founder of Upround Ventures, was Ye's supervisor and said he had proved to be a valuable asset who contributed unique insights to the company at its meetings with investors.



GMF students visit MassChallenge in Jerusalem.

Ye was full of praise for the program. "The program opens numerous career paths for students," he said. "It was a fantastic opportunity to transform myself from a college boy to an international finance professional. I believe that young business professionals should take this opportunity. If people are looking for a globalized challenge, networking and work experience, this program would be a remarkable experience."



GMF students with Dr. Yossi Maaravi, deputy dean of the Adelson School of Entrepreneurship (standing far left).



Zell Entrepreneurship Program Executive Director, Moran Nir

#### Students Present to Sam Zell





Sam Zell and students at the fair.

In the entrepreneurial world, international relations and cooperation are vitally important. That understanding is what underlies the activities of the Zell Entrepreneurship Program that operates at IDC Herzliya and two leading U.S. universities: the Kellogg School of Business at Northwestern University in Chicago and the University of Michigan in Ann Arbor.

Zell students from the two American universities recently spent a week with their counterparts at IDC, participating in a series of joint activities and events that built social and professional ties between the three groups. The highlight of the week was a visit by **Sam Zell**, the Chicago businessman who founded the IDC program in 2001 together with Prof. **Uriel Reichman**, IDC's founder and president. The students set up a colorful Entrepreneurial Fair, where they presented their projects to Zell and to the many other visitors who attended. The guests also toured the new Adelson School of Entrepreneurship building.

"It is a great privilege to host such an event," said **Moran Nir**, IDC's Zell program director. "These young entrepreneurs [from both countries] have a lot in common. They are all operating under the auspices of the Zell Entrepreneurship Program, and all of them are talented and ambitious young people who want to influence and shape the reality we live in."





#### Beyond Business as Usual: Corporate Social Impact Conference



David Arison, head of Global Relations and board member at Arison Investments and the Ted Arison Family Foundation, addresses the conference.

The Arison School of Business, in collaboration with the Arison Group and Wharton Social Impact Initiative, held an international conference titled "Beyond Business as Usual: Corporate Social Impact."

The conference brought together academic researchers, philanthropists and corporate executives to discuss the agenda of promoting a social contribution though business activities.

Prof. **Zvi Eckstein**, dean of the Tiomkin School of Economics and head of the Aaron Institute for Economic Policy at IDC Herzliya, made the opening remarks. "We wish to generate a dialogue. Doing good, and not just doing well, should be a leading goal for businesses and corporations," he said. "Since corporate value is highly related to the way people view a company and its products, people will most likely buy the products and shares of corporations who do good and show a real interest in having a positive social impact."

Prof. **Uriel Reichman**, president and founder of IDC Herzliya, told the conference: "When the mutual journey of IDC Herzliya and **Shari Arison** began, we both knew what we hoped to achieve. In my case, it was to educate the leadership of tomorrow; in Shari's case it was to find a way to unite her humanistic approach with business. It started with our understanding that we were establishing an institute that strives to continue the goals of Zionism. We wished to build upon the values of social solidarity and acceptance that guided the country in its early years, which seem to have been eroded throughout the years. This continuation of Zionism is what our motto later came to be: 'Freedom and Responsibility.'''

David Arison, head of Global Relations and a board member at Arison Investments and the Ted Arison Family Foundation, told the conference: "The business premise of the world is changing, we are no longer thinking about financial profits; we are thinking about the employees, the communities. At Arison Group we work to make these words more than slogans on the wall. We hope to pass them on forward to people and communities and wish to see other companies follow our lead."

**Sherryl Kuhlman,** managing director at Wharton Social Impact Initiative, also spoke at the conference, saying: "There's an internet meme that has been really resonating with me lately, that says: 'Don't ask a young person what job they want to have, ask them what problem they want to solve.' At the Wharton School, University of Pennsylvania, we have students who come to us wanting to solve problems, not just to learn about them, and change the world. Our job is to give them the tools to do just that. We need to answer the question on how do we use our business skills to make the world a better place."

Prof. **Dov Pekelman**, dean of the Arison School of Business, said: "What ties all the very different values of sustainability, ethics, giving? How do we educate our students towards these values? The students come to us in order to learn useful skills for their future careers; we try to convey not only plain skills, but the values as well. What ties all of those values together is human empathy. If you build some human empathy in students you can then teach them the skills needed in order to bring out these values in their work."

Efrat Peled, chairman and CEO of Arison Investments, said: "I believe that in today's world linking to values is something that serves as a compass for companies. We are seeking to hold social values and we believe that companies which have a social impact hold a comparative advantage over others, and are therefore more attractive to investors. When we started with implementing social impact policies, approximately a decade ago, and going through the financial crisis, we definitely did much better than the global benchmark for traded companies by incorporating these policies into our system. The main reason is that when you build trust, you empower the people around you to do better."

## MBA Students Provide Consulting For Companies

The Global MBA track in Strategy and Business Development gives students hands-on business experience and the opportunity for global collaboration.

Over the last decade, students of IDC Herzliya's Arison School of Business have designed and implemented successful market penetration and global strategies for a wide range of Israeli companies wishing to increase their international business activities. The Strategy and Business Development track of the Arison School's Global MBA program enables students to become a part of multinational consulting teams that work on projects sponsored by real companies from Israel or internationally.

"We train our students to design and implement business strategies in a global environment," says **Yuval Dovev**, head of the track. "We do this by teaching, in addition to the core MBA curriculum, tools and methods used by the world's leading management consulting firms. The highlight of our track is a six-month consulting project for a paying customer. Students work as part of an international team, with students from other business schools around the world. They are exposed to the highest level of decision makers and receive guidance from seasoned strategic consultants and international faculty members."

#### "Students work as part of an international team, with students from business schools around the world."

 Yuval Dovev, head of the GMBA Strategy and Business Development track.

Students are teamed with companies ranging from small start-ups to large enterprises. They help clients research and analyze markets, products and competitive environments, and then design and implement business growth initiatives. The students strive for significant impact, and create a fact-based, actionable and detailed work plan, then bring the plan to life.

"The strategic consulting project gives students an opportunity to step up to the plate and face the heat of a real-world, client-facing project," says **Noam Bernstein**, an Arison School MBA graduate and current faculty member teaching in the GMBA Strategy and Business Development track. "No matter how experienced you are, this program will challenge you and take your skills to the next level."



Some examples of projects that have been taken on by students are: an assessment of the Indian market and the development of a market penetration strategy for a large pharmaceutical company; a re-focus of development efforts for a company in the security monitoring systems industry (moving from hardware to software); an evaluation of the opportunity for weight-based waste management systems

"The strategic consulting project gives students an opportunity to step up to the plate and face the heat of a real-world, client-facing

**project."** – Noam Bernstein, MBA graduate and faculty member of the GMBA Strategy and Business Development track in the suburban United States, and recommendations for market penetration and optimal utilization of capacity in a newly acquired North American plant for an international company in the plastics industry.

The student team works with a contact person nominated by the company to align the team's work with the company's objectives and capabilities, and meetings with senior management take place periodically. The team is supervised by two professional strategic consultants or senior business development executives.

"The students who participate in this track take with them an entire arsenal of analytic tools and models for solutions to real-life business problems that will serve them through any business quandary they encounter in their professional lives," says MBA graduate **Shai Mani**.

– Ariel Rodal-Spieler







# Outstanding Students Develop Marketing Strategy for Luxury Car Group

As part of a marketing seminar led by Dr. **Talia Rymon**, outstanding students from the Arison School of Business developed a marketing and creative strategy for luxury car importer the Colmobil Group.

In the seminar, the students heard lectures about the car market and marketing activity, and visited the offices of Mercedes Israel, where they presented their work to senior managers. The students worked in groups on market analysis and marketing and creative strategies for Mercedes-Benz Israel and the Colmobil Group.

The unique cooperation between IDC Herzliya and Colmobil began several years ago, and now, for the first time, the company has decided to adopt a marketing program built by students to launch the new Smart for Four supermini vehicle in Israel. Students **Aref Bashir**, **Shaked Lerner** and **Liat Petrushka** recognized that the Smart car was designed for young urban dwellers, and built their marketing strategy accordingly.

They decided to take a different approach by hand-picking potential customers and sending them a unique invitation to register on a closed website, where they were invited to a special lunch party to which they could bring three friends, where the new Smart for Four was introduced. The main goal was to create a desire for the brand and connect it to likely customers.

**Dana Ravid Menachem**, marketing director of Mercedes and Smart vehicles, said that since Smart is an innovative vehicle that appeals to a young market, the students' work contributed greatly to the formulation of the brand's marketing strategy.



At the Mercedes-Benz Israel and Colmobil group Smart for Four event: Liat Petrushka, Shaked Lerner, Dr. Talia Rymon, Dana Ravid Menachem and Aref Bashir.

#### Arison Students Win First Place in Israel's L'Oréal Brandstorm Innovation Competition

Outstanding students from the Arison School of Business who took part in the L'Oréal seminar led by Dr. **Talia Rymon**, Arison School of Business head of Marketing program, won first place in Israel's L'Oréal Brandstorm innovation competition out of 60 competitors, and flew to Paris to compete in the finals against the other countries.

Together with Rymon, who accompanied them throughout the months of preparation, and **Hagai Nino**, director of Human Resources at L'Oreal Israel, three students flew to Paris: **Shir-Noga Levy** and **Roi Bomgarten**, both specializing in marketing, and **Or Nuri**, a computer studies and business administration student.

As well as evening clothes, the three students packed a complete digital strategy centered on a humorous cartoon character called Sensitive Skinny who uses "La Roche Posay" products. "We invested a lot of thought in the project and we hope to go as far as possible in the international competition and represent IDC Herzliya and Israel with dignity," said Levy. "We are aware that aggressive marketing creates antagonism, and also know that young audiences follow bloggers and love humor and website purchases."



From left: Or Nuri, Dr. Talia Rymon, Shir-Noga Levy and Roi Bomgarten.

**Eli Sagiv**, L'Oreal Israel CEO, said: "Brandstorm is an innovative recruitment tool for L'Oreal, which gives us an opportunity to evaluate promising students and find marketing and management talents who will join us upon graduation. The Arison School of Business team, which won the Israeli Brandstorm competition and represented Israel in Paris this year, expressed the creativity and sense of Israeli entrepreneurship and innovation that are in line with L'Oreal's values. The presentation of the Israeli team was highly appreciated and I have no doubt that Shir, Or and Roi have a promising future." Global MBA in Innovation and Entrepreneurship Executive Director, Michal Olmert Naishtein / Academic Director, Dr. Oren Zuckerman

## Peering Behind the Curtain – GMBA Innovation in Silicon Valley and New York



GMBA students at Facebook headquarters in Menlo Park, California.

Google, Facebook, Airbnb, GoPro, Spotify. These are just a few of the leading companies we were lucky enough to visit on a memorable study trip to Silicon Valley and New York City as part of the Global MBA's Innovation and Entrepreneurship track. The track gives students the chance to participate in a number of study trips to countries including Germany and China, and while each place has its unique "selling points," I knew the U.S. tour, with its ambitious itinerary of almost 30 different stops in 10 days, was an opportunity I couldn't miss.

On our trip, we didn't visit only the big technological mainstays of Silicon Valley and New York, but also start-ups looking to be the next big innovators, venture capital firms looking for the next undiscovered multi-billion dollar companies, and technology labs, workshops and incubators. We heard about success stories and epic failures, and saw the rewards of hard work and disruptive ideas that created new industries, but also heard about the challenges and hard truths that aren't usually shared with "outsiders." The tour enabled us to see how Google is launching balloons into the atmosphere to bring the internet to remote parts of the globe, how Autodesk is 3D-printing sturdy bridges with minimal waste, and how Impossible Foods is making vegan hamburgers that taste just like the real thing. We also saw self-driving car technology, crowd-funding platforms, co-working spaces, media labs, and technology hubs. We peered behind the curtain and had a chance to hear from key people in these companies, ask tough questions and learn about technologies and services that are going to be changing our lives. Beyond all that, we also had a chance to learn more from and about one another than at any other point during our studies.

With all the high-tech success stories in the media, it's possible to have a romanticized view of working in the industry, and we did hear some amazing rags-to-riches stories, but we also heard how hard many entrepreneurs struggle to get to the next stage and the next round of funding, and how luck can come into play. One of our most interesting meetings was with **Jeremy Conrad** at Lemnos Labs, a venture fund focusing on hardware start-ups in Silicon Valley (while most others generally favor software investments). He told us that new companies with potential values in the hundreds of millions of

dollars often struggle to gain any funding, as the market today is stifling, with competition everywhere.

Looking back, I know this experience was worth all the effort we students put into it (and of course our fearless Innovation and Entrepreneurship track faculty leaders, Michal Olmert Naishtein and Dr. Oren Zuckerman). I have more perspective on my career in technology, and feel a new spark of enthusiasm for what the future may hold for us young innovators as we move into what will surely be a very different tomorrow. On the way back, as our flight was somewhere over the Atlantic between New York and London, I found myself sitting next to an engineer from Mozilla who was complaining about how his city, San Francisco, had been ruined with "techscene Soylent-drinking snobs." I took a moment to think about the trip and about what we had seen, the risks and rewards, the giants and the struggling start-ups, the billionaires and the failed geniuses, and remembered that not every innovation comes without its costs.

> – Yair Kahan GMBA student



HERZLIYA



Dean, Prof. Eran Halperin

#### The Applied Center for Psychology of Social Change

Founding Head, Prof. Eran Halperin Executive Director, Dr. Danielle Shani

# Applied Psychology Center's First Conference Focuses on Social Cohesion

**Baruch Ivcher School** 

of Psychology

The Applied Center for Psychology of Social Change held its first conference, which provided a unique platform for discussion on the topic of promoting social cohesion in Israeli society through a social-psychological prism. More than a hundred attendees took part in the conference, which was held in partnership with the Ted Arison Family Foundation and the Alan B. Slifka Foundation. The event followed a year of rapid growth by the Applied Center, which was established in late 2015 by Prof. **Eran Halperin**, Prof. **Tamar Saguy** and Dr. **Michal Reifen Tagar** to bridge the gap between academia and field work by helping ground initiatives become more data-driven, and to develop innovative social-psychological interventions. At the same time, during the Dov Lautman Conference on Educational Policy, the Applied Center launched its joint project with President **Reuven Rivlin**'s Hope in Education initiative and the Education Ministry to create education standards for shared living on a national level. The Applied Center is continuing to expand its work in the education field, developing knowledge and tools for overcoming psychological barriers against including minority groups in employment, as well as increasing social cohesion, reducing racism and affecting attitudes towards people with disabilities.

Maytiv Center Founded by: Ariel Kor Head, Dr. Tal Ben-Shahar



# Improving Functionality in the Workplace

The Maytiv Center for Research and Practice in Positive Psychology has made a giant leap into the Israeli and international organizational arena. In cooperation with the Israeli Management, Development and Human Resources Research Association, the Maytiv Center has built a program called "Positive Leadership" that strives to contribute to organizational growth and prosperity by promoting individual and collective components in the workplace. The program's main assumption is that the key to an organization's success lies in its employees' sense of self-fulfillment and wellbeing, and improving these will lead to greater commitment and higher performance levels.

Over and above its academic programing, the Maytiv Center has also been developing a number of leadership programs that focus on studying and changing the behavior of managers, based on scientific research. These programs aim to raise executives' sense of self-fulfillment and satisfaction, as well as their performance levels, to the benefit of their organizations.

These leadership and employee-benefit programs are being implemented in companies



A session in action.

including Mellanox Technologies, Gett, Delta Galil, the Bank of Israel, and the Yes cable provider. Recently, Dr. **Michal Paz Shimony**, head of the Maytiv Center's Organizational Department, gave a three-day workshop to employees and managers at the Delta International Fashion

Company in London, and other team members are running workshops in Delta sites around the world. The team is also conducting workshops at Mellanox Technologies sites in Denmark and the United States.



# 112 Companies Set Up Shop at IDC for Career Day 2017

IDC Herzliya's Annual Job Fair ("Career Day") saw the participation of 112 employers, with 2,500 to 3,000 students and alumni attending and checking out the different job options on offer.

ACADEMICS IN ACTION

The employers were divided into four industry sections: high-tech, internet, finance, and multi-disciplinary. Among the employers represented at the fair were corporations such as Coca Cola, Microsoft, PWC, Soda Stream, IBM and Bloomberg, start-ups such as Gett, Feedvisor and Taboola, and government and public offices such as the Israel Police and Mossad. The fair led to more than 1,000 immediate job interviews, with more expected in the longer term.



Prof. Uriel Reichman, president and founder of IDC Herzliya, Karin Kaufman, Career Center director, and Dr. Ayelet Ben-Ezer, vice president for Student Affairs of IDC Herzliya.





Dean, Dr. Noam Lemelshtrich Latar

IDC Radio 106.2FM General Manager, Ayelet Triest International Radio Director, Rona Zahavi



## FM+ 2017 – Sammy Ofer School of Communications Flagship Conference



From left: Roy Katz, Rotem Avrutsky and Assaf Lieberman discuss Israeli public broadcasting.

Public broadcasters, media representatives and academics gathered for the annual "FM + Receiving the Future" conference at the Sammy Ofer School of Communications at IDC Herzliya.



Dr. Noam Lemelshtrich Latar, the founding dean of the Sammy Ofer School, opened the conference and said: "Two difficult phenomena are occurring now: The first is that journalists are fighting journalists, and the sec-

ond is that the public does not care what happens with public broadcasting. ... The general public sees journalists as the enemy because they criticize the politicians, and does not understand that the press is more important to the weaker sectors of the population than to the established ones."



Shimon Elkabetz, director of the Voice of Israel, addressed the uncertainty surrounding the closure of Kol Israel and the public broadcasting authority: "There are a few situations in which a manager of a group of workers is with them in the same shaky little boat, without knowing more than they know. I have nothing to offer them today, beyond empathy."

Roy Katz, VP of Content of Tel Aviv Radio 102FM and a lecturer at IDC, held an emotional joint interview with Rotem Avrutsky, Channel 1 reporter and chairman of the Tel Aviv Journalists Association, and journalist Assaf Lieberman from Kan, the new public broadcasting corporation. Lieberman said: "The state ran two public committees, processed legislation, mobilized people, talked with workers' unions, wrote contracts .. then waved a paper napkin signed by the prime minister [to abolish the plans]. No serious person can defend this act."



Despite the general pessimism about public broadcasting, Ifat Media Researches provided a reason for optimism: 31% of the public believes radio is a reliable media outlet. However, warns Ifat, even this may change. Manny Avrahami, CEO of Ifat

Media Researches, said, "Radio maintains a high level of reliability as a result of its success in remaining relatively clean of politicians' involvement in the content, even though the national radio stations are state-owned. However, the storms in the past year around IDF Radio and in recent days around the Kan Corporation threaten the future of radio as a reliable, leading and influential body."



Discussions focused on the digital revolution and its effects on radio stations and listeners, the podcast industry, and more. The keynote speaker was **Dean Cappello**, executive vice president and chief content officer at WNYC,

who spoke about the challenges of public broadcasting in New York and offered management strategies in the developing podcast world.

The conference ended with the annual Pitch award for original audio content in memory of Jewish-American journalist **Daniel Pearl** z"l. This year's winner was **Roni Eschar** an IDC student who created a musical podcast in which Bible stories are interpreted in the light of news events.

#### The Content Hub



#### Heads, Dr. Amit Lavie-Dinur, Dr. Yuval Karniel Director, Yifat Kedar

#### Graduates of the Content Hub at Sammy Ofer School of Communications Win First Place in Keshet International Format Competition

Noam Nizard, Ilan Abel and Rottem Gheriani, graduates of the Content Hub at IDC Herzliya's Sammy Ofer School of Communications, won first place in the Keshet International Format Competition for their docu-reality show, "Family vs. Prejudice."

The show focuses on the challenges presented by racism and incitement in Israeli society, dealing with basic relationships within families and how they face issues that confront their prejudices.

The format was developed over the past year through a comprehensive study on racism as part of a final project in the Content Hub. The hub is a unique site for the development and creation of new formats and content for the world of modern media, incorporating research and theory, analysis and criticism, alongside new, original formats. Among the hub's many works are cross-platform content in the fields of drama, entertainment, reality, game shows and documentaries, that deal with civil rights and professional ethics at the core of Israeli society.

The Content Hub is cooperating with the Arison School of Business to develop the marketing, commercial and business aspects of the formats. Students **Niran Turgeman**, **Lior Weininger, Cheli Resnik, Shani Cohen** and **Noam Shmueli** developed a business plan as part of their research seminar under the guidance of Dr. **Talia Rymon** and Dr. **Yaron Timmor** for the "Family vs. Prejudice" program.

The Content Hub was established by Dr. **Amit Lavie-Dinur** and Dr. **Yuval Karniel** through the Visual Content specialization. The Content Hub works with international format companies, production companies, leading broadcast networks, cinema, television, new media companies.



Noam Nizard, Rottem Gheriani and Ilan Abel, graduates of the Content Hub and winners of the Keshet International Format Competition.

The Daniel Pearl International Journalism Institute Chair, Dr. Noam Lemelshtrich Latar Director, Rona Zahavi

## Preserving the Legacy of Journalist Daniel Pearl z"l

The Daniel Pearl International Journalism Institute initiates and takes part in multiple events as part of its vision to advance the quality of journalism in the Middle East and to promote informed, balanced and insightful reporting in the region as part of the legacy and in honor of journalist **Daniel Pearl** z<sup>\*</sup>l.

In recent months, the institute has hosted a lecture by **Paula Slier**, the Middle East bureau chief and correspondent for Russia Today, who spoke about investigative journalism, and held a panel with i24 News at which journalists and IDC Herzliya graduates **Daniel Campos** and **Ellie Hochenberg** spoke about their journalistic experiences and about i24's expansion to the United States.

The institute's podcast series, the "Peace Chain Podcast," was created to establish a dialogue

between journalists from around the world about the challenges and status of journalism throughout the world and particularly in the Middle East. Interviews were conducted with **Ruth Eglash**, a reporter for the Washington Post based in Jerusalem; **JouJou Osman**, a German-Palestinian journalist who spoke about the "Peace Factory" organization; and **Dean Cappello**, executive vice president and chief content officer of WNYC, and others. All are available at the institute's website.

The institute also sponsored a panel at the sixth DIGIT conference on digital journalism, on the question of whether technology will destroy the profession of war correspondents. For the third year, it sponsored the Pitch, an original podcast competition in memory of Daniel Pearl, at the FM+ Radio Conference at the Sammy Ofer School of Communications.



Rona Zahavi, director of the Daniel Pearl International Journalism Institute (left), and Dr. Noam Lemelshtrich Latar, chair of the Daniel Pearl International Journalism Institute and founding dean of the Sammy Ofer School of Communications, present the Pitch podcast award to winner Roni Eschar (third-year Government student).

For more information, please visit our website http://dpiji.idc.ac.il/en

Sammy Ofer z"l (1922-2011)

HERZLIYA

Sammy Ofer School

of Communications



media innovation

The Media Innovation Lab (miLAB) Directors, Dr. Oren Zuckerman and Dr. Guy Hoffman General Manager, Noa Morag

#### miLAB Robot Goes on Tour

Kip, the empathy robot created by miLAB, the Media Innovation Lab in the Sammy Ofer School of Communications, traveled to Germany recently to feature in a prestigious robotics exhibition there. With more than 200 exhibits, the "Hello, Robot. Design between Human and Machine" exhibition at the Vitra Design Museum in Weil am Rhein showed off the wide variety of forms robots take today, and helped broaden awareness of associated ethical, social, and political issues.

Kip was designed to act as an empathy object that increases people's awareness of the effects of their behavior on others. As a conversation companion, the robot reacts to the tone of a person's voice and helps balance multiple speakers in a conversation. For the exhibition, the miLAB team set up an interactive demonstration in which Kip was displayed in a glass booth and visitors were encouraged to talk to the robot through a microphone placed on the glass, with Kip making gestures and showing "fright" when the speech level was too loud. Visitors' responses proved to be entertaining.

"It was a challenging process to create this demo, but it definitely paid off," said **Danielle Rifinski**, a third-year Communications stu-



Danielle Rifinski and Kip at the Vitra Design Museum. Photo by: Iddo Wald

dent and research assistant. "We were grateful to take part in the incredible opening of the exhibition. We received extremely positive feedback. The people just loved Kip, and their responses were priceless. On a personal note, I never would have believed I'd participate in and present this project, which means so much to me, in such an exhibition. I couldn't be more thankful to be part of miLAB and to have had this meaningful opportunity."



Aaron Institute for Economic Policy Named for: Aaron Dovrat z"l Head, Prof. Zvi Eckstein

#### Roundtable Seeks to Improve Vocational Education

A policy paper on reforming Israeli post-school education to create an improved vocational system was presented at a roundtable discussion at the Aaron Institute for Economic Policy. Among those at the meeting were Knesset members Prof. **Manuel Trajtenberg** and **Eli Alaluf**, as well as government officials, academics, and representatives of vocational colleges and the business sector.

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Written by IDC's Prof. **Zvi Eckstein**, **Avichai Lifshitz**, **Keren Sagi** and **Tom Trilnik**, the policy paper points out that half the Israeli labor force has low skill levels and consequently low productivity because of a lack of effective vocational education for those not going on to academic education. It recommends improving the post-secondary vocational education system and establishing a government authority to oversee standards, with the goal being to attract a quarter of each age cohort to the vocational system. Participants in the discussion said Israel suffers from a lack of skilled workers in the manufacturing sector, such as applied engineers, technicians, welders, and computer-controlled machinery operators, and reforming the vocational system could help remedy this.

Amb. Ronald S. Lauder

IDC

HERZLIYA



Dean, Prof. Boaz Ganor

#### Shadow Government Students Go to the Knesset

As part of the Shadow Government program, students from the Lauder School of Government, Diplomacy & Strategy drafted a policy paper on the challenges facing new olim in trying to enter the Israeli workforce. The paper was sent to the Immigrant Absorption Ministry, and was so well received that the students were invited to present it to the Knesset's Immigration, Absorption and Diaspora Affairs Committee. Third-year Government students **Ilanit Levy**  and **Michael Manhaim** presented the paper to the committee. They await the results.

Lauder School

of Government,

**Diplomacy & Strategy** 

> Ilanit Levy and Michael Manheim present their paper, watched by Dr. Michal Shavit (back right), the Shadow Government coordinator in the Knesset.



#### IDC Holds Second US Presidential Conference

The second IDC conference on a U.S. presidential election was organized by Dr. **Amnon Cavari** of the Lauder School together with the University of Maine's Cohen Institute for Leadership and Public Service and the Konrad Adenauer Foundation in Israel, along with the support of the U.S. Embassy in Tel Aviv. American, European and Israeli scholars were among the more than 40 participants who took part in the 2016 U.S. Presidential Election Conference in recognition that interest in U.S. elections transcends academic and regional boundaries. The conference featured panel and roundtable discussions, with a keynote address by Prof. **Paul Pierson** of the University of California, Berkeley. IDC faculty and students, U.S. Embassy staff and the general public attended the event. On the third day of the conference, participants were taken on a tour of northern Israel, visiting the Roman ruins in Beit Shean, Capernaum on the shores of the Sea of Galilee, and Kibbutz Ortal in the Golan Heights. They also stood at the border with Syria and met with IDF personnel who discussed the situation in the north and the effect of the Syrian civil war on Israel's security.

## Government Students Spend a Month in China Learning Chinese

After a year of planning, a group of eight students from the Lauder School's Honors track in Strategy and Decision Making traveled to China for a month of studying Chinese language and culture at Jilin University in the northeastern city of Changchun, one of China's largest and most respected universities.

The intensive program, held in the university's highly regarded foreign languages school, included five hours of study a day for five days each week. The Israeli students were placed in one small class without additional students, with the content and learning rate adjusted to their level. Two teachers and an assistant taught them speech, reading and writing.

Over the weekends, the students spent their time hiking and learning about the area and Chinese culture. They spent a weekend in Harbin, where they learned about the Jewish community that had lived there at the beginning of the last century and visited the Jewish cemetery and synagogue, today a museum.

At the end of the course, the students spent a week in Beijing, during which they attended a number of meetings that highlighted the developing relationship between China and Israel. The students met with **Isabella Lee**, deputy director



Lauder School students Yael Vizman,Yaniv Volinsky, Netta Blass, Etty Daniel Levy, Gilad Inditzky, Gal Dor, Oshri Dudi and Shani Hamburger hold up their certificates, watched by their Chinese teachers and administrators.

of the Israel-China Chamber of Commerce, and visited the Microsoft China office, where they met with **Danny Yamin**, the former head of Microsoft Israel who is now vice president of Microsoft Enterprise Strategy in China.

Since their return, the students have all pursued Chinese studies, and some are considering studying for master's degrees in China. The students were particularly grateful to Dr. Yossi Dashti, deputy director of the China-Israel Research Center for Innovation and Entrepreneurship at Jilin University, who assisted throughout the process, and to outstanding program graduates **Rochelle Moshayev** and **Shimon Kesselman**, who worked throughout the year to coordinate and organize the delegation.





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Dean, Prof. Boaz Ganor
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## American Foreign Policy: A Research Poster Session on American Public Opinion

Students taking Dr. **Amnon Cavari's** class on American Foreign Policy (RRIS-Government, second year), were asked to explore American public opinion about a foreign policy issue and to present their work in a poster session that was displayed for other students and faculty to see. The students explored a variety of issues ranging from American views on the war on terror, the nuclear agreement with Iran, the expansion of Islamic State, and U.S.-Israel and U.S.-Europe relations, and more



Prof. Boaz Ganor (second from left) explains one of the posters to students.

International Institute for Counter-Terrorism With the support of Keren Daniel Executive Director, Prof. Boaz Ganor



# International Institute for Counter-Terrorism Wins 2 Prestigious Research Grants

Each of the two projects offers innovative solutions in the field of counter-terrorism.

IDC Herzliya's International Institute for Counter-Terrorism has won, as part of an international consortium comprising universities, research centers, companies, and law enforcement agencies, two grants from the European Union's prestigious Horizon 2020 program. Winning the research grants for two projects, RED-Alert and TRIVALENT, grants ICT a total of 500,000 euros.

Horizon 2020 is the EU's largest research and innovation program. It funds research and technological development with a focus on innovation, economic growth, and delivering solutions to users that often include governmental agencies.

Founded in 1996, ICT is one of the leading academic institutes for counter-terrorism in the world, facilitating international cooperation in the global struggle against terrorism. It serves as a joint forum for international policymakers and scholars to share information and expertise through research papers, situation reports and academic publications for worldwide distribution.

The RED-Alert project will bring data mining and predictive analytics tools in the field of counter-terrorism to the next level, developing novel natural language processing, semantic media analysis, social network analysis, complex event processing, and artificial intelligence technologies. These technologies will be combined for the first time and validated by six law enforcement agencies to collect, process, visualize and store online data related to terrorist groups, allowing them to take coordinated action in real-time while preserving the privacy of citizens. The RED-Alert solution is likely to outperform other state-of-the-art solutions in terms of number of languages supported, privacy-preserving capabilities, usability, detection performance, real-time capabilities, and integration capabilities. Turning unstructured social media data into structured events is a key function of RED-Alert, as it allows the system to infer insights and create alerts in real-time.

The TRIVALENT project aims to achieve a better understanding of the root causes and specific characteristics of violent radicalization, defining different categories of radicalized individuals as well as providing a set of early detection indicators. The project ties prevention and protection together in a comprehensive strategic approach to counter violent radicalization with a view to joining efforts between scholars, law enforcement agencies, civil society actors, and other relevant parties.

"We are honored that these two international projects won these prestigious research grants. Both projects ranked at the top, with RED-Alert winning first place out of 50 competing projects and earning the highest possible score," said Prof. **Boaz Ganor**, ICT's founder and executive director and dean of the Lauder School of Government, Diplomacy & Strategy. "Horizon 2020 is an extremely competitive framework, and this achievement illustrates ICT's stature in the international academic world." ★



The Argov Fellows Program in Leadership and Diplomacy Founded by: Gideon Argov in the name of Amb. Shlomo Argov z"l Director, Dr. Alisa Rubin Peled

## Argov Program Alumni Dinner

#### With 231 alumni and current fellows from 28 countries, Argov Fellows Program celebrates 11 successful years.

The Argov Fellows Program in Leadership and Diplomacy celebrated 11 years with its annual Alumni Dinner, and took the opportunity to note its remarkable successes. Many of the program's 231 alumni and current students from 28 countries have taken up a wide range of influential positions, ranging from the Israeli Mission to the United Nations, the National Security Council, the Prime Minister's Office, the Foreign Affairs Ministry, and the Israel Defense Forces, as well as in the private and non-profit sectors.

Among the alumni are **Avishag Bohbot**, who runs a start-up portfolio for the Founders Group and has been named by The Marker as one of the 40 most promising young people in Israel, and **Mira Marcus**, the international press director of Tel Aviv and named by The Huffington Post as one of 10 outstanding Israeli women.

Many Argov Program alumni have also continued on to master's deg rees and doctorates at leading institutions in Israel or abroad, including Yale, Princeton, Harvard, Columbia, Georgetown, Cambridge, Ox ford, and the London School of Economics. Some have been awarded prestigious fellowships and scholarships such as Koret-Milken, Fulbright, Chevening and Weidenfeld-Hoffmann.

The Argov Alumni Association works to maintain the program's spirit, and activities include job placement assistance, lectures by prominent personalities, and informal meetings. The

annual dinner is one of the association's highlight events, bringing together friends, faculty and alumni. The dinner was moderated by Jonathan Davis, vice president for External Relations, and speakers included Prof. Uriel Reichman, president and founder of IDC Herzliya; Gideon Argov, founder of the Argov program; Prof. Boaz Ganor, dean of the Lauder School of Government, Diplomacy & Strategy; and Dr. Alisa Rubin Peled, academic director of the Argov Program. A short video clip was played in which alumni sent their wishes from five continents. The evening ended with a debut by the current Argov class, which consists of students from Israel, the United States, Finland, France, Luxembourg, Belgium, Hungary, Brazil and Morocco.



From left: Tamar Chovav and Shay Avshalom Zavdi (both Argov 2015) with Dr. Alisa Rubin Peled and Nir Zernayak (Argov 2014 and head of the Argov Alumni Association).



Gideon Argov, program founder.



Argov students and alumni with Gideon Argov (second from right), Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School (third from left) and Dr. Alisa Rubin Peled, program founding academic director (seated, fifth from left).

Lauder School of Government. HERZLIYA **Diplomacy & Strategy** 

Amb. Ronald S. Lauder

IDC



Dean. Prof. Boaz Ganor

The Abba Eban Institute of International Diplomacy Chair, Amb. Ron Prosor

#### Taking Israel Diplomacy to Another Level

The Abba Eban Institute is working to advance Israel's international diplomacy on two main fronts. Internationally, it is exposing efforts to demonize and delegitimize Israel institutionally, particularly at the United Nations - and in March launched the UNaccountable campaign, a coordinated multinational effort in Israel and the United States, based on extensive research. that focuses on exposing the U.N.'s "unaccountable activities and non-transparent approach" and proposes solutions. At the same time, inside Israel, the institute is working to revive and strengthen the Israeli diplomatic service with a multi-tiered plan. The institute's efforts combine targeted research with practical solutions and utilize the unique blend of IDC Herzliya's wide range of resources and its own team of professionals experienced in confronting global anti-Israel campaigns.



Amb. Prosor with Congressman Ed Royce, chairman of the United States House Committee on Foreign Affairs, AIPAC 2017.

#### What is UNaccountable?

"Ironically, the United Nations is only united when it comes to their anti-Israel agenda," says Ron Prosor, former ambassador to the U.N. and chair of the Abba Eban Institute. "In order to have victories in the diplomatic arena, Israel must initiate what I call counter-diplomatic terrorism. We must know the people we're up against, those who use the U.N.'s stage and U.N. resources to promote their one-sided political agenda." Prosor says last November's election of a new U.S. administration and Congress, as well as changing global and geopolitical realities, creates a unique opportunity to terminate the abuse of American taxpayers' money by the United Nations and return the U.N. to the

values upon which it was established 72 years ago. He says the institute aims to use its extensive research to reveal the U.N.'s "unaccountable activities and non-transparent approach," and propose a course of action to tackle them. As part of its research, the institute reviewed more than seven U.N. agencies, more than 1,500 U.N. accredited NGOs, thousands of official U.N. and U.S. budget documents, dozens of legislative proposals and bills, hours of video recordings, and hundreds of background conversations and interviews.

"If the U.N. were advancing democratic values or making the world safer, the money would be well spent," says Prosor. "The new U.S. administration and new U.N. secretary general provide a golden opportunity to help the U.N. return to its core values, challenge its inefficiency, and halt its frequent attacks on American values and allies. The message should be clear: The U.N. must reform or the U.S. could cut its funding."

Prosor says the institute plans to provide Congress with facts, figures and up-to-date data that will enable it to utilize U.S. leverage

The institute's efforts combine targeted research with practical solutions and utilize the unique blend of IDC Herzliya's wide range of resources and its own team of professionals



Amb. Ron Prosor with Congresswoman Ileana Ros-Lehtinen in Washington.

to reform the United Nations. He says the institute's strategy involves three stages - transparency, diligence, and accountability – and includes overseeing the U.N.'s budget and activities to uproot its institutional biases and the cynical misuse of U.S. funding.

The UNaccountable project was unveiled in an op-ed in the Wall Street Journal in March, and was later presented during a visit to the U.S. by Prosor and by Yaniv Cohen, the institute's executive director, to more than a dozen Congressmen from both major parties, governmental officials, and lay leaders.



Amb. Ron Prosor with Nikki Halev. U.S. ambassador to the U.N.

"Now is the time for Congress to use its authority to right a wrong," says Prosor. "It is time to re-engage with the U.N., to hold it accountable for its actions, and demand a recommitment to the values of freedom and equality. Now is the time to create the long-awaited change at the U.N. that can bring this organization back to its original principles."

#### Reforming the foreign service

Meanwhile, the institute is also working to reinvigorate the Israeli diplomatic service, leading a multi-disciplinary effort to produce a new Israeli Foreign Service Act that would increase the efficiency and effectiveness of Israel's diplomats. The institute's multi-layered initiative comprises three main stages: analysis of Israel's foreign service and research around the world to find the best practices for improving the Israeli foreign service; review and analysis, involving roundtable discussions and other events, to substantiate the resulting policy paper and validate recommended reforms in the proposed legislation;



Some of the Abba Eban Institute team: Linoy Tsaban, director of Social media, Yaniv Cohen, executive director, and Adi Wiener, BDS project researcher.

and action, involving a nationwide campaign to create a comprehensive bill and bring it to legislation in the Knesset. The first stage is already complete, with 12 countries studied for the best practices in their foreign services and more than 40 interviews conducted, including with former Foreign Ministry directors, defense and security officials, local and global NGOs and advocacy groups, foreign policy and foreign aid professionals, and other experts. "A strong foreign service is crucial for Israel's national security and resilience," says Prosor. "The foreign service today has to adapt to 21st century diplomacy and to Israel's global and regional particular challenges. Hence the need to develop the necessary tools and structures to deal with changes in technology, communication and global values."



Amb. Ron Prosor with Senator Ted Cruz in Washington.

"It is time to re-engage with the U.N., to hold it accountable for its actions, and demand a re-commitment to the values of freedom and equality."

Rubin Center Founded by: Barry Rubin Director, Dr. Jonathan Spyer

# Rubin Center for Research in International Affairs Annual Symposium: "A New Era? Trump and the Middle East"

The Rubin Center for Research in International Affairs at IDC Herzliya's Lauder School of Government, Diplomacy & Strategy held its third annual symposium on the topic "A New Era? Trump and the Middle East." The event, in honor of the center's founder, the late Prof. **Barry Rubin**, brought together a panel of experts to discuss the new U.S. government under President **Donald Trump**, Israel, and the region. Opinions ranged from those who thought that Trump represents a great opportunity for Israel to those who believed he may not produce any significant change in the American approach.

Opening remarks were made by Prof. Uriel Reichman, IDC president and founder; Judith Colp Rubin, Rubin Center honorary president; Daniel Rubin, son of the late Prof. Barry Rubin; and Dr. Jonathan Spyer, director of the Rubin Center. During the first session, "Current Middle East Strategic Issues," Alex Grinberg, a Rubin Center research associate, spoke of Iran and the "fatigue of Islam" in the West. He was followed by leading expert and Rubin Fellow Aymenn Jawad Al-Tamimi, who gave an overview of the military and diplomatic situation in Syria. Dr. Seth Frantzman, Rubin Center research associate and op-ed editor of The Jerusalem Post shared his insights on the post-Islamic State Middle East and the Kurds based on several trips to Iraq and the Kurdistan Regional Government. Dr. Gallia Lindenstrauss, research associate at the Institute for National Security Studies, addressed Turkey's dilemmas in a "divided Middle East."

The second session, "The End of the Obama Legacy, Looking to the Future," featured Dr. **Martin Kramer** of Shalem College, whose talk was titled, "America: Great Again in the Middle East?" **Caroline Glick**, journalist and Middle



From left: Dr. Jonathan Spyer, Alex Grinberg, Aymenn Jawad Al-Tamimi, Dr. Seth Frantzman, and Dr. Gallia Lindenstrauss.

East commentator, discussed Israel's opportunity with the Trump administration. **Neri Zilber**, research associate at the Rubin Center, focused on the Palestinians and U.S. policy after former President Barack Obama.





# emocra

The IDC Student Union and the Lauder School of Government, Diplomacy & Strategy hold their annual conference under the banner of "Shared Israeliness."

Dr. Chaim B. Weizmann, academic advisor and senior subject-matter expert for IDC's "Shared Israeliness" initiative, moderates a panel of Knesset members (from left): Haim Jelin, Merav Ben-Ari, Yoel Hasson and Dov Khenin.

or the 11th time, students from the Lauder School of Government, Diplomacy & Strategy together with the IDC Student Union explored and showcased the challenges facing Israeli society at their annual Democracy Day conference.

Politicians and academics delved into core issues on the public agenda and engaged in frank discussions with IDC students.

The conference was held in cooperation with IDC's "Shared Israeliness" initiative, part of President Reuven Rivlin's "Israeli Hope" project, which he laid out in his much-publicized speech at the 2015 Herzliva Conference. In that address, dubbed the "Four Tribes" speech, Rivlin called for increased cooperation between the secular, religious, ultra-Orthodox and Arab sec-



tors in Israel. That speech led to IDC Herzliya's creation of the Initiative for and Inclusive Israeli Society ("Shared Israeliness") under the direction of Prof. Alex Mintz.

Conference panel topics included "Start-Up Nation for All," "Does Where You Come From Determine Where You're Going?" "Four Tribes - Four Opinions," and "Shared Israeliness in the Knesset."



"Our common denominator must be a connection through shared fundamental values and a common vision that's what makes different tribes into one nation." – MK Tzipi Livni.

A number of Knesset members were at the conference, including IDC alumni Merav Ben-Ari (Kulanu) and Yoel Hasson (Zionist Union), as well as Anat Berko (Likud), Dov Khenin (Joint List), Haim Jelin (Yesh Atid), Yaakov Margi (Shas) and Tzipi Livni (Zionist Union).

"It is possible to connect the religious and the secular, the ultra-Orthodox and the nationalreligious," said Livni. "We just need to create a common ground that will form the basis on which each tribe can build and live in their own

uniqueness. This common denominator cannot be technical, that is, Israeli citizenship. We all were born here or came here, but that is not enough. It is also not enough to have the common denominator be based on fear - fear that we have enemies who want to destroy us. Our common denominator must be a connection through shared fundamental values and a common vision - that's what makes different tribes into one nation."

Other participants in the conference included CEO of the National Council of Pre-Military Leadership Academies Dani Zamir, head of the National Union of Israeli Students Ram Shefa, and political commentator Nechama Douek.

Addressing the students, Prof. Uriel Reichman, president and founder of IDC, said, "True leaders must have the strength to stand up against trends that oppose the values of society. A leader who rides the wave of populism, even when it is rising against our basic values, is not actually a leader at all but rather someone who gets dragged along. My hope is for you to become true leaders when you leave IDC, with the inner strength to stand up for this country's values." 🖈



Raphael Recanati International School



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RAPHAEL RECANATI INTERNATIONAL SCHOOL

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Elmatanah David

Lauro Brand with his daughter Patricia Brand, a student at RRIS BRAZIL



# www.rris.idc.ac.il

For registration and further information ulpanrris@idc.ac.il







Dean, Prof. Yoav Yair

# Feeding 9 Billion People

IDC Herzliya's School of Sustainability holds a conference on creating a sustainable food future.

Between the environmental challenges posed by agriculture, increased global demand for richer diets, and sheer population growth, by midcentury Earth will have to feed some 9 billion people.

To discuss the global food challenge, IDC Herzliya's School of Sustainability Founded by Israel Corp., ICL & ORL, together with the Israeli Forum for Sustainable Nutrition, held their second annual conference, titled "How (and With What) Will We Feed 9 Billion People?"

"I believe that this is one of the most important and underreported subjects," said Prof. **Yoav Yair,** dean of the School of Sustainability. "This conference is for the interested, the scientists, the academics, the industrialists and anyone else who see this subject for what it is, and is not blinded by the abundance of food in our time, which is not expected to last. Our responsibility, as scientists and as academics, is to tell the truth, as difficult as it may be. We cannot behave recklessly."

"Our responsibility, as scientists and as academics, is to tell the truth, as difficult as it may be."

– Prof. Yoav Yair, dean of the School of Sustainability



Exhibition at the conference.

Dr. Karni Lotan, a lecturer and researcher at the School of Sustainability, discussed the challenges of modern agriculture and emphasized the need to reduce chemical fertilizers and replace them with organic ones. She said the chemical fertilizers used today in agriculture, while considered substitutes for natural soil nutrients, actually damage the natural immune systems of crops and weaken their ability to fight diseases. "Studies have found that intensive and continued use of chemical fertilizers deplete the organic matter in the soil, which is created from branches, manure, leaves, so-called compost," said Lotan. "It turns out that these organic substances improve the fertility of the soil and may reduce the need for pesticides used against pathogens. If we continue

along the path we are on now, we will continue to harm the soil and the vitality and profits of agriculture." "If we continue along the path we are on now, we will continue to harm the soil and the vitality and profits of agriculture."

– Dr. Karni Lotan, lecturer at the School of Sustainability

Also speaking at the conference was Mahareta Baruch-Ron, deputy mayor of Tel Aviv, who presented "Beteavon," the municipality's urban food program. "This program's vision is to have Tel Aviv become a sustainable city with access to healthy and clean food," she said. "Through this program, the municipality is taking responsibility for the quality and availability of healthy food for its citizens. We know that obesity and poor dietary choices can be deadly, and that the costs of treatment of illnesses due to obesity add up to approximately 9 billion shekels per year. In Tel Aviv, one out of every five first-graders is overweight. Municipalities around the world have started taking responsibility for these issues as defined by the Milan Protocol, to which we are also signatories."

All the conference participants agreed that when it comes to addressing the challenges facing the world's food security, it is crucial to raise awareness, increase cooperation, and be more thoughtful about what we put on our plates.

- Ariel Rodal-Spieler

#### Marching for the Environment

Faculty and students from the School of Sustainability Founded by Israel Corp., ICL & ORL were among the many people who marched through Tel Aviv to demonstrate sympathy with the People's Climate March in Washington, where some 300,000 people came together to protest the Trump administration's policies on environmental and other issues. The Tel Aviv march was launched by Amb. **Helene Le Gal**, the French ambassador to Israel, who emphasized the importance of the 2015 Paris climate agreement for the future stabilization of the planet's climate.

Prof. Yoav Yair, dean of the School of Sustainability, marched together with fellow scientists from other Israeli universities under the flag of the Israeli Society for Ecology and Environmental Sciences, and held a sign saying "Scientists for the Environment." He was joined by School of Sustainability students who waved flags and banners. "This is about our future," said Hema Passawni, a third-year Sustainability and Government student who was marching with her friends.



From left: Roy Ezuz, a third-year Government student, and third-year Sustainability and Government students Dror Balatin and Hema Pasawani at the climate change march.

ACADEMICS IN ACTION



Dean, Dr. Taly Eichenwald-Dvir

#### Police Work with IDC'S Executive and Continuing Education to Change Social Norms Joint program aims to better understand needs of citizens and change emphasis from enforcement to prevention.

Chief of Israel Police **Roni Alsheikh** joined IDC's Executive and Continuing Education's Organizations and Content Department to launch a tailor-made intra-organizational program aimed at better understanding the needs of citizens. The program is managed by Dr. **Taly Eichenwald-Dvir**, dean of IDC Executive and Continuing Education, and **Maya Lichtman-Gazit**, head of the Organizations and Content Department.

A key principle of the program is "situational prevention," meaning that when it comes to certain offenses usually committed by ordinary citizens rather than hardened criminals, it is better for the police to focus more efforts on changing social norms rather than enforcement. This involves introducing senior police commanders to new managerial methods and acquiring updated knowledge from the field. The program emphasizes the creation of progressive dialogues to map the needs of each community and create focused targets for each police station.



Dr. Taly Eichenwald-Dvir addresses senior law enforcement officials on campus.

The program, which comprised a series of six meetings, included a lecture by Prof. **Dan Ariely**, professor of Psychology and Behavioral Economics at Duke University, who presented his research showing that most people tend to cut corners and cheat sometimes. He said that having a large number of small-time scammers has a significant economic impact on society as a whole, and demonstrated ways that lead people to cheat less and therefore commit fewer criminal acts.

- Yonathan Cohen



#### IDC Law and Humanities Workshop

The IDC Herzliya Law and Humanities Workshop is a researchers' workshop aiming at generating exciting intellectual engagements in areas including history, literature, the visual and performing arts, critical sociology and anthropology, hermeneutics, and cultural studies.

In one session, the workshop hosted Prof. Simon Stern, law professor at the University of Toronto, who discussed his paper "Legal Fictions Revisited," which looks at the history and theory of fictions in Anglo-American law. Commentary was provided by Dr. Ayelet Ben-Yishai (University of Haifa, English Language and Literature Department), Prof. Yonatan Yovel (University of Haifa, Law Faculty), and Prof. Yoram Shachar (IDC's Radzyner Law School), who discussed fictionality and the law's ability to contend with modern constructs and narratives.

At a second session, the workshop hosted Prof. **Christopher Tomlins**, law professor at the University of California-Berkeley, with his paper "Why Law's Objects Do Not Disappear:



Prof. Christopher Tomlins.

On History as Remainder," which focuses on the legal system's claims to make things commensurable and the challenges posed to such efforts by history. Commentary was by Dr. **Ayelet Libson** (Hebrew University of Jerusalem, Law Faculty), Dr. **Guy Lurie** (Israel Democracy Institute), and Prof. **Lior Barshack** (IDC's Radzyner Law School), who discussed the relationship of law and history.

A third workshop hosted Prof. **Dror Wahrman**, dean of the Humanities Faculty at the Hebrew



Prof. Dror Wahrman.

University of Jerusalem, who discussed the book he co-authored with **Jonathan Sheehan**, "Invisible Hands: Self Organization and the 18th Century." Commentary was by Prof. **Roy Kreitner** (Tel Aviv University, Law Faculty), Dr. **Itamar Mann** (University of Haifa, Law Faculty), and Dr. **Anat Rosenberg** (IDC's Radzyner Law School), who discussed the law's relationship to the idea of self-organization, raising questions of markets, international relations, and politics.

#### The Youth Representation Legal Clinic Clinic Directors, Adv. Sharon Tzionov and Adv. Irit Gazit

## Legal Clinic Wins Precedent on Parental Consent for Sex Change Treatment

The Youth Representation Legal Clinic at the Radzyner Law School achieved a legal precedent when it succeeded in persuading a court to allow a 17-year-old to begin hormonal gender reassignment treatment without having to obtain parental approval.



Irit

Gazit

Sharon Tzionov The teen, whose parents are divorced and whose father had cut off contact, was born male but identifies as female. Under Israeli law pertaining to minors, both par-

ents must agree to the procedure, but while the mother agreed, the father refused. The mother and the teen turned to the legal clinic for help, and Adv. **Sharon Tzionov** and Adv. **Irit Gazit**, the clinic's directors, filed a suit in the Tel Aviv Family Court, asking it to allow the

teen to receive the treatment without the father's consent. Because the law prohibits minors from being parties to lawsuits, the clinic represented the mother.

In his ruling, Judge **Erez Shani** wrote that he could have avoided making any decision on the grounds that the teen would be able to initiate treatment for herself in another year, but for the court "to turn a blind eye to the suffering of a minor, trapped in the prison of her own body, waiting for another year just because she is a minor, does not strike me as a preferable method of operation." He said it was his duty to act in the best interests of the minor.

After the landmark decision, Tzionov said: "This is a precedent-setting decision that many people have waited for." Speaking of the legal prohibition on minors being party to lawsuits, she said: "We oppose the legal situation in which a minor cannot file a suit in court even if it would be against both parents when it is her fate that is at stake."

The legal clinic, in association with the Public Defender's Office, provides legal consultations and aid at all stages of the legal process, ranging from advice to young people at community centers up to representation in courts. It is the clinic's aim to help young people avoid courts and to provide assistance at early stages of any legal process.

#### Atara Kaufman Inaugural Conference in Law, Science and Technology

The inaugural Atara Kaufman Conference in Law, Science and Technology was held by the Radzyner Law School at IDC Herzliya with the goal of developing and fostering dialogue between scientists, technology experts, and legal scholars. One session was devoted to genetic editing. Speakers discussed the possibility of intervening in genetic profiles and eventually "designing" children, as well as questions of parental responsibility in "editing" a fetus so as to "improve" or "change" an unborn child.



From left: Dr. Dov Greenbaum, director of the Zvi Meitar Institute for Legal Implications of Emerging Technologies, Prof. Ada Yonath, director of the Helen and Milton A. Kimmelman Center for Biomolecular Structure and Assembly at the Weizmann Institute of Science and the 2009 Nobel Prize in Chemistry laureate, Dr. Ruth Zafran, senior lecturer at the Radzyner Law School, Prof. Amnon Lehavi, dean of the Radzyner Law School, Prof. Henry Greely, director of the Center for Law and the Biosciences at Stanford University Dr. Karène Parizer from the Center for Studies of Legal Rules in Paris.

The first day of the conference was dedicated to "Neuroscience and the Law." Participants discussed the growing legal issues emerging from new research into the human brain, including recent discoveries on the impact events such as emotional trauma or illness have on a person's life and behavior, and the questions these raise about intention and free will, punishment and rehabilitation.

Another important interface between neuroscience and the law involves aspects of evidence and the legal consequences, which may arise from memory enhancement or suppressing drugs, affecting the veracity of witnesses, and particularly victims' testimony in criminal proceedings.

The second day of the conference was devoted to genetics, procreation, and the law. Issues related to assisted reproductive technology, such as surrogacy and in vitro fertilization, were discussed, as well as contentious issues that are likely to arise along with the development of artificial wombs (raising a fetus outside the human body), including questions of whether the use of artificial wombs will become compulsory or remain voluntary, and whether a child so conceived and so "grown" may be "aborted." In the keynote address, Prof. **Ada Yonath**, director of the Helen and Milton A. Kimmelman Center for Biomolecular Structure and Assembly at the Weizmann Institute of Science and the 2009 Nobel Prize in Chemistry laureate, described her pioneering work on the structure of the ribosome and her current research on new antibiotics.



For the final session, Prof. Henry Greely, director of the Center for Law and the Biosciences at Stanford University, delivered a lecture on "The End of Sex and the Future of Human

Reproduction." He said that in 30 years from now, most children in the developed Western world, or at least in the United States, may be created in laboratories rather than naturally. He also said that in the future technology will enable embryos to be created from regular body cells, rather than the specialized sex cells, allowing fetuses to be created from the cells of an elderly or deceased person, or a same sex couple.



Other speakers at the closing session were Prof. Michelle Goodwin from the University of California, Irvine, a renowned international jurist on issues related to health, gender and ethics,

who discussed assisted reproductive technology regulations in different countries, and Dr. **Karène Parizer** from the Center for Studies of Legal Rules in Paris, France, who discussed the evolution of Europe's policy on pre-implantation genetic diagnosis.





#### IDF and Israeli Society Conference in Honor of the Late Lt. Gen. Amnon Lipkin-Shahak

The Radzyner Law School at IDC Herzliya, together with the Israel Democracy Institute and the Israel National Defense College, held its fifth annual conference in honor of the late Lt. Gen. **Amnon Lipkin-Shahak**, the former IDF chief of staff, MK, and government minister. The theme of the conference was "The IDF and Israeli Society."

IDF Chief of Staff Lt. Gen. **Gadi Eizenkot** delivered the opening address, "The IDF as a National Army." Eizenkot said the army needs the public's trust and confidence in order to fulfill its goals, one of which is to encourage tolerance among soldiers from different backgrounds.

the responsibility of academia to voice opinions clear of any biased interests. Reichman said academia should join the journey toward establishing Israel as a model society.

A panel discussion moderated by journalist **Tali Lipkin-Shahak**, the widow of Amnon Lipkin-Shahak, featured former Supreme Court President **Dorit Beinisch** and the Radzyner School's Prof. **Moshe Halbertal** discussing "Law and Ethics During Fighting." They considered whether courts should take public opinion into account when giving their rulings. Beinisch said basic values are not and should not be influenced by public opinion. Institute; Maj. Gen. **Tamir Heyman**, commanding officer of the IDF Colleges; and the Radzyner School's Maj. Gen. (res.) Prof. **Yishai Beer**, who organized the conference. Beer said that Israel "is different from other countries.

The traditional Jewish aspiration is to be a shining example to other nations, which bears the obligation to maintain high moral standards." He also said it was professional military personnel and not lawyers who coined the rule that professionalism involves power restriction and proportionality, and the IDF should maintain its spirit, which was built upon professionalism, morals and ethics.



IDF Chief of Staff Lt. Gen. Gadi Eizenkot speaks at the conference.



From left: Tali Lipkin-Shahak, Dorit Beinisch, and Prof. Moshe Halbertal.

Eizenkot said the IDF is striving to ensure equality and has increased the number of roles for women significantly in recent years. He also said enlistment has been increasing among the ultra-Orthodox and other minority groups.

Eizenkot described the revolutionary program "From Uniforms to University" by the IDF and Defense Ministry, which aims to fund master's degrees or other professional studies for demobilized soldiers who enlisted as of July 2013.

Following his speech, Prof. **Amnon Lehavi**, dean of the Radzyner Law School, and Prof. **Uriel Reichman**, IDC's president and founder, delivered addresses. Lehavi spoke about At the final session, chaired by the Radzyner School's Prof. **Sharon Rabin-Margalioth**, speakers discussed "The Law and Professional and Military Ethics." Speakers included Maj. Gen. (res.) **Ami Ayalon**, head of the National Security and Democracy Program in memory of Amnon Lipkin-Shahak at the Israel Democracy International Humanitarian Law Clinic Clinic Director, Adv. Yael Vias Gvirsman

#### Students Attend International Exchange Conference at the Hague

The first such conference was hosted by the Radzyner Law School in November 2015 to mark the 70th anniversary of the Nuremberg Trials.

Students and staff from the International Criminal and Humanitarian Law Clinic at IDC Herzliya's Radzyner Law School traveled to The Hague to participate in the second annual International Humanitarian Law Clinic Exchange Conference.

As well as IDC's clinic, three other IHL clinics participated in the second conference: Leiden University in the Netherlands; Emory University in Atlanta, U.S.; and Roma Tre University in Rome.

The conference theme was "The Hague: Center of International Justice and Enforcement of International Humanitarian Law." Speakers included judges, prosecutors and scholars from the International Criminal Court, representatives of the international and Netherlands Red Cross and international humanitarian organizations, and jurists from Dutch and German governmental institutions, NATO, the Organization for the Prohibition of Chemical Weapons, and the U.N.'s International Criminal Tribunal for the Former Yugoslavia.

The students visited the ICC, the Dutch Foreign Affairs Office and the Royal Military Academy in Breda. At the conference, the students met with: Sir **Christopher Greenwood**, a judge at the International Court of Justice, who emphasized the importance of having military experience before legally examining combat operations; **Theodor Meron**, president of the U.N.'s International Residual Mechanism for Criminal Tribunals, who explained the implementation of key laws of war in the rulings of international criminal tribunals; and **Bertram Schmitt**, an ICC judge, who spoke about the court's cultural and legal challenges and procedures.

One of the highlights of the conference was a prerecorded address by **Benjamin Ferencz**, the now 97-year-old investigator of Nazi war crimes and chief prosecutor for the U.S. Army at one of the Nuremberg trials. He told the future generation of international lawyers to strive to create a better world with no wars, saying: "Make law, not war."



*In front of the Peace Palace at The Hague: Student delegates with IDC clinic director Adv. Yael Vias Gvirsman (front center, holding coat); Dr. Robert Heinsch, Leiden (behind Vias Gvirsman), and Prof. Laurie Blank (second row, fifth from the right).* 



The IDC delegation with Theodor Meron and Adv. Yael Vias Gvirsman (both center front row).



ACADEMICS



Dr. Harry L. Radzyner



#### Anti-Hate Legal Clinic Clinic Director, Adv. Ilan Yonash

# Radzyner Law School Launches Anti-Hate Legal Clinic

# The new clinic is named after 16-year-old Shira Banki z"l, who was murdered during the 2015 Jerusalem Gay Pride Parade.

The Radzyner Law School, in cooperation with the Berl Katznelson Foundation and the Shira Banki's Way Foundation, has launched the Anti-Hate Legal Clinic to fight racism and incitement. The clinic is named after **Shira Banki** z"l, the 16-year-old girl who was murdered by an ultra-Orthodox man during the 2015 Gay Pride Parade in Jerusalem. take part in "paving the way to always remember Shira."

Adv. **Uri Banki**, Shira's father and the founder of the Shira Banki's Way Foundation, said: "One summer day in Jerusalem, when I said goodbye to Shira, I could not imagine that in one hour life was going to change forever. In the public sphere in general and particularly online there vanish. Sick societies do not just heal themselves. People who believe that hatred is only against the LGBT community are wrong. The spread of hate and the exclusion of people from society never ends by itself; it only grows.

"One clinic in one academic institution will probably not solve all the problems in the Israeli dialogue, but it is a move in the right direction. We



Shira Banki z"l.



From left: Prof. Uriel Reichman, Ahiad Salton of the Berl Katznelson Foundation, and Adv. Uri Banki.

The clinic's stated aim is to fight the troublesome increase of racism and incitement against minority populations such as Arabs, women, refugees, the Ethiopian community and the LGBT community in the Israeli public sphere and online, by providing legal aid and support for the victims.

At the clinic's launch, Prof. **Uriel Reichman**, IDC Herzliya's president and founder, said: "I am honored that my colleagues and friends established the Anti-Hate Legal Clinic, as this sends a clear and important message that IDC was not established only for the sake of academic studies. IDC was established with a vision based on values of Zionism and a social mission. We are proud to present this legal aid clinic that proves that there are forces in Israeli society acting to fulfill Israel's humanistic values."

Reichman also expressed gratitude to the Banki family for the initiative and for allowing IDC to

"Bad phenomena and bad people do not just vanish. Sick societies do not just heal themselves. People who believe that hatred is only against the LGBT community are wrong. The spread of hate and the exclusion of people from society never ends by itself; it only grows.

– Adv. Uri Banki, father of Shira Banki z"l

is a militant and violent discourse. We cannot ignore reality and just hope that things will be fine. Bad phenomena and bad people do not just have refused to turn our energy into hatred and we have focused our energy on improving society and creating a more moderate, democratic and tolerant public space. It is Israeli society's challenge to push back from extreme dialogue and extremist speakers. It is a legal challenge as well as an educational one. I wish to congratulate all the people taking part in the launch of the Anti-Hate Legal Clinic and thank you for providing a worthy way to commemorate Shira."

Adv. **Ilan Yonash**, director of the Anti-Hate Legal Clinic, concluded the event by saying: "The clinic is of great importance and has a huge demand among students. At the end of each year, we plan to send 21 students back to the community, armed with strong social awareness and professional tools. We will help the legal system and other relevant authorities to deal with these phenomena and we will eventually eliminate them."

#### Conference Held in Memory of Prof. Aaron Kirschenbaum z"l



The Radzyner Law School, together with the Jewish Law Association, held a conference in memory of Rabbi Prof. **Aaron Kirschenbaum** z"l, one of the greatest

Jewish law scholars of the modern era and an IDC Herzliya Honorary Fellow, who passed away in February 2016.

Delivering the opening remarks at the conference, Prof. **Uriel Reichman**, IDC Herzliya's president and founder, said Kirschenbaum had "had the remarkable ability to create strong human relationships, despite profound ideological differences. We had many differences of opinions but we also had a strong friendship."

"One of my life's goals was to promote the implementation of a constitution for the State of Israel," Reichman said. "During my tenure as dean of the Law Faculty at Tel Aviv University, we gathered a group of researchers and professors who, with great initial enthusiasm, formulated a proposal for a constitution which we believed reflected the values of Israel as a Zionist country. Aaron did not support this project, expressed his objection and harsh criticism, saying things that as a secular person were very difficult for me to accept. However, despite this, we had a beautiful friendship. Aaron was always there supporting me as a friend in the most difficult moments. It is not surprising that with the establishment of IDC, Aaron stood beside me, was instrumental in IDC's establishment, and became one of the three most acclaimed faculty members at IDC. Our common denominator was compassion. We all miss Aaron and I personally miss him greatly."

Abigail Kirschenbaum, the professor's daughter, said: "My father detested ethnic racism. He was astonished by the unbearable ease with which people labeled others and categorized them as conservative, secular, ultra-Orthodox, etc. He resented the fact that secular Jews abandoned religion and left it only to religious people. He did not understand why our ancestors' heritage was left only for the religious education system.

"My father objected to the concept of separating state from religion, especially in a Jewish state, but was even more opposed to what he considered the 'abandonment of wisdom.' Until his last day, he could not understand how each side was willing to forsake the hidden treasures in the other side's wisdom. IDC was a great home for my father. Although he had a unique perspective, he liked the other faculty members, honored the researchers and had a profound love for his students. In his recent books, my father expressed his gratitude to Prof. Reichman and to IDC for "Aaron stood beside me, was instrumental in IDC's establishment, and became one of the three most acclaimed faculty members at IDC."

- Prof. Uriel Reichman, IDC's president and founder

allowing him to continue his research. You also gracefully allowed him to deliver lectures until he could not anymore. I would ask IDC and its directors to continue to nurture and provide a worthy stage for our ancestors' heritage and for Jewish law, not just because it is necessary, but because it is so worthy of this."

During more than 50 years of academic activity, Kirschenbaum published numerous books and articles about Jewish law. In 2013, he published his book "Jewish Penology – The Theory and Development of Criminal Punishment Among the Jews Throughout the Ages," a unique, monumental work summarizing 12 years of research. He was also named an IDC Herzliya Honorary Fellow in recognition of his contribution to the institution and to the study of Jewish law in Israel.

#### Private Law Conference Hosted in Barcelona

The Radzyner Law School held its second annual conference on private law in collaboration with Universitat Pompeu Fabra (Barcelona) and McGill University (Montreal), following the successful inaugural conference at IDC Herzliya in 2016.

Three Radzyner Law School faculty members participated in a private law workshop at UPF in which they explored new directions in research. UPF's Prof. **Mireia Artigot Golobardes** discussed legal responses to the sharing economy, Prof. **Fernando Gomez Pomar** presented a model for private law harmonization given EU challenges, and Prof. **Esther Farnos Amoros** examined EU models of parenthood. New theoretical directions were presented by IDC's Dr. **Ronit Levine-Schnur**, who conceptualized remedies in private law, McGill University's Prof. **Lionel Smith**, who discussed conceptualism in unjust enrichment, and IDC's Prof. **Assaf Jacob**, who presented new work in intellectual property



From left: Prof. Fernando Gomez Pomar (UPF), Dr. Anat Rosenberg (IDC), Prof. Lionel Smith (McGill), Prof. Assaf Jacob (IDC), Prof. Mireia Artigot Golobardes (UPF), Prof. Esther Farnos Amoros (UPF), Sonia Ramos (UPF), Giulia Giovannini (UPF), Prof. Carlos Gomez Liguerre (UPF), Dr. Ronit Levine-Schnur (IDC), and Prof. Pablo Salvador Coderch (UPF).

and torts. IDC's Dr. **Anat Rosenberg** discussed the history of contracts as a field for academic innovation.

The successful cooperation between the three institutions is expected to continue and expand in the coming years.



Radzyner

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HERZLIYA

Dr. Harry L. Radzyner

#### Three former students from the Radzyner Law School Street Law Legal Clinic have initiated the Back to Society project.

More than 150 guests attended the opening event that launched the Back to Society project, among them IDC students and faculty, employers, released prisoners, and officials from the Israel Prison Services and the Prisoners Rehabilitation Authority. Guests included Knesset member Eli Alaluf, Israel Prison Services Deputy Commissioner Asher Vaknin, IDC Provost and Vice President for Academic Affairs Prof. Mario Mikulincer, and Manufacturers Association of Israel Deputy Director General Yehuda Heiman. Participants learned about the project and about the relationship between employment and a reduction in recidivism, and heard from former prisoners who have integrated into the job market about their experiences.

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"The initiative started following a unique summer project, which was part of the Street Law Legal Clinic activity that included work in the Neve Tirza and Ma'asiyahu prisons," said Idan Portnoy, a third-year law student who founded the project together with fellow students Or Haziz and Dana Avidan. "As we delivered legal workshops to the inmates, we heard from

them about their difficulties and fears regarding the day they would be released. We were impressed by their sincere motivation to start over with a clean slate. Furthermore, in our thec retical classes, we learned about the relationship between unemployment and recidivism and we discussed whether the penal system, as it stands today, can really achieve its declared goal of rehabilitating prisoners. These discussions led us to the conclusion that we have to act to

The conference was only the beginning and in April, an Employment Fair took place in Herzliya. The founding team recruited 16 other volunteer students from inside and outside the legal clinic, who together managed to bring in over 100 businesses willing to hire former prisoners. With the assistance of Adv. Ziv Lidror, the director of the Street

Law Clinic, the team also worked on collaborating with the Israel Prison Services, the Prisoner Rehabilitation Authority and the Manufacturers Association of srael to help increase prisoner rehabilita-

Dean, Prof. Amnon Lehavi

tion rates. Lidror said that the project takes up a significant part of the students' lives and is an excellent illustration of how the clinic educates students to reflect critically on the law and come up with ways to create important changes that assist weaker populations.



#### Discussing Criminal Liability at the Criminal Law in Action Forum

The forum examined cases of professional negligence due to an engineer's error, faults in pharmaceutical and food products, and medical malpractice.

The Radzyner Law School held a Criminal Law in Action Forum to discuss criminal liability in cases of professional negligence by engineers, doctors, and others. Adv. Yuval Yoaz, a lawyer and journalist, moderated the discussion, and panelists were retired Haifa District Court Judge Raya Hofri-Winogradow; Adv. Or Mamon of the Central District Attorney's Office; Adv. Prof. Kenneth Mann of the firm Libai, Mann & Co., Advocates; Adv. Dr. Gil Eshet, an independent criminal defense lawyer, and Prof. Yoram Shachar of IDC Herzliya.

Dr. Galia Schneebaum of IDC opened the forum by discussing the tension between the high number of people who may be injured in the event of negligence and the difficulty in imposing criminal responsibility for mere "negligence," a situation involving carelessness but not malice. She also discussed the use of criminal law as a

deterrent mechanism to reduce the number of incidents.

Dr. Eshet, who represents defendants in criminal negligence cases, said he believes it is relatively easy for courts to convict in cases of criminal negligence, but in cases where several individuals may be responsible, the prosecution and the courts may focus only on the main culprits.

Mamon spoke of the deterrent effect of criminal law enforcement in cases of negligence. He observed that, unlike in some other areas of crime, in negligence cases criminal investigations in themselves carry a deterrent effect, and have led to significant changes in the conduct of organizations. He cited the examples of regulations changing in Israel Railways following a number of accidents with cars stuck on rail tracks, and in the National Transportation

Infrastructure Company as the result of the collapse of a bridge on a highway.

Eshet, however, said such changes in regulation were not necessarily due to criminal procedures, but due to the magnitude of the accidents and to public opinion about them.

Mann, a criminal defense lawyer and criminal law scholar, said that employees involved in product development may avoid putting their doubts about product safety in writing for fear that this will incriminate them in the future, making it difficult to obtain information after an event and increasing the costs of professional negligence investigations.

Shachar said that many cases of alleged negligence do not involve complex issues of professional misconduct, but rather obvious careless behavior that does not require specialist knowledge to recognize (such as the case of an anesthetist falling asleep during surgery). He said it is difficult to support a lenient approach or the provision of immunity in such cases.
#### The Gazit-Globe Real Estate Institute

Academic Director, Prof. Amnon Lehavi

#### The Entry of Institutional Investors into Mortgage Financing

The Gazit-Globe Real Estate Institute, operating within the Radzyner Law School at IDC Herzliya, held a meeting of its financial forum on the subject of "The Entry of Institutional Investors into Mortgage Financing." The meeting was moderated by **Shlomi Shuv**, deputy dean of the Arison School of Business, and Dr. **Efrat Tolkowsky**, CEO of the Gazit-Globe Real Estate Institute, and was attended by senior officials from insurance companies and banks.

Shuv opened the meeting by referring to a number of recent transactions in Israel in which institutional investors bought mortgage portfolios from banks. Tolkowsky presented an overview of the movements of mortgage interest rates in recent years, noting that "since May 2015, in parallel with the rise in real estate prices, mortgage interest rates have increased significantly."

Haim Freilichman, former CEO of Bank Igud (Union Bank), also discussed the sale of mortgage portfolios to institutional institutions. "As someone who has served as CEO of three mortgage banks over the past 30 years, mortgage sale transactions did not start a year ago; rather, they began more than 20 years ago," he said.

**Shai Shalita**, head of Syndication at Bank Mizrahi-Tefahot, said: "On the last day of 2015, we made the first deal with Menora Insurance. The bottom line and the main and most important characteristic is the spread. At the end of 2015, we saw a decrease in the yield of government bonds, and as soon as we could characterize a portfolio as containing enough 'meat' to share with the institutional investor, such a transaction was launched and was followed by other transactions in 2016."

**Itzik Tawil**, vice president and director of the Credit Department of the Harel Insurance and Finance Group, said: "We came to the conclusion that the mortgage field is right for us for several reasons. First of all, pension entities and portfolios managed by us need a long average duration. Secondly, we can get a very wide dispersion of credit. Finally, as an institutional body we constantly think of ways to enter the consumer



From left: Shai Shalita, Haim Freilichman, Shlomi Shuv and Dr. Efrat Tolkowsky.

credit field, and mortgage credit is the safest sector of consumer credit."

**Uri Yonisy**, deputy director of the Retail Division and responsible for the mortgage arm of Bank Mizrahi-Tefahot, addressed the question of whether mortgage rates will continue to rise, saying, "price levels are still low compared to what they were five to six years ago, and are reasonable. It seems that we will remain in the same environment as at the end of 2016, and there will be a balance point."

#### IDC Hosts Conference on Non-Institutional Credit Providers

Israel's planned reform to open up the banking sector to competition and allow non-banking institutions to provide credit to consumers was the main subject of a joint conference held by the Gazit-Globe Real Estate Institute and the Capital Markets Forum, both under the auspices of the Radzyner Law School. Dr. **Efrat Tolkowsky**, Gazit-Globe's CEO, and Adv. **Amiram Gill**, director of the Capital Markets Forum, moderated the event, which was titled "The Legislative Reform on Non-Institutional Credit Providers and Its Effects on the Real Estate and Financial Sectors in Israel."

Adv. **Joel Baris**, former legal counsel to the Finance Ministry and head of the team responsible for regulating non-institutional financial activity, said the reform involves a series of five laws, each currently in different stages of legislation. "This set of laws is a great revolution for the Israeli credit market," he said. With regard to the real estate sector, Baris announced that the new regulation on peer-to-peer lending would also allow for P2P mortgage loans. Yakov Siso, CEO of the Yesodot Fund, expressed concern, saying: "I hope the new regulation will not restrict the activity of private funds such as ours, which rely on institutional investments to provide finance for residential construction."

**Ofer Carmel**, CEO of eLoan, said he believes the committee's intention to create competition is sincere. "There is no question that the new law will apply to our business, and its main challenge will be to allow new actors to compete with the Israeli banks," he said.

**Eran Peer**, director of the Regulation Unit at Bank Hapoalim, expressed doubts about the new Capital Markets Authority, which will regulate all non-institutional credit providers in Israel. "I am not at all sure that creating a new regulator 'from scratch' is the right thing to do," he said. "You need to train people, teach them about the market. They may know how to conduct occasional audits, but it is not certain that they know to how to conduct ongoing supervision of credit providers. It will take time for the new authority to be operational and learn the market."



From left: Dr. Efrat Tolkowsky, Adv. Amiram Gill, Ofer Carmel, and Adv. Joel Baris.

Gill said the finance minister should use his power to exempt private credit funds from the new law. "This law is not suited to the funds'

Tolkowsky also expressed concerns, saying: "Urban renewal projects are financed by many entities whose placement under the umbrella of the new law may cause significant slowdown in the field."

#### Zvi Meitar Institute for Legal Implications of Emerging Technologies

Dr. Harry L. Radzyner

Radzyner Law School

Founded by: The Zvi and Ofra Meitar Family Fund Director, Dr. Dov Greenbaum

#### Virtual and Augmented Reality Conference Hosted at IDC

The ways in which virtual and augmented reality are changing society and will soon change it further were the subject of a conference held by the Zvi Meitar Institute, partly sponsored by the law firm Yigal Arnon & Co.

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entertainment; **Noam Levavi**, CEO and founder of Byond, who discussed the imminent entertainment revolution that will be sparked by the entry of VR tools into the market; **Adi Diamant**, director of Microsoft's Advanced Technology market and has led companies to ignore ethical and moral concerns over their products. He also discussed the junction between VR and neurobiology, which raises ethical questions over the replacement of real feelings with synthetic ones.

Dean, Prof. Amnon Lehavi



Enjoying virtual reality in real time.

The speakers included industry leaders such as **Gil Benesh** of Elbit Systems, who discussed how VR and AR can be used by pilots while flying planes; **Dana Porter-Rubinshtein**, co-founder and CMO of Inception, who spoke of her company's work to turn VR into a common form of

Labs in Israel, who described how AR and VR can change workplaces and lives; **Barak Horowitz**, from Intel, who spoke about the Alloy project, which combines VR with Intel's computing abilities; and **Rotem Bennet**, a doctoral student in VR and neurophysiology at the

Technion, who discussed how using VR affects physical self-perception.

Dr. **Doron Friedman**, head of IDC Herzliya's Advanced Reality Lab, discussed the "optimism bias" in the VR and AR industry, which has led to exaggerated estimates of how quickly the technology can be ready for the Nimrod Vromon, a partner at Yigal Arnon & Co., discussed legal issues connected with VR and AR, saying that the law has not caught up to the technological capabilities, leading to potential dangers. He spoke about the liability considerations in the event of someone being harmed by the use of such applications, and about the numerous privacy implications. As an example, he mentioned the recent "Pokemon Go" craze. Yuval Avrami, a student at the Hebrew University and Bezalel Academy joint program for computer science and interactive design, demonstrated such privacy issues with an app he developed that creates a personalized VR game by accessing the user's smartphone messaging history. Overall this successful conference appealed to many great minds and the Institute received extensive and positive feedbacks from numerous attendees and participants.



Dana Porter-Rubinshtein, Joanna Braunold from Inception, Adi Diamant from Microsoft, and Dr. Dov Greenbaum, director of the Zvi Meitar Institute.

#### **Student Activities**

Students in the Zvi Meitar Emerging Technologies Program kicked off the academic year with a team-building activity in which they constructed a functioning crane one meter high – out of Lego pieces. Later, the students visited the Rise Accelerator, a Barclays hub focused on financial technologies, and met representatives of several new companies, including Homeppl, which works to prevent issues between tenants and landlords, and TechLaw, which uses technology to make legal firms more efficient.

The students also met with **Doron Cohen**, founder of "deep learning" artificial intelligence technology companies Fifth Dimension and Deep Instinct, and **Eli David**, CTO of Deep Instinct. The pair discussed how deep learning is the most advanced subfield within machine learning, and one student group began working on a joint research project with the company.



Students from the Zvi Meitar Emerging Technologies Program build a Lego crane.

#### Zvi Meitar Institute Welcomes Students from UC Berkeley Law School A delegation of students from the University of California, Berkeley, School of Law (Boalt Hall) visited the Zvi Meitar Emerging Technologies Program at IDC Herzliya.

The 37 students, ranging from first-year to master's degree law students, met with Prof. **Amnon Lehavi**, dean of the Radzyner Law School, who told them about the development of IDC as a leading center of academic excellence with an interdisciplinary focus. Students also heard a talk by Dr. **Dov Greenbaum**, director of the Zvi Meitar Institute, on the technologies that are changing the world and the need for society to consider their legal, ethical and social implications. Students also heard a lecture from Dr. **Nimrod Kozlovski**, partner at JVP Cyber Labs, who discussed what makes Israel a successful start-up nation. Following the talks, the visiting students, together with Zvi Meitar Institute students, traveled to Tel Aviv for a tour of the Microsoft accelerator at WeWork.

"Our participants were stunned at Israeli innovativeness and were grateful for the opportunity to visit the IDC law school," student and trip organizer **Michelle Peleg** said. "They really enjoyed learning from the **Zvi Meitar** students, and found lots of similarities in our two law schools. We hope to continue and strengthen these partnerships."



UC Berkeley Law School delegation with IDC Herzliya's Zvi Meitar students and faculty.



Dean, Prof. Amnon Lehavi

#### Zvi Meitar Institute for Legal Implications of Emerging Technologies Founded by: The Zvi and Ofra Meitar Family Fund Director, Dr. Dov Greenbaum

#### **IDC Student Presents at TEDxTelAviv**



Limmor Kfiri on the TEDxTel Aviv stage.

Limmor Kfiri, a former student of the Zvi Meitar Emerging Technologies Program and a fourth-year student in the joint program for Law and Government Administration at the Radzyner Law School and the Lauder School of Government, Diplomacy & Strategy, was among the speakers invited to give talks at TEDxTelAviv. Kfiri spoke before a sell-out audience of thousands on the subject of self-driving cars.

During her studies in the Zvi Meitar Program, Kfiri and fellow students Aviv Shemma, Ohad Touati and Roy Meirom researched the regulatory, legal and social challenges to the introduction of self-driving cars in Israel. Over the course of their project, the team met with stake holders including government officials, NGOs, technologists and professionals. They outlined their research and policy recommendations in a

120-page document presented to Dr. Shay Sofer, the Transportation Ministry's chief scientist. Their conclusions are also being published as a book intended to assist policymakers developing the laws and regulations for the introduction of autonomous cars in Israel

#### Talking Volcanoes and Climate Engineering

The Zvi Meitar Institute partnered with the School of Sustainability Founded by Israel Corp., ICL & ORL for a two-part interdisciplinary conference. The first half of the conference discussed the damage and weather changes caused by volcanoes and suggested actions that can be taken to prevent these. The second part of the conference discussed the ethical and legal issues associated with climate engineering.

Dr. Dov Greenbaum, head of the Zvi Meitar Institute, spoke about the importance of public perceptions of geo-engineering, likening the fear of climate engineering to the visceral fear many people have for genetically modified foods, and saying such many people hold such fears blindly, without any true understanding of the technology.

Prof. Yoav Yair, dean of the School of Sustainability, discussed the effects on society and on climate caused by the eruption of Indonesia's Mount Tambora in 1815 - the largest volcanic eruption in recorded history. He also spoke of practical methods of geo-engineering that could help reduce the climatic effects of volcanic eruptions.

#### Setting the Wheels of Smart Transport in Motion The movers and shakers of the smart mobility industry gather for a conference to explore the opportunities and challenges they face.

Academics, industry leaders and policymakers came together on the IDC Herzliya campus for a fascinating conference on the ways technology is changing the transport industry and how best to meet those changes. The Smart Mobility Solutions conference was hosted by IDC's Zvi Meitar Institute for Legal Implications of Emerging Technologies in conjunction with its strategic partners, the Yigal Arnon & Co. law firm and Ehrlich & Fenster patent attorneys firm. Discussions at the conference were lively, focusing on the many ways in which technology is transforming the transport industry as well as on the changes needed in law and policy to deal with those innovations. Dr. **Dov Greenbaum**, director of the Zvi Meitar Institute, presented a number of potentially problematic social and ethical repercussions that could follow the introduction of autonomous vehicles. He said that while autonomous vehicles will likely reduce waste, they will also likely result in less government income from drivers paying car-related taxes, fees and fines. He also pointed out that with 21 percent of donor organs coming from motor vehicle accidents, autonomous vehicles will likely result in a shortage of organs.

Adv. **Roy Keidar**, special counsel at Yigal Arnon, discussed the challenges of regulating this

#### "Autonomous vehicles are poised to change the world."

– Elad Serfaty, Mobileye

**Elad Serfaty,** vice president and general manager of the Aftermarket Division, Mobileye, said that "autonomous vehicles are poised to change the world," but it is important to understand that road infrastructure, designed for humans, would not be changing any time soon. "We need



*From left: Dr. Dov Greenbaum, Dr. Shay Sofer, chief scientist of the Transportation Ministry, Roy Keidar, Roy Meltzer and Dr. Gal Ehrlich, both from Ehrlich and Fenster.* 



Prof. **Manuel Trajtenberg**, Zionist Union MK, said the subject of the conference – smart mobility – "encapsulates the paradox of the country," in that an array of fastprogressing technologies is coming

up against often crippling bureaucracy. He said that on the one hand, Israel is lucky to have endless creativity and groundbreaking technology, but on the other hand, there has been a colossal failure of policy, which has consistently had a clear preference for highly taxed private vehicles over public transport. "Technology alone will not be able to save us from our policy failures," he said. emerging industry and asked, "If the technology is available and affordable, why is the regulation taking so long?" He suggested that regulators do not trust the autonomous vehicles' artificial intelligence systems enough.

"Technology alone will not be able to save us from our policy failures." – Prof. Manuel Trajtenberg to assume that infrastructure won't change, and that autonomous vehicles will operate in the human world," he said. Therefore, according to Serfaty, if autonomous vehicles are to be introduced on the road, they need to see like humans have the ability to communicate with the existing infrastructure.

The conference was made possible thanks to Yigal Arnon and Erlich and Fenster as well as UK Tech Hub, part of the British Embassy in Israel, which brought in a delegation of 14 smart mobility experts who attended the event and provided a panel session. ★

- Yonathan Cohen



## Israel's Only 1001 11 11 Computer Science 1 Degree in English

The Efi Arazi School of Computer Science's English-language B.Sc. program attracts a diverse group of students from Israel and around the world. With the continued rapid growth of the IT and high-tech sectors, there is an increasing need for highly skilled computer science graduates in both the local and global markets. In light of this demand, last year IDC Herzliya's Raphael Recanati International School launched Israel's only English-language bachelor's degree in computer science, intended for both international and Israeli students.

"This is the only B.Sc. program in Computer Science in English in Israel, and it is a very challenging and high-level program," says Prof. **Tami Tamir**, dean of the Efi Arazi School. "All of our graduates integrate into the high-tech world. Our graduates have established dozens of start-up companies, some of which have been acquired by companies such as Google, Intel, Microsoft and Facebook."

The program boasts students from numerous countries, including the United States, France, Germany, Russia, Kazakhstan, Norway, Turkey, Argentina, China, the United Kingdom, Belgium, and Romania. Shuli Finley, a second-year student from Los Angeles, says, "This is the only opportunity to study in Israel for many international students interested in the computer science field. There is open and friendly communication between students and faculty. Professors are helpful and approachable, and the students are driven and have an encouraging and supportive network."

The admissions process is extremely selective – successful applicants must have excellent grades, a strong mathematical background, and score in the 95th percentile on the SATs or psychometric exams. The program provides an analytical foundation in mathematics, a thorough understanding of computer science and IT theory, and practical software development skills. Students take courses in business, marketing, finance, and entrepreneurship. During their second year, students can choose a cluster either in business or in entrepreneurship. New elective courses are offered each year to provide students with the most up-to-date tools and knowledge.

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"IDC computer science students receive an average of three job offers from the biggest hightech companies."

– Prof. Uriel Reichman

"IDC's computer science program is dynamic and is constantly adapted to the fast-paced innovations of the high-tech world," says Prof. Uriel Reichman, president and founder of IDC Herzliya. "And we are doing something right, because IDC computer science students receive an average of three job offers from the biggest high-tech companies in their last year of studies."

Maxime Las, a third-year student from Antwerp who is completing a double degree in Business and Computer Science, says, "There's no doubt that studying computer science can be tough at times, and you might find yourself getting discouraged and feeling hopeless when working for hours on a single question or just a few lines of code, but the satisfaction of problem solving combined with the acquired knowledge of extremely relevant things related to the tech world and its future direction makes it all worth it. I am happy with the choice I made and I want to encourage future students to consider studying computer science and join me on this special journey towards an exciting future."

In addition to the international students, Israelis choose to study in the program for the exposure to English and an international environment. Second-year student Rom Cyncynatus says, "I was looking for a reputable B.Sc. program in Computer Science that would also be fun and unique. IDC's track offered exactly that. Studying in English is challenging but it's a major added value to the studies. Another nice aspect of the program is the fact that the classroom is diverse. We have students from many different places, and it's nice to make connections with so many different types of people."

Eilat-born second-year student Shahaf Ben Yakir agrees. "In addition to improving my English skills, I get to meet many interesting



"All of our graduates integrate into the high-tech world." – Prof. Tami Tamir

students from around the world," he says. "Though the program is still in its early stages, I can already feel its great impact on me. I have gained so much more confidence in dealing with complicated topics."

Jonathan Davis, IDC's vice president for External Relations and head of the RRIS, says, "The special care and attention given by Prof. Tamir and her dedicated team to the international students at the Efi Arazi School of Computer Science is vital for the success of many of these outstanding students. The Reichman spirit, in which we treat the students as our partners, is very apparent at this state-of-theart school." 🖈

- Ariel Rodal-Spieler



## IDC Hackathon: Student Volunteer Initiative

#### The fourth annual HackIDC, the biggest student hackathon in Israel, was held on the IDC Herzliya campus with hundreds of students taking part, half from IDC and the rest from other institutions around Israel.

Initiated, organized and run entirely by volunteer students, in cooperation with the IDC Student Union and Efi Arazi School of Computer Science, the hackathon involved dozens of teams working through 30 sleepless hours to develop technological solutions for 21st century problems.

Japanese chip and sensor manufacturing giant Murata was a major sponsor and key partner in the event, with its representatives on site serving as mentors, posing development challenges, and inspiring the students. Electra Consumer Products was another major sponsor and suggested a wide range of challenges to participants, as well as providing hardware and mentors.

The "Shake Mate" team, from the Technion, took first place for its development of a smart bracelet for conference participants that enables the exchange of virtual business cards via a handshake. The team won NIS 15,000, which will serve as an initial investment to develop the innovative product. Second place was taken by IDC team, "ShoppingTV," made up of **Or Atoun, Amir Ben Nun, Raz Nitzan, Tamir Passi** and **Noam Salinger**. IDC team, "Tech Cloud", made up of **Guy Eshet, Idan David, Or Shwartz**, **Julian Waksberg** and **Alon Rabinovich**, won first place in the Electra challenge, winning 10,000 NIS for developing cloud technology for air conditioners that identifies and reports errors automatically. Another IDC team, "CartPool,"



The HackIDC team of Computer Science students with Efi Arazi School of Computer Science faculty.



The winning "Shake Mate" team: Amir Livne, Nadav Eliahu, Carmel Rabinovitz, Oded Lazar and Inbal Ben Yehuda with HackIDC organizer Danielle Sneh and Tami Tamir, dean of the Efi Arazi School of Computer Science (far and second to left).

made up of **Guy Bar**, **Barak Cohen**, **Ofir Lapid** and **Arik Muller**, won first place in the Leumi challenge for their development of a shared shopping cart application.

The annual HackIDC is a flagship event for the Student Union, initiated and run by students, for students. The latest event was managed by a team of Computer Science students led by Danielle Sneh, and including Roi Kimche, Shir Maimon, Yarden Halperin, Almog Avivi, Boaz Shalom, Roie Onn, Ellen Goldes and Yarden Moalem and involved cooperation with other IDC departments, in particular the Efi Arazi School of Computer Science.





## **Students Vow Never to Forget**

'n November, a delegation of 70 IDC Herzliya students traveled to Poland for a one-week educational tour organized by the IDC Student Union, which has been running such trips annually for the past nine years. The latest tour was the second one in which Raphael Recanati International School students participated in the Student Union delegation, with 40 Israeli students traveling on one bus and 30 international students on another. All the students found the visit a deeply moving experience.

The annual trip is run by the Student Union's memorial division, which is responsible for carrying out a range of activities to assist Holocaust survivors living in Israel and to promote Holocaust remembrance. The trip is open to all students who wish to apply, with participants chosen at the end of each academic year. A three-day preparatory seminar is held prior to each trip.

During their week in Poland, the students visit Krakow and see the old city, the ghetto area, the Plaszow forced labor camp, and Oskar Schindler's famous enamelware factory; tour the Auschwitz-Birkenau,

Treblinka and Majdanek death camps; visit the Kielce Jewish cemetery, where 46 Jews killed in a pogrom after the war are commemorated; tour Warsaw, where they follow the Ghetto and Heroes' route to the former Umschlagplatz where Jews were assembled before being sent to their deaths; and visit the historic synagogue in the small town of Tykocin, as well as the nearby Lopuchowo forest where the Jews of that town

were shot to death en masse. After they return, they gather for an evening of discussion and summation, and later parents are invited to see a film of the trip produced by the photographer attached to the delegation.

After the most recent trip, the students organized a Hanukkah candle lighting ceremony with Holocaust survi-

vors, planted a memorial tree on Tu B'Shvat, organized a Holocaust Memorial Day ceremony on campus, publicized the "A Candle for Every Name" project, and worked with Zikaron BaSalon to ensure that the voices of remaining survivors are heard. The trips, whose value is only expected to grow with time, are made possible by the generosity of Dr. Harry Radzyner, Roni Lerner, Rachel Levitan, Esther Rosenthal and the Metropoline Bus Company.







## Spotlight on: **GMBA** Student Benjamin Peng Chinese Businessman and Ardent Zionist

Israel is a very special country with lots of meaning for me, which is why I decided to focus my entire life on it," says Benjamin Peng, a businessman from China currently studying in IDC Herzliya's Arison School of Business Global GMBA program. Peng is the cofounder of the investment firm Yafo Capital. The firm recently joined Cukierman Investment House to create Cukierman-Yafo Capital, which advises Chinese investors on Israeli start-up companies in the hightech and biomed fields.

Before converting to Christianity in 2011, Peng says he had a somewhat negative view of Israel due to the often-critical media to which he was exposed. But after becoming familiar with the Bible, he began to visit Israel, and in 2013 began conducting business with Israelis. "I am a Zionist who believes that the Jewish people deserve this country as their homeland," he says.

Peng received the Moshe Dayan Golden Menorah award from Bn'ai Brith in France for his efforts to make the case for Israel. First awarded in 2003, the Golden Menorah recognizes men and women who have worked to defend universal values, including the fight against anti-Semitism.

Peng first visited IDC three years ago to discuss potential collaboration with Chinese universities. 'When I first came to IDC, I didn't expect to one

day be a student here," he says. "I had visited many different universities in Israel, but I had such a good feeling about IDC. Then last year, my business partner recommended that I apply for the Raphael Recanati International School's GMBA program. I was accepted, and I am really enjoying it. I am a fan of IDC's innovative educational approach, in comparison with traditional universities. It's a very international school and I like my classmates. I am the only one from China, but there are others from the U.S., Brazil, Japan, Canada, Germany, all over."

He is even talking about launching a start-up with his classmates. "The curriculum gives us the knowledge base to be more professional in our

"Together with Israeli Chinese markets and efficiency, we can do things together that will

work, especially regarding investments," says Peng, who began in the GMBA's Strategy and Business Development track, but recently decided to transfer to the Innovation and Entrepreneurship track. "Israel is known as the start-up nation and the innovation nation, so I thought that I should experience what this track has to offer."

He acknowledges that being a foreigner in Israel can pose difficulties.

"Life here as a foreigner can be challenging because of the different culture, but the administration and faculty at IDC have been so warm and friendly and I have been made to feel at home here," he says. "Whatever problem or question I have, I always get a response very quickly. They really care about the students here. I would definitely recommend to others from China to come and study at IDC. China is becoming more

> of a strategic partner for Israel, so if more Chinese students come to study here, it would be very good for the relationship between the two countries."

> Jonathan Davis, IDC's vice president for External Relations and head of the RRIS, says, "When I first met dear Benjamin in my office, I was blown over by his immense knowledge of the State of Israel and his Zionist ideology. It was heartwarming and morale-boosting for me to see that Israel has such good friends. To hear him discuss the importance of Israel-China relations and to see

him join the other students in becoming future entrepreneurs and mulling over possible start-ups is thrilling."

Peng is not yet sure what his plans are after completing the program, but he says that even if he does return to China he will always continue to be involved in Israel. "I am a big believer in potential of the Israeli-Chinese partnership. Together with Israeli technology and innovation, Chinese markets and efficiency, we can do things together that will benefit the entire world."

- Ariel Rodal-Spieler

technology and innovation,

benefit the entire world."

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Hynr IDC Herzliya Congratulates our 2017 Honorary Fellows:

Tzahi Arabov **Ziv Aviram** Dr. Orna Berry Morris Kahn Dafna Nechmad-Meitar **Robert Wiener** Naomi Stuchiner -The Wind Annual Social Entrepreneurship Award