

# IDC Herzliya

2019

CELEBRATING



YEARS OF

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★ IDC  
★ HERZLIYA  
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Zionism, Entrepreneurship and Social Responsibility





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## ON THE COVER

Bottom left photo - Harav Yisrael Meir Lau affixes the mezuzah to the entrance of IDC's first library in 1994 while Prof. Reichman; Ezer Weizman, then-president of the State of Israel; and Eli Landau, then-mayor of Herzliya, look on.

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# IDC HERZLIYA

## FAST FACTS



The Israel Council  
for Higher Education  
granted IDC  
permission to apply to confer  
**doctoral degrees**



Raphael Recanati International  
School is **celebrating its**  
**18<sup>th</sup> year**



Over **2,000**  
Raphael Recanati International School  
students from over  
**86** countries make up  
1/3 of the IDC student body



Over **25,000**  
**graduates**  
**worldwide**



More than **120**  
**exchange programs**  
with leading universities from  
around the world



The **Adelson**  
**School of**  
**Entrepreneurship**  
is the first of its kind in Israel that  
will award a full academic degree



On the way to  
becoming Israel's first  
**private university**



Over **30**  
**research**  
**institutes** at IDC

Over **300** Lone  
Soldiers studying for full  
degrees



IDC operates a  
**radio station**  
at frequency 106.2 FM  
where students from all  
schools broadcast both in  
Hebrew and English



Ranked **no. 1** in Israel  
for our treatment of  
**IDF reservists**



## IDC: THE MOST INTERNATIONAL UNIVERSITY IN ISRAEL



# Beating the System - A Word from Prof. Uriel Reichman

**T**his special celebratory IDC Herzliyan showcases some of our amazing achievements over the past 25 years.

Overall, we have had a long road of challenges and successes in equal measure, which has included hard work, dedication, and complete focus on the goal.

In our early years, many thought I was taking a crazy risk. We came to a deserted military base, raised our flag, and declared that IDC would be the leading social sciences university in Israel. We had no money, no campus buildings, no right to grant degrees. We had only a dream to turn the broken up army kitchen into a library. And we had one rule: Create this institution on our terms, taking no money from the government.

It didn't take long for other Israeli university presidents to take a stand against us. They claimed we would ruin the academic system. I saw this as a vote of confidence that we were on the right track! It was also the moment when the real trouble began.

The Tax Authority opposed giving tax credit to donors.

The Land Authority did not want to lease us land.

The Council for Higher Education refused to recognize our wonderful team of professors, and created obstacles, every step of the way, to granting academic degrees. It was only the complete trust and support of our first students that kept me going during those difficult days. Instead of complaining that they were not earning official degrees, they joined forces with me, and we surged on, together. It was then that we became a campus that partners with our students.

From day one, IDC was built on the foundation of academic excellence, and on pillars of Entrepreneurship, Zionism, and Social Responsibility. Our essence has been to create and innovate – indeed we are an academic start-up. We took the belief that “one is born with” entrepreneurship, and turned it on its head by creating the Dr. Miriam and Sheldon G. Adelson School of Entrepreneurship to teach the discipline. We've always encouraged our students to live by the values of freedom and responsibility. Freedom to forge their own paths to success – not to allow the fear of failure to stop them, or to expect the government, or anyone, to solve their problems. Personal responsibility towards others in need, towards the future of Israel, and toward Israel's values.

Today we are a vibrant campus, catering to 7,500 students in 10 different schools, with dozens of research centers and student clubs. IDC has become the only genuine international university in Israel, with over 30% of our student body coming from 90 different countries.



It is a testament to our success that although IDC is not subsidized, and our tuition is much higher than state-supported universities, many still prefer to study here, because of the unique opportunities we provide.

IDC has been, at its core, a Zionist undertaking. We've taken risks and forged ahead despite the odds, despite the obstacles. That's because we believe in the State of Israel, in what it represents and the potential it holds. This belief is mirrored by the fact that a hub of academic excellence can run as a private body without any restrictions.

We have succeeded for reasons much bigger than ourselves, and at times against all odds. Our achievements over the past quarter century are also thanks to faculty and administrative staff who see themselves as part of a family, working together to realize the vision of IDC.

We certainly could not have ever begun to take even initial steps without the shared vision and backing of our many friends and supporters, who have supported us in a multitude of ways over the years – from scholarships to programs, research to construction, and beyond. I am forever grateful.

In order to remain the avant-garde academic institution that we have created and for which we are known, we are redeveloping our academic system to enable our graduates to cope with the challenges of the 21st century, and to lead the solutions thereof. We will continue to invest heavily in the dynamic worlds of artificial intelligence, data science, digital fabrication, HCI, computer science, and human brain research. We will continue educating legal scholars to deal with normative, regulatory, and ethical responses to future technological developments. Our much-anticipated Innovation Center will house all of this activity under one roof, allowing for deeper interaction between the various disciplines.

It is fitting that IDC will be recognized as the first and only private university in Israel during our 25<sup>th</sup> year. Looking back on the past 25 beautiful years of challenge and accomplishment, I feel that the creation of IDC, which has truly been my life's purpose, has been incredibly worthwhile. The impossible has become the possible for the benefit of the next generation of Israel and Israeli leadership.

Please enjoy this special 25-year keepsake. Our academic excellence, which I believe shines throughout this publication, is a product of the high standards we've always set for ourselves. With our mutual strength and strong foundations, I know the IDC Herzliya community will forge ahead to enjoy another wonderful 25 years and beyond. ★



A photograph of Prof. Uriel Reichman, an older man with glasses, wearing a dark suit, white shirt, and patterned tie. He is smiling and holding a certificate or document. The background is blurred, showing an outdoor setting with trees and lights.

# **Prof. Uriel Reichman Awarded Top Prize for His Contribution to Higher Education**

The ceremony was held in the presence of the President of the State of Israel Reuven Rivlin, who congratulated Reichman for his “innovative academic vision that became [his] life’s work.”



**25** years ago, Prof. **Uriel Reichman**, president and founder of IDC Herzliya, set out on a mission to fulfill his dream of establishing a new type of academic institution - a nonprofit, private university that would train the leaders of tomorrow based on the values of freedom and responsibility. This past November, Reichman received an award from the Israeli Council for Higher Education for his "extensive and significant contribution to the advancement of higher education in Israel." The award was presented by Minister of Education and Chairman of the Council for Higher Education **Naftali Bennett**, in the presence of the President of the State of Israel **Reuven Rivlin**. The event was held in Jerusalem and was attended by presidents and directors of the leading academic institutions in Israel.

The CHE recognized Reichman for "being a pioneer who founded an academic institution that is not subsidized by the government." In its statement, it said that the CHE, on its 60th anniversary, is celebrating the accessibility of higher education in Israel. "Prof. Reichman took part in the change that led to the rise of colleges in Israel ... His actions enabled the academic system to develop, creating an additional model of non-subsidized institutions alongside the subsidized colleges. He therefore paved the way for the development of higher education in Israel that is not dependent on public funding. Following his initiative, additional institutions were founded. There is no doubt that he is the mentor who influenced the entire system, and the implications of his actions will surely influence its development in the future."

**"[Prof. Reichman] paved the way for the development of higher education in Israel that is not dependent on public funding."**

- The Council for Higher Education

The CHE recognized IDC's Raphael Recanati International School, established according to Prof. Reichman's vision, as being especially remarkable. "Every year hundreds of students come to the international school from dozens of countries from around the world to study in English," its statement said. "The uniqueness of this school stems from its combination of academic excellence, Zionist values, and its endeavor to deepen the connection between Israel and the Diaspora ... It has become an important center for *Aliyah* and integration. About two-thirds of its alumni remain in Israel, and many of them serve in the army. The international school is another of Prof. Reichman's pioneering enterprises, which can serve as a model for

other institutions of higher education in Israel in its encouragement of internationality."

President Rivlin expressed admiration for Reichman at the ceremony, saying, "I congratulate you, my friend, for your innovative academic vision that became your life's work and for your contribution to the entire academic system."

Reichman faced great opposition from the moment IDC was launched on the campus of a former army base, with some 300 students. Reichman, who left his job as dean of Tel Aviv University's law school to found IDC, had to fight regular battles in order to achieve his goals. There were challenges over the use of land, permission to fundraise, and authorization from the CHE to grant degrees to his students. This past year, IDC finally won an eight-year battle to receive authorization to award Ph.D. degrees, making it the first private university in Israel. Bennett supported the decision, making strenuous efforts on IDC's behalf, despite opposition from the universities.

**"The international school is another of Prof. Reichman's pioneering enterprises, which can serve as a model for other institutions of higher education in Israel."** - The Council for Higher Education

a leader in both teaching and research, and has 25,000 graduates.

"About 2,000 students from 90 countries study at the Raphael Recanati International School, leading the CHE to recognize us as the most international institution in Israel. I am especially proud of the fact that many of our graduates from abroad choose to live in Israel and strengthen the connection between Israel and the Diaspora. I am honored to be receiving this award, which is recognition by the academic establishment of IDC Herzliya's virtues and its significant contribution to higher education



At the CHE ceremony. From left: Retired Justice of the Supreme Court of Israel Dalia Dorner, chair of the awards committee; Prof. Yaffa Zilbershats, head of the CHE's Planning and Budgeting Committee; Naftali Bennett, minister of education and CHE chairman; and Prof. Uriel Reichman, president and founder of IDC Herzliya.

"This award brings me somewhat full circle," said Reichman upon receiving the prize. "Over 25 years ago, I embarked on an adventure with the dream of establishing a new kind of academic institution - a private nonprofit university that promotes the values of freedom and responsibility; the freedom to fulfill and realize one's dreams and the responsibility to take care of others in society. I'm not sure I would have set out on this journey had I known in advance how many difficulties and obstacles I would encounter ... It's no secret that IDC encountered resistance from the first moment. Over the years I had various disagreements with the CHE, sometimes difficult ones. Nevertheless, we flourished and became an institution of over 7,000 students, in 10 different schools, which developed new disciplines and is

in Israel. I thank the members of the CHE, on behalf of IDC's faculty members, and on behalf of our students and graduates."

At the awards ceremony, Reichman was praised for his "impressive academic vision that facilitated, over 25 years ago, interdisciplinary studies, which were not yet common in Israeli academia and which affected academic discourse, research, and teaching throughout the entire higher education system in Israel." IDC has indeed fulfilled its mission, providing interdisciplinary training for the leaders of tomorrow, nurturing academic excellence, and providing its students, from Israel and abroad, a vibrant university experience focusing on innovation and entrepreneurship. ★





תחיית תחומי הרצליה  
IDC HERZLIA

# 25 Years of Zionism

From its inception, IDC has aimed to instill in its students an unwavering commitment to the fundamental principles of Zionism. IDC weaves Zionism into its official academic programs, extracurricular activities, and every aspect of the student experience.

**"IDC's mission statement contains references to Zionism and its basic principles of liberty, human rights, freedom, and equality."**

- Prof. Uriel Reichman, IDC president and founder



**A**t the close of this year's graduation ceremony, thousands of IDC Herzliya students and faculty will stand and sing "Hatikvah," Israel's national anthem, their voices joined as one.

## Zionist Mission Statement

Zionism is one of the foundations upon which IDC was built. Its leadership has always sought to instill in students a steadfast connection with and commitment to the State of Israel. "The basic premise of IDC Herzliya, from the day I conceived of it, was not to build just another university," says Prof. **Uriel Reichman**, IDC's president and founder. "The idea was to create a unique institution whose worldview was to make a contribution, and to train the future leadership of Israeli society according to the state's fundamental values. These original principles of Zionism, as expressed in the Declaration of Independence, have accompanied me throughout my life. Therefore, it is no wonder that IDC's mission statement contains references to Zionism and its basic principles of liberty, human rights, freedom, and equality."

In Reichman's view, Israel's Declaration of Independence is the second most important moment, and document, in the history of the Jewish people. "The most important event was the exodus from Egypt and the receiving of the Ten Commandments, which provided a moral framework for the Jewish people. What is interesting is that there is a correlation between the two events: When the Israelites received the Ten Commandments, they had been living under slavery, were fleeing Egypt, and didn't know if they were going to survive in the desert. Yet, despite all of this suffering, the message was not about revenge, but rather about humanity, with an emphasis on liberty, morality, and respect for the other, even the stranger among you."

"Something similar happened when the State of Israel was declared. It was only a few years after the Shoah - the greatest disaster ever to befall the Jewish people, and a terrible war was being waged against the nascent state, worse than any war we have experienced since. Even in the midst of all of this, the Declaration of Independence calls for peace, equality, freedom of religion and conscience, the protection of all holy places, and the development of a country for all its citizens, Jews and non-Jews alike. Even amongst all

**"Hatikvah" is sung at every official ceremony.**

of the difficulties they were facing, the leaders remembered the importance of creating a state that would be the antithesis of what the Jews had experienced as a minority in the Diaspora."

IDC's Zionist identity permeates campus life in many ways. "Hatikvah" is sung at every official ceremony. A special memorial plaque at the center of the campus commemorates students and alumni who have fallen in their service in the IDF. Public diplomacy initiatives that aim to improve Israel's image internationally are some of IDC most prominent programs, including Act. IL, the Argov Fellows Program in Leadership and Diplomacy, and the Israel at Heart student *hasbara* delegations. Reichman believes that Israel should be seen as the home of every Jew. "Contrary to what is generally accepted today, while I have always encouraged the students to engage and do business with the entire world, I have also urged them to build their lives and raise their children in Israel, and have maintained that their commitment should be to Israeli society and the State of Israel," he says.

## Largest Academic Absorption Center in Israel



*Building the Raphael Recanati International School: Oudi Recanati, IDC chancellor; Staci Light Recanati; Prof. Uriel Reichman; Jonathan Davis; and seated, Dina Recanati.*

**"After graduation, most of our students choose to make Israel their home, while others become ambassadors for the State of Israel in their overseas communities."**

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

Within the first few years of IDC's establishment, the Raphael Recanati International School was launched to allow students from abroad to pursue full B.A. and M.A. degrees in English in Israel. "We wanted our school to be a meeting place for Diaspora Jewish students and Israelis," says Reichman. Today, the RRIS accounts for a third of the student body. The students come

from 90 countries, and around 70% stay in Israel after completing their degrees.

"We can proudly call ourselves the largest academic absorption center in the country," says **Jonathan Davis**, IDC's vice president for External Relations and head of the RRIS. "In fact, 37% of all international students studying full time for their degrees in Israel study at IDC Herzliya. This gives us the highest number of international students of any academic institution in the country. After graduation, most of our students choose to make Israel their home, while others become ambassadors for the State of Israel in their overseas communities. Thus, the RRIS has played a crucial role in contributing to the Zionist identity of IDC Herzliya."

## Supporting IDF Reservists and Over 300 Lone Soldiers

IDC Herzliya puts a huge emphasis on its treatment of former IDF soldiers and current reservists. The Brian Knez Center for the Welfare of IDF Reserve Soldiers, a special department within the IDC Student Union, is dedicated to assisting the reservists and protecting their rights. In addition, IDC's Admissions Department gives preference to soldiers who served in elite army units or as IDF officers, in recognition of their contributions to the state.

IDC also goes out of its way to provide a home for those who served as "lone soldiers," leaving their families behind and moving to Israel in order to serve in the IDF. "Three hundred former lone soldiers have studied at the RRIS, and over 150 RRIS graduates are now serving in the IDF," says Davis. "For me, as a former lone soldier and lone student, the opportunity that has befallen me to be a part of this great Zionist mission is really coming full circle, especially having been deprived of the TLC we are now able to grant these wonderful young people."





# 25 Years of Zionism

The following are some of the key programs and initiatives that have been established over the years which have had a significant impact on the bolstering of IDC Herzliya's distinct Zionist character.

## Start-Up Nation Public Diplomacy

For the first time in the history of pro-Israel activism, Act.IL is using a revolutionary mobile and web system to support Israel online. By crowdsourcing online activism, Act.IL combines efforts of Israel supporters from around the world in order to generate a strong and effective online presence to support Israel and combat the delegitimization efforts against it.



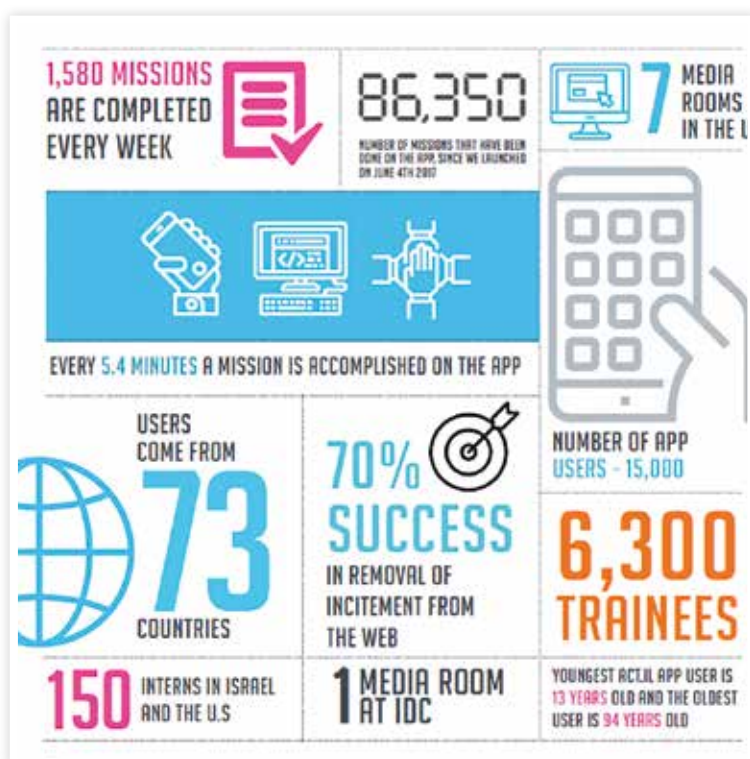
The Act.IL app leverages the power of communities to support Israel's image and fight against the demonization of the State of Israel.

Act.IL, a joint initiative of IDC Herzliya and the Israeli American Council, with support by the Maccabee Task Force, aims to combat the BDS movement and the delegitimization of Israel on social media.

"Our vision was to create an online community that would have a positive influence on international public opinion toward 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 for all the different organizations and communities who are active for Israel and to assist anyone who wishes to support Israel, but lacks the tools or the community to do so."

The idea behind Act.IL stemmed from the success of the IDC Student Union's situation rooms that were launched during Operations Pillar of Defense in 2012 and Protective Edge in 2014. These situation rooms were able to reach some 40 million people in more than 100 countries, in 35 languages.

Act-IL leverages the power of communities to defend Israel's image and fight against the demonization of the State of Israel. Act-IL creates campaigns with original content that reach millions of people around the world, provides professional training and tools for the pro-Israel advocacy community, and gives activists a platform to perform online tasks such as reporting incitement, sharing content, signing petitions, and commenting on articles, thereby increasing the pro-Israel presence online and changing the narrative on a daily basis.





## Former Israeli Ambassador to the UN, Ron Prosor, Breathes New Life into Public Diplomacy

The Abba Eban Institute for International Diplomacy is a proactive research institute, inspired to create an innovative and effective diplomacy infrastructure for Israel, in order to restore its standing in the global arena. Together with the Samson Family Chair for Public Diplomacy, we believe in action rather than words, numbers rather than assessments, and results rather than promises.

Seventy years after its creation, Israel still faces unrelenting threats. The Abba Eban Institute for International Diplomacy at the Lauder School of Government, Diplomacy and Strategy is working to develop



innovative strategies for countering these challenges. Headed by Amb. **Ron Prosor**, former Israeli ambassador to the UN and the UK and incumbent Samson Family Chair

for Public Diplomacy, the Institute is focused on advancing Israel's international diplomacy and bringing about durable, actionable solutions.

## The Diplomatic Counter-Terrorism Desk Leads the Charge Against International Anti-Israeli Trends

One of the main goals of the Institute's Diplomatic Counter-Terrorism Desk is to have Hezbollah - the greatest conventional threat to Israel - designated in its entirety as a terrorist organization in Europe.

The campaign to reach this goal began with global research, which was conducted in coordination with the International Institute for Counter-Terrorism. The findings were turned into an investigative documentary film, featured in Germany, and seen by more than a million people there. Within four months of the start of the campaign, more than 4.7 million German citizens were exposed to and engaged with the research findings through various platforms.

The Institute's leadership has also met with hundreds of decision makers in the German government, including defense officials. "Under our leadership, the damage that Hezbollah causes to

EU citizens is now on the table of top decision-makers, and is well based within the public discussion. The first sign of change came recently from the UK, when it banned Hezbollah. We believe other countries will follow," says Amb. **Ron Prosor**. The Institute has put the spotlight on the United Nations Relief and Works Agency for Palestinian Refugees, and put the real numbers on the board of decision-making, alongside practical solutions that can be actually adopted and implemented.

**Yaniv Cohen** executive director of the Institute, explains that the Institute had two goals with regard to the United Nations Interim Force in Lebanon (UNIFIL), the UN peacekeeping force, which turns a blind eye to Hezbollah's armament. And it achieved them both. "In 2017, UN changed UNIFIL's mandate, giving it more power to enforce resolution 1701 (intended to solve the 2006 Israel-Lebanon conflict). In 2018,

following the year-long #BearyMustGo campaign, Michael Beary, UNIFIL's weak commander, was not reinstated. He was replaced by Maj. Gen. Stefano Del Col."



## Diplomacy 2030 Desk: Rejuvenating the Israeli Foreign Service

Meantime, the Institute's Diplomacy 2030 Desk was working on creating a new paradigm for the Israeli Foreign Service. It organized more than 300 interviews and meetings with hundreds of stakeholders. It led roundtables and strategic workshops.

"The end result is the most comprehensive, in-depth, and thorough research ever conducted about Israel's Foreign Service," says Prosor. The Institute presented its operational findings to the public, decision makers and foreign affairs ecosystem. "All of the relevant decision makers in the Israeli government, public sector and beyond

have received the Abba Eban Model for the Israeli Foreign Service, and we have already drawn the roadmap for implementation."

The Institute went public with its recommendations earlier this year, in a massive campaign that reached hundreds of thousands of Israelis. You can see the recommendations (in Hebrew) at: <https://www.foreignservice.org.il/>.

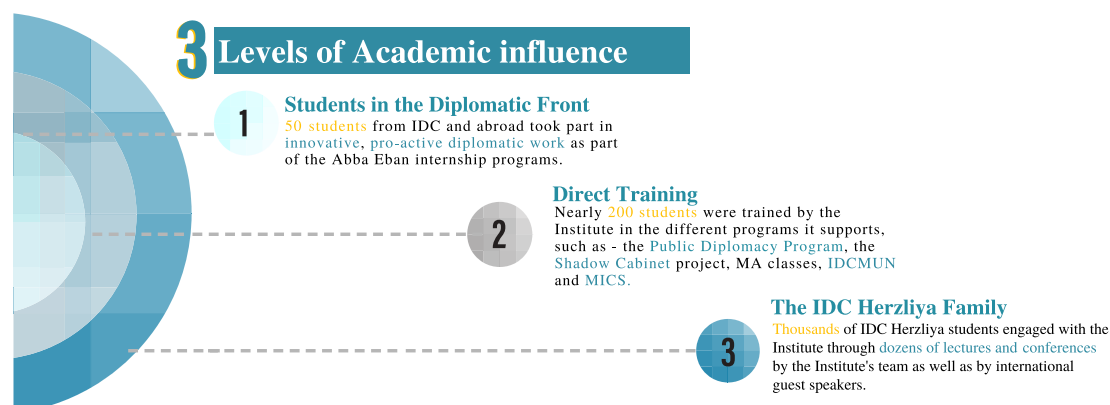
### A New Paradigm for the Israeli Foreign Service



The Institute also held two major conferences, each drawing nearly 200 guests, as well as thousands of views online. The first was dedicated to Golda Meir - Israel's first lady of diplomacy. The second was the first of its kind: #InnoDip - Innovative Diplomacy Conference, focused on the use of technology in diplomatic efforts.

## Academic Desk: Educating Future Leaders

Described in the infographic to the left.





## Elite Public Diplomacy Program for Top IDC Students

The Public Diplomacy Program, a unique collaboration between Act.I.L, the Abba Eban Institute, the Sammy Ofer School of Communications, and the Lauder School of Government, Diplomacy & Strategy, provides students with innovative and proactive professional tools for effective public diplomacy in the 21st century. The program adopts an interdisciplinary approach to public diplomacy, teaching the students content from

the worlds of government, communications, psychology, and marketing, so that they will know how to deal with a variety of challenges in the diplomatic and advocacy arenas. Students apply the skills they have learned during an internship at Act.I.L, in which they gain practical experience in the creation and distribution of digital content, as well as via study tours in Israel and abroad.



*IDC's Public Diplomacy Program 2017–2018 on Capitol Hill, in Washington D.C. with Amb. Ron Prosor (center), Abba Eban Chair of International Diplomacy at IDC and Israel's 16th Permanent Representative to the United Nations from 2011–2015. Photo credit: Dan Lior*

## Outstanding Ethiopian Students Make the Case for Israel Worldwide

The Israel at Heart Ethiopian Scholarship Program at IDC Herzliya, founded by **Joey Low** and IDC Herzliya's leadership, seeks out promising young leaders from Israel's Ethiopian community and gives them the opportunity to pursue their degrees at IDC. One of the program's aims is to break down stereotypes and racial barriers within Israeli society, by training these passionate and driven young people to fulfill roles that would otherwise not have been available to them due to their socio-economic status.

As part of the program, students are offered the chance to take part in missions abroad in order to make the case for Israel. Prior to embarking on such endeavors, students partake in an intense two-day training seminar in which they learn the tools and facts required to confront the delegitimization of Israel. They are taught how to tell their stories to an audience and how to speak in front of a camera. To date, Israel at Heart students have travelled to South Africa, the Netherlands, the U.K., the U.S., Switzerland, and Canada to speak on campuses and address communities around the world; these students'



*Dina Lakao-Worko makes the case for Israel while talking to university students in South Africa during Israel Apartheid Week in 2013. Dina is now a lawyer with Herzog Fox & Neeman.*

testimonies of their own experiences as Israelis have proven particularly effective in disputing claims equating Israel with apartheid, or Zionism with racism. "IDC Herzliya was created in the spirit of the central Zionist values - the humanistic, democratic values that are at the core of our Jewish heritage, and we try very hard to instill these values in our students," says Prof.

**Uriel Reichman**, IDC president and founder. "I hope that IDC will always maintain this commitment to the original vision of Zionism and to the principles laid out in the Declaration of Independence. They are an integral part of the belief system that makes this special institution what it is."



## The Argov Fellows Program in Leadership and Diplomacy

The program has now surpassed the milestone of 250 alumni from over 30 countries who speak 35 languages—all committed to the future of Israel and the Jewish people. A maximum of 24 students, from across all of IDC's disciplines, are accepted annually.



*Alumni, supporters, and friends of the Argov Fellows Program in Leadership and Diplomacy at the opening ceremony for the road named in memory of Amb. Shlomo Argov z"l, Jerusalem, August 2014.*

The Argov Fellows Program, founded by **Gideon Argov** in memory of his father, former Israeli Ambassador **Shlomo Argov z"l**, seeks to prepare up to 24 exceptional IDC students in their final year of undergraduate studies for future leadership positions in Israel and in the Jewish world. Through a year-long interdisciplinary curriculum that combines academic training and practical skills, the program helps students acquire the knowledge, tools, skills, and critical thinking abilities necessary to meet the many challenges that Israel faces in today's complex global environment.

"The Argov Fellows Program in Leadership and Diplomacy was founded 13 years ago to help educate a new generation of leaders for Israel and the Jewish world," says Dr. **Alisa Rubin**, the program's founding academic director. "The vision of the program was to educate committed, ethical leaders who want to make a difference for our collective future, and the results can already be seen. The Argov program now has 254 graduates and 23 current fellows. They are all highly committed to the future of Israel and the Jewish people. Their impact is already being felt around the world, as about 30% of Argov alumni are working and studying abroad at any given moment, with particularly large concentrations in London and New York. Program alumni work in key positions in the Israeli Knesset, government ministries, the National Security Council, Israeli missions abroad (in the U.S., Switzerland, Senegal, China, and Turkey), in the security forces, leading NGOs, start-ups, and more."

The program concludes with the public presentation of Capstone group projects, in which the fellows propose their solutions to pressing problems that Israel faces.

### Argov Alumni are making their mark:

- ★ 30% of alumni working or studying abroad at any time
- ★ 72% of alumni living in Israel
- ★ 15% of alumni living in the US
- ★ 5% of alumni living in the UK
- ★ 21% in the nonprofit sector
- ★ 30% in the public sector

The active Argov Alumni Association keeps the connection among the program's graduates going well beyond the Argov fellowship year at IDC. Argov Alumni have continued on to eminent fellowship programs such as Koret, Fulbright and Legacy Heritage, graduate programs at Yale, Georgetown University, Oxford, and the London School of Economics, and employment positions in public, private, and nonprofit sectors.



**Shlomo Argov z"l** (1929 - 2003) was a prominent long-standing, and deeply respected Israeli diplomat whose attempted assassination in London in 1982 led to the Lebanon War.

The Argov Fellows Program in Leadership and Diplomacy was founded in Amb. Argov's memory and to honor his legacy, by Amb. Argov's son Gideon, with the support of many friends.

Gideon says, "Throughout his long and productive career as one of Israel's leading diplomats, my father took exceptional pride in taking time and energy to cultivate new generations of Foreign Service officers," says Gideon. "Long after assailants in London struck him down, many of those fortunate enough to have worked with and learned from my father assumed increasingly important roles in Israel's Foreign Service, as ambassadors and directors."

In a very real sense therefore, his legacy is alive and vibrant to this day.

It is in that spirit in which I decided, along with Prof. **Uriel Reichman**, to create the Argov Fellows Program at IDC Herzliya. The purpose of the program is straightforward and highly ambitious – to create a cadre of uniquely capable and trained professionals steeped in knowledge of diplomacy, strategic communications, leadership, and history. This cadre – which will work in both the public and private sector – will provide a wellspring of talent able to effectively present Israel's case to the international community."



## Ambassadors Club: Partnering with StandWithUs and the Ministry of Foreign Affairs to Train Israel's Future Ambassadors



*Ambassadors Club meeting with Isaac (Buji) Herzog (standing fifth from left).*

The Ambassadors Club at IDC Herzliya will be turning 15 in the coming academic year. The club is the result of collaboration between IDC's Raphael Recanati International School and StandWithUs, an Israel education organization, with support from the Ministry of Foreign Affairs, and organized by the RRIS Social and Cultural department.

The Ambassadors Club aims to expose IDC Herzliya students to the myriad of challenges, opportunities, and personalities involved in the Israeli landscape. The goal is to give students a

better understanding of the Arab-Israeli conflict, and as well as the tools and skills to represent Israel both at home and abroad. These include public speaking, working with international media, and effective activism on university campuses.

The club accepts 200 students per session from across various study disciplines. The mix of Israeli and international students from diverse programs ensures lively discussions that touch upon psychological, business, communications, economic, and political elements.



Seven sessions are held every other week throughout the semester. Participants who attend at least six of those sessions receive a certificate of achievement accredited by the Ministry of Foreign Affairs.

## Ambassadors Club Cadets: Selected Students Build Campaigns to Combat BDS and Anti-Semitism

Ambassadors Club Cadets is an elite joint program between the Raphael Recanati International School, StandWithUs, and Act.IL. Launched just last year, the program is designed to provide IDC students with the tools and the hands-on experience to combat BDS and anti-Semitism through online campaigns.

During the eight sessions held each semester, 15 top graduates of the Ambassadors Club deal with different aspects of building a campaign, such as messaging, identifying target audiences, creating content, and distribution.

Sessions are led by experts in their respective fields, and the students are assigned mentors who accompany them throughout the process. At the end of the program, participants receive a recommendation letter signed by **Michael Dickson**, StandWithUs CEO, **Jonathan Davis**, IDC's vice president for External Relations and head of the Raphael Recanati International School, and **Yarden Ben-Yosef**, IDC's Act.IL director.



*Ambassadors Club Cadets, battling BDS and Anti-Israel online.*

Check out [@RealTalkGaza](#) and [@SababaBites](#) on Instagram!



## Presenting Israeli Innovation and Creativity to the Media

### The Asper Institute for New Media Diplomacy

#### THE ASPER FOUNDATION

In 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 founding dean, Prof. **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. The Institute's researchers and students disseminate information via social networks, blogs, viral marketing campaigns, and IDC's radio station.

read by a large local and international audience. It is staffed by IDC students, who are trained by professional journalists and who tour the country to interview leading Israeli innovators.

"NoCamels covers the most cutting-edge Israeli innovations, start-ups, and research in the fields of technology, medicine, lifestyle, and the environment," says Lemelshtrich Latar. "We believe in drawing attention to the solutions Israelis are coming up with, rather than focusing on the political challenges that so often make up today's headlines. At the Asper Institute we have



Jonathan Davis, IDC's vice president for External Relations; Gail Asper, president, The Asper Foundation; Babs Asper z"l, honorary fellow 2011, former chair of The Asper Foundation and founder of the Asper Institute at IDC; Prof. Noam Lemelshtrich Latar, dean, Sammy Ofer School of Communications; Moe Levy, executive director of The Asper Foundation; and Prof. Uriel Reichman, IDC president and founder.



Celebrating the launch of the Asper Institute for New Media Diplomacy in 2008.

**"NoCamels covers the most cutting-edge Israeli innovations, start-ups, and research in the fields of technology, medicine, lifestyle, and the environment."**

-Prof. Noam Lemelshtrich Latar, founding dean of the Sammy Ofer School of Communications

In 2010, the Asper Institute launched [www.nocamels.com](http://www.nocamels.com), now the world's leading news website on Israeli innovation. The site is

witnessed first-hand how objective and accurate reporting on positive news stories can cross boundaries, religions, and even conflicts. We reach many millions around the globe with this positive message from Israel."

### The Daniel Pearl International Journalism Institute

Also based within the Sammy Ofer School is the Daniel Pearl International Journalism Institute, chaired by Lemelshtrich Latar and directed by **Rona Zahavi**. The Institute aims to advance

### The Daniel Pearl International Journalism Institute



Daniel Pearl z"l

In 2002, while investigating a suspected terrorist in Pakistan, Wall Street Journal reporter **Daniel Pearl** was kidnapped by Pakistani militants and later murdered by Al Qaeda. The stories he left behind — and the honest, unbiased spirit in which he told them — have made him an enduring symbol around the world for journalistic integrity and respect for all cultures. It is therefore only fitting that Daniel Pearl's life serve as the inspiration for the new Daniel Pearl International Journalism Institute (DPIJI), established at the Sammy Ofer School of Communications at IDC Herzliya, in collaboration with the Daniel Pearl Foundation.

the quality of journalism in the Middle East and to promote informed, balanced, and insightful reporting on the region, as part of Daniel Pearl's legacy. The Institute holds lectures and conferences throughout the year, and offers selected third-year communications students an internship in investigative journalism.

### Media in Conflicts Seminar

The Lauder School of Government, Diplomacy & Strategy holds an annual Media in Conflicts Seminar (MICS), which focuses on conflict journalism and journalistic integrity. The seminar offers journalists from around the world the opportunity to learn theoretical and practical skills on conflict coverage from experts in the field, using the Israeli-Palestinian conflict as a case study. Established in 2009, MICS has exposed over 200 future media leaders from over 40 countries to one of the most covered conflict zones in the world.





## 25 Years of Social Responsibility

IDC Herzliya's motto of "freedom and responsibility" refers to the freedom of the individual to realize their own dreams, while at the same time demonstrating national responsibility and social involvement by helping those who are less fortunate.



“Our mission is to give students tools to go out into the world and fulfill their goals,” says Prof. **Uriel Reichman**, president and founder of IDC Herzliya. “We encourage them to be entrepreneurs, to forge their own paths with confidence and without fear of failure – not to wait for the government to solve their problems. We have always pushed our students to take responsibility to help those in need, thereby

ensuring the solidarity of our society and the moral fiber of the State of Israel. This is true Zionism, a modern version that combines free enterprise and social responsibility.”

This mission, embedded in IDC’s DNA, is achieved in a number of different ways, including through student-run initiatives, scholarship programs, and legal aid clinics.

## Student Union Takes the Lead in Supporting the Local Community



Students partake in deep sea dives off Herzliya beach to clean the ocean of garbage, particularly plastic waste.



Clothing collection and delivery to the houses near Beit Shemesh and Modi'in that were burned down in wildfires.



Regular blood drives on campus.



GiveIt: A program that allows students in need to receive free furniture from other students.

**IDC’s Student Union has more than 400 volunteers, who operate about 20 clubs and 35 departments dealing with all aspects of student life.**

IDC Herzliya has the largest student union in Israel, and one of the only ones based almost exclusively on volunteers. The union has more than 400 volunteers, who operate about 20 clubs and 35 departments dealing with

all aspects of student life. This includes a social involvement department that coordinates volunteer opportunities in the community, ranging from blood drives, to visiting children in hospitals, to helping needy couples pay for their weddings.

“Our students are involved in many different community service projects, most of which fall under the umbrella of the Student Union,” says **Nadav Mendelson**, chair of IDC’s Student Union. “There are different social responsibility projects happening every day on, or around, campus.”

**The amount of student-led social welfare projects is remarkable. Here are a few highlights:**

- Clothing collection and delivery to families whose homes near Beit Shemesh and Modi'in were burned in wildfires
- Blood drives located centrally on campus 2-3 times a year
- Good Deeds Day: Big happening with Herzliya-focused activities
- A few times a year students partake in deep sea dives off Herzliya beach to clean the ocean of rubbish, especially plastic waste
- More than 2 dozen organizations come to IDC for its annual Social Involvement Fair, to invite students to volunteer with them
- Students collect clothing for families in need every winter during IDC’s two-month long “Warm Winter” drive
- For Purim students sell Mishloach Manot on campus and give the money to Akim (NGO for children with special educational needs)



## A Responsibility to Never Forget: Supporting Holocaust Survivors

As the years go by and fewer survivors remain to tell their stories, it becomes more and more critical to impart the reality and the lessons of the Holocaust to younger generations. IDC takes this mission very seriously and thus, in addition to Holocaust-related remembrance and education programs, the university provides students with opportunities to volunteer with and form relationships with survivors.

The Student Union has been organizing an annual week-long student mission to Poland for the past 11 years. Last year, IDC sent its largest delegation to date, with about 100 participants from both Israel and abroad. The delegations are accompanied by a Holocaust survivor, as well

with the survivors they meet, and continue visiting them even after the end of the program. Participants are also required to organize three public awareness events on campus over the course of the year. In the past, these have included movie screenings and events with guest

**"Volunteering provides the students with the opportunity to immediately give back what they have received from us, and creates a win-win situation."**

- Jonathan Davis, IDC's vice president for External Relations and head of the Raphael Recanati International School

For the past several years, IDC Herzliya students and graduates have hosted a Passover Seder on campus for Holocaust survivors. 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 gift voucher.

On Holocaust Remembrance Day, IDC-Hillel and the Student Union host Holocaust survivors to share their stories, followed by a discussion. These events, which are organized within the framework of the Zikaron Ba'salon (Memories in the Living Room) project founded by IDC graduate **Adi Altschuler**, take place in students'



*IDC's annual delegation to Poland - We Will Never Forget. After the trip, participants volunteer with Holocaust survivors, organizing candle-lighting ceremonies on Holocaust Remembrance Day, assisting them with shopping and chores, or simply spending time with them.*

as a professional guide. Subsidies are provided for students who cannot afford to pay for the trip, so as to ensure that finances do not prevent IDC students from having the opportunity to visit the sites of the greatest tragedy in modern Jewish history. The trip is followed by continued engagement with Holocaust survivors in the community, such as candle-lighting ceremonies on Holocaust Remembrance Day, assisting them with shopping and chores, or simply spending time with them.

"The missions to the concentration camps of Poland and the follow-up visits with Holocaust survivors are one of the most important ways of sensitizing our students to the plight of our people," says **Jonathan Davis**, IDC's vice president for External Relations and head of the Raphael Recanati International School.

IDC students also take part in the *Zechor VeKabad* (Remember and Honor) initiative, a nationwide program in which students commit to volunteering 120 hours with Holocaust survivors. Many students forge strong relationships



*Zikaron Ba'salon 2019: Over 100 students attended a live testimony by Holocaust survivor, Shoshana Lehrer (6th from left) who shared her unique story. She is pictured here with some of the participants from the evening including Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School (2nd from right), and Orlee Kaidar, director of the Raphael Recanati International School Social and Cultural Department (3rd from left).*

speakers. They are also required to plan events with and for Holocaust survivors; these have included Chanukah and Purim celebrations at a senior citizens home for Holocaust survivors.

homes to create an intimate experience. The gatherings take place in English, French, and Hebrew, so that the international students on campus can also take part.



## The Rabin Leadership Program at IDC Herzliya

Launched in 2009, the IDC Rabin Leadership Program is an academic program working in conjunction with the Yitzhak Rabin Library and Research Center that focuses on IDC's pillars of excellence, leadership, and social responsibility. The program prepares future leaders of Israel by providing motivated students with theoretical and practical tools to become social entrepreneurs and create an impact for the greater good. The one-year program accepts approximately 30 students and provides weekly academic courses from top professors, meetings with high-ranking policymakers, makers and practical workshops off-campus throughout Israel. During the year, students develop a social outreach initiative that they implement, and submit a seminar paper describing its concept and application with the goal of continuing to pursue the project after graduation. The program is generously supported by **Raya Strauss Ben Dror**.



Yoram ("Yaya") Yair, head of the Rabin Leadership Program with Raya Strauss Ben Dror, supporter.

### Some notable projects that have resulted from the Rabin Leadership Program include:

**Back to Society:** Working to find jobs for released prisoners, in order to help them integrate into Israeli society. The nonprofit works with the various authorities to promote measures that will help the released prisoners integrate into society and to minimize their return to the cycle of crime.



**Mabruk:** Building a community of volunteers to organize weddings for young couples who can't otherwise afford one. All couples in need are eligible, regardless of religion, race, or gender. The couples get help planning and making their wedding, and even get a small monetary gift, so that they can begin their life together on a stronger financial footing. The organization relies on donations of funds, time, and talent. To date, 25 weddings have been held; branches have also opened at Ben-Gurion University, Hebrew University, and Haifa University.



**Shorashim:** The goal of the project is to integrate IDF casualties undergoing rehabilitation into the academic world. The idea is to create a path for them to integrate into civilian life in spite of their continued medical treatments. Members of the Shorashim group are involved in curriculum development and personally support each of the program participants who take their first steps in an academic framework while coping with their injuries. Participants take two courses of their choice during each academic year.



**Employees at the Center:** Joint lessons for IDC employees, students, and lecturers, aimed at improving and strengthening social solidarity, and serving as a model for human behavior for other institutions. IDC lecturers and students volunteer to run study groups with IDC employees, including the cleaning and maintenance staff. Everyone involved in the sessions works together to determine topics of focus for the study groups.



**Among the Chairs:** Working to make nightlife and entertainment accessible for those with disabilities. The project's vision is to create a bar that matches all accessibility criteria and serves as a model for an accessible recreation place. The aim is to ensure that people can connect without restrictions. The project team works in cooperation with various disability-focused partners such as Beit Hagalgalim, Ilan, Beit Halochem, Access to Israel and more. They also work with other business entities such as Right-Hear and Way2Go.



## Programs Helping Those in Need

One in every six students at IDC is on a needs-based scholarship.



*Israel at Heart Ethiopian Scholarship students are given every opportunity to succeed in their studies, and in the professional world after graduation.*

IDC strives to provide talented young people from disadvantaged backgrounds with an education that will allow them to serve as Israel's future leaders. To this end, several scholarship programs have been established help these students pay their tuition. One in every six students at IDC is on a needs-based scholarship. All scholarship recipients are required to give something back through volunteering.

**All scholarship recipients are required to give something back through volunteering.**

"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**, vice president for External Relations and head of the Raphael Recanati International School. "This educational value, of taking responsibility to help those in need, was laid out in the mission statement formulated by IDC's president and founder, Prof. **Uriel Reichman**."

### Bringing Together Students from Around the World



Students accepted into the Raphael Recanati International School scholarship program

perform 30 hours of volunteer work, including tutoring children, working with the elderly, making meals for the poor, or working with nonprofit organizations in the Herzliya area.

### Reaching Out to Students from the Periphery



The Keren Or (Ray of Light) scholarship program seeks out young Israeli men and women who, for lack of proper encouragement, have not been able to demonstrate their full potential. This pioneering program moves beyond grade point averages and standardized test scores to identify youth who have the determination and motivation to succeed and are interested in pursuing degrees in Computer Science or Business Administration. Many of

**Many of the recipients come from development towns and have been exposed to the most difficult life circumstances.**

the recipients come from development towns and have been exposed to the most difficult life circumstances. They are often selected as a result of their impressive IDF combat backgrounds – proof that despite their hardships, they are still highly motivated to serve their country. The

program has demonstrated dramatic success since its establishment in 2001.

### Breaking Stereotypes and Empowering Ethiopian Jewish Youth



The Israel at Heart Ethiopian Scholarship Program provides a unique opportunity for Ethiopians with high leadership potential to earn an undergraduate degree at IDC, free of charge. Scholarship recipients get all necessary tutoring, extra English lessons, public speaking training, and more. This is important, as many Ethiopian youth have been prevented from achieving their academic potential due to lack of resources. The program is the brainchild of Israel at Heart founder **Joey Low**, former Minister of Education Prof. **Amnon Rubinstein**, Reichman, and Davis. As previously noted, IDC prides itself on evaluating potential students based not only on their grades, but also on activities that demonstrate leadership and social commitment. The Israel at Heart Ethiopian Scholarship Program has quadrupled in size since its launch in 2005. Many of its alumni are now serving in key leadership positions and pursuing higher degrees, with two having received the prestigious Fulbright Scholarship.

"The Israel at Heart scholarship program has played a major role in the cultivation and success of the most outstanding students of Ethiopian background," says Davis. "These graduates are role models for thousands of others from their community, many of whom follow in their footsteps and apply to study at IDC or other academic institutions."

### Supporting Asylum Seekers



Low also initiated a scholarship fund for African asylum seekers living in Israel, a program that Davis calls "Tikkun Olam of the highest order."

### Assisting Lone and Reserve IDF Soldiers



IDC bestows special scholarships on students who serve as IDF reservists. Special admissions slots are reserved for former military personnel who show leadership potential, especially those who served as commanders and officers, or those who currently serve or served in combat roles. IDC also provides special care for lone soldiers, in recognition of their brave choice to leave their families behind and come to Israel alone to serve the country. In addition to financial support, IDF reservists studying at IDC receive many other forms of assistance. Says Davis, "The support we provide to our reservists on campus is

the essence of what IDC Herzliya is all about. Raising their morale by providing them with extra lessons and mentoring, supplies, and benefits is part of IDC's mission."

### Rewarding Community Voluntarism



Through the IDC Student Union, scholarships are awarded to students who engage in volunteer work in the local community, in cooperation with the Herzliya municipality and Mifal Hapais, Israel's national lottery. Through this "social scholarship" program, IDC students meet with senior citizens once a week and work on joint projects, including engaging in Israel advocacy on social networks.

### Legal Clinics: Free Legal Help for Those Who Need it Most

As part of its commitment to helping the less fortunate, IDC's Harry Radzyner Law School has been operating a wide range of legal clinics since 2011, through which students provide free legal assistance to underprivileged populations. The clinics provide aid to, inter alia, the disenfranchised, refugees and immigrants, youth, and the LGBTQ community.

"IDC has the biggest legal clinic system of any university in Israel, both in terms of students and in terms of the number of clinics," says Prof. **Lior Zemer**, deputy dean of the Law School.

#### IDC Herzliya's legal clinics provide free legal assistance to underprivileged populations.

The clinics were established by the school's former dean, Prof. **Yishai Beer**, and Dr. **Ronen Kritenshtein**. "Prof. Beer used to say, 'As a part of their studies, I want the students to see real life, to see how poor people live, how homeless people live'," says Sharon Sionov, director of the clinics. "That always stayed with me. Most of what we do is for populations that the students wouldn't normally meet, such as low-income workers, refugees, and the poor. Their work with the clinics takes them off campus to offer legal

**"As a part of their studies, I want the students to see real life, to see how poor people live, how homeless people live."**

- Prof. Yishai Beer, former dean Harry Radzyner School of Law

services in places they wouldn't normally go. Our motto is to give the best service to the people who need it the most. We are trying to instill the value of pro bono work in the students, so that it will remain in their value systems in their post-university lives."

IDC law students have accomplished significant milestones through their work in the clinics, some of which have led to precedent-setting rulings. In one case, the Youth Representation Clinic defended a transgender girl who wanted hormonal treatment, but encountered difficulty when only one parent agreed. "The decision in favor of the youth's wishes changed the legal reality so that other children won't have the

**"Our motto is to give the best service to the people who need it the most."**

- Sharon Sionov, director of the Harry Radzyner School of Law legal clinics



same issue," says Sionov. In another instance, law students from the Shira Banki Anti Hate Clinic helped a Palestinian from the LGBTQ community, who fled persecution in the West Bank, receive shelter in Israel on humanitarian grounds.

Other important societal contributions have been made by students working in the Street Law Legal Clinic, which helps former inmates transition into the workforce, and a new clinic for employment rights supported by Asher Heled & Co. Law Offices, which deals with labor law and the rights of disenfranchised and vulnerable workers.

"We strive to cooperate with NGOs and other private law firms," explains Zemer. Another recently established clinic works with the law firm Fischer Behar Chen Well Orion & Co. to help both small businesses and private citizens with their municipal taxes.

**"IDC is committed to the fundamental values of a free and tolerant society, and is involved in the life of the community in which it functions. The values that we teach require commitment. It's difficult, as you have to forge your own way while simultaneously taking responsibility for others in society. We believe that by encouraging students to help others and be personally involved in the community, they will continue to make community service and social contribution an integral part of their lives after graduation."** - Prof. Uriel Reichman, president and founder, IDC Herzliya



# 25 Years of Entrepreneurship

The Dr. Miriam and Sheldon G. Adelson  
School of Entrepreneurship: Offering the only  
academic degree in Entrepreneurship in Israel.





**T**he term “entrepreneurship” often conjures up a classic rags-to-riches narrative of someone who came up with an idea, raised funds, established a start-up, and hit it big. But the approach taken by IDC Herzliya’s Dr. Miriam and Sheldon G. Adelson School of Entrepreneurship is more nuanced and sophisticated than that; it views entrepreneurship as a creative mindset and an innovative toolbox that can be taught, and that can lead to success in any framework.

Since its founding 25 years ago, IDC has embraced and promoted the values of innovation and entrepreneurship. Official entrepreneurship studies have been taking place at IDC since the launch of the Zell Entrepreneurship Program, the university’s flagship honors pro-

IDC is recognized as one of the leading academic institutions in the field of entrepreneurship in the world. The Adelson School is truly unique; it is one of the only faculties devoted solely to entrepreneurship in the global academic landscape. “Usually, entrepreneurship is taught as part of a business administration program,” says Tauman. “But **Sheldon Adelson**, who together with his wife **Miriam** made this school possible, decided that he wanted a new school that was not limited by existing rules, and that encouraged out-of-the-box thinking. He makes a clear distinction between an entrepreneur and a businessperson.”

The school was founded with the aim of providing students with the training, expertise, and resources to launch the next generation of



**“Usually, entrepreneurship is taught as part of a business administration program .. But Sheldon Adelson decided that he wanted a new school that was not limited by existing rules, and that encouraged out-of-the-box thinking. He makes a clear distinction between an entrepreneur and a businessperson.”** - Prof. Yair Tauman, dean of the Adelson School of Entrepreneurship



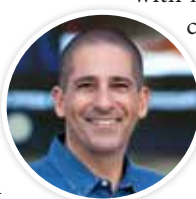
Unveiling the entrance of the Dr. Miriam and Sheldon G. Adelson School of Entrepreneurship in 2016. From left: Jonathan Davis, Nira Reichman, Prof. Uriel Reichman, and Dr. Miriam and Sheldon Adelson.

**The Adelson School is truly unique; it is one of the only faculties devoted solely to entrepreneurship in the global academic landscape.**

gram, 18 years ago. And when the Adelson School was established in 2016, it became the hub of IDC’s entrepreneurial activities. The school provides academic programs in English and Hebrew, as well as a wide variety of extra-curricular activities.

“It’s only natural that a school of entrepreneurship was established here at IDC,” says Prof. **Yair Tauman**, dean of the Adelson School. “It’s an entrepreneurial enterprise in and of itself. From the outset, [IDC President and Founder] Prof. **Uriel Reichman** instilled an entrepreneurial spirit here, an innovative atmosphere that permeates throughout the campus.”

successful Israeli ventures or to lead innovation in organizations (intrapreneurship), while strengthening Israel’s start-up ecosystem. It offers both undergraduate and graduate-level experiential programs that combine academics with hands-on activities outside the classroom. As Dr. **Yossi Maaravi**, the school’s vice dean says, “You can’t study entrepreneurship in the classroom alone. You have to learn by doing as well.”



The School of Entrepreneurship’s faculty members come from a variety of academic disciplines. This fosters diversity, which is crucial for innovation. The school has become an integral part of the Israeli entrepreneurial ecosystem, building strong relationships within the industry.

“The school’s mission is to become one of the world’s leading centers for the study and practice of entrepreneurship,” says Tauman. “We seek to

strengthen Israel’s brand as the start-up nation and champion Israeli entrepreneurial activity in Israel and around the world.”

Both Tauman and Maaravi agree that while not everyone can necessarily be taught how to be an entrepreneur, the school gives students the necessary entrepreneurial toolbox and mindset. “There are certain personality traits that most entrepreneurs share, such as a willingness to take risks, the ability to withstand ambiguity and uncertainty, a desire for independence, proactivity, self-efficacy, self-discipline, and creativity,” says Maaravi. “We generally look for students who have these basic traits, and then we give them the tools and self-confidence to succeed in their ventures, both through our academic credit programs and through what we call the ‘IDC Hub’ – our extra-academic programs. There is, of course, interaction between the two; for example, students go to the Hub to receive mentoring.”



## Turning Entrepreneurship Into An Academic Discipline

The Adelson School offers five different tracks for B.A. degrees. Three of these are in Hebrew (Entrepreneurship and Business Administration, Entrepreneurship and Economics, and Entrepreneurship and Computer Science), while two are taught in English within the framework of IDC's Raphael Recanati International School (Entrepreneurship and Business Administration and Entrepreneurship and Computer Science).

As part of IDC's increasing interest in the field of data science, the DataTech Program was launched within the framework of the Entrepreneurship and Economics track. It is designed for students with the desire to be data analysts, specifically within the FinTech ecosystem, and explores technologies such as blockchain, artificial intelligence, and cloud computing. "My experience in the DataTech Program was very enriching," says student **Kevin Zimmerman**. It included a year-long

lectures, and educational visits to companies in Israel's start-up ecosystem.

"In total, the students take on four entrepreneurial projects over the three years of their degree," says Maaravi. "They learn how to build a business model in class, and then they actually do it, but in a 'safe' environment in which they get to hear feedback, which doesn't happen in the real world; if they fail there are no real-world consequences."

In recent years there has been an unprecedented demand for entrepreneurship studies; the number of students starting undergraduate degrees in entrepreneurship doubled, from 155 in 2017-18 to more than 300 in 2018-19.

**Golan Romano**, a graduate of the Entrepreneurship and Computer Science track, is now a

community manager at MAX Initiative, an innovative educational program that empowers high school students by creating meaningful technological projects. "The degree is an enriching program that gave me practical tools for the full process of creating a product – from thinking about a new idea and picking the best-fit business model, to technology development and the creation of the product itself."

"People tend to think that entrepreneurship is mostly focused on success in the start-up field, but this is not entirely true. Entrepreneurship means to be creative and to constantly think out of the box in a way that promotes success in every field, market, or environment. I find myself repeatedly using the tools I acquired in the degree, and I have no doubt they will help me in every project, program, or company in which I am involved in the future."

**The number of students starting their undergraduate degrees in entrepreneurship doubled, from 155 in 2017-18 to more than 300 in 2018-19.**

project in which we solved a real data-driven problem from the industry. Throughout the program we were taken on special tours, for example of Fundbox, and enjoyed interesting guest lectures, such as the CTO of Similarweb, and practical workshops like the 'start-up challenge' with the company Wix."

All of the degree programs include seminars, study tours, guest



## Co-Op Experience: Hundreds of Internships at Israeli High Tech Companies

The CO-OP start-up Experience Course is an academic course designed for all IDC students, offering them the opportunity to intern in a real company for 10 weeks. The companies can be start-ups, VCs, or accelerators, which offer a variety of internship positions in marketing, research, analytics, finance, design, coding, and more. To match the students to the companies, “speed-dating” events are held; the latest of these events introduced over 300 students to 80 different start-ups. “It’s a win-win situation,” says Maaravi. “The CO-OP course gives students the opportunity to experience a start-up from the inside, and the people from the start-ups later become mentors for our students.” Moreover, 10 to 15% of the interns get job offers immediately after the course.

**Joanna Cohn** is one such example. Following her internship at Bllush, a software company specializing in developing AI solutions for the online retail market, she was offered a position

as a content editor and fashion consultant. “I felt integrated and valued during my internship,” she said. “The team took the time to train me in each one of the tasks I was assigned. Through the CO-OP program I learned what the early stages of a start-up are, about the struggles, the hard work after hours, and so on, but also about putting our goals and ambitions above it all.”

**“Speed-dating” events are held to match students to companies. At the latest event 300 students were introduced to 80 different start-ups.**



## Upstart: Interdisciplinary Entrepreneurial Education at its Best

The Upstart program, a minor open to third-year students from all schools on campus, aims to instill an entrepreneurial mindset in students. It endows them with the knowledge, tools, and skills necessary to take leadership roles in entrepreneurial start-ups or business ventures. The program includes core courses in creativity and ideation, strategy and business models, legal

and financial aspects of start-up ventures, and product design. As the Capstone project of this program, students team up to create the building blocks for their own ventures. Throughout the year, the students work closely with industry mentors during all stages of their venture building.



## The Leumi Innovation Project: 12 Outstanding Students Take On Projects at Key Companies

The Leumi Innovation Project, an honors program in partnership with Bank Leumi’s Innovation Division, the Boston Consulting Group, and SIT, focuses on intrapreneurship –innovation within organizations. Twelve out-

standing students from the Adelson School are chosen to take part in the program, which includes components of academic research, hackathons, and management consulting projects. Students work on projects for organizations such as Amdocs, Club Hotel, and Clalit, and organize hackathons with the goal of coming up with innovative ideas for the participating organizations. This past year, students traveled

to the country of Georgia and, over the course of four intensive days, worked with the local team of the Diplomat Group to come up with new ideas to meet the challenges they face. the kind of experiences that you can only wish for as a B.A. student,” she says. “It included several meetings with companies, in which we analyzed their challenges and built a comprehensive program for them. I gained new skills such as



**“The Leumi Innovation Project is the ultimate program in my eyes. It gave me the kind of experiences that you can only wish for as a B.A. student.”**

– Linoy Solomon, IDC student

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**Linoy Solomon** was one of the students to take part in this trip. “The Leumi Innovation Project is the ultimate program in my eyes. It gave me

presentation-building, Lean Start-up methods, ideation practices, and many more real-life skills that will serve me in the future.”



## 124 Start-Ups in 18 Years - The Zell Entrepreneurship Program

The Zell Entrepreneurship Program provides a platform for the development of a business venture from concept to launch. This unique program provides students with the opportunity to receive professional and personal guidance from mentors and leading entrepreneurs. Since its inception, 124 start-ups have been founded by Zell alumni in a variety of fields, from health and agriculture, to cyber and e-commerce, to advertising and tourism. Among the companies founded by alumni are The Gifts Project, VoloNet, visual.ly, and Wibbitz.

- ★ 18 Years
- ★ 369 Alumni
- ★ 124 Start-ups founded
- ★ 76 Active
- ★ 22 Sold
- ★ Total money raised since 2001: \$721,398,000
- ★ 2,698 Jobs created in Israel and abroad
- ★ 1/3 Of our alumni are still working in jobs they established while in the Zell program



*Prof. Uriel Reichman, IDC's president and founder; Moran Nir, Zell program director and alumna; Sam Zell, Zell program founder and primary supporter; and Liat Aaronson, former and founding Zell director and current chairperson.*

To date, 22 of these companies have been acquired or have merged into international firms, and 76 are still active. These companies have created approximately 2,700 jobs in Israel and abroad. They have raised a total of \$721,398,000 since 2001, and \$177,030,000 in 2016 alone.

"The Zell Entrepreneurship Program has always been and will remain the flagship program of the Adelson School," says Tauman. "It is a unique and unprecedented program for IDC's most outstanding students that has yielded incredible results."

**"You can't study entrepreneurship in the classroom alone. You have to learn by doing as well."**

- Dr. Yossi Maaravi, vice dean of the Adelson School of Entrepreneurship

## Spotlight on Five Zell Start-Ups:



**Wibbitz** is an automated video creation company that powers video creation for content creators at the world's leading brands and publishers. Wibbitz was founded in 2011 and has offices in New York City, Tel Aviv, Paris, and London.



### OVERWOLF

**Overwolf** was founded in 2010. The company's mission is to make gaming experiences more awesome. We do that by empowering creators to build useful PC game apps that help gamers play smarter and have more fun. Overwolf has recently launched an investment fund with Intel, dedicated to helping developers and creators build apps and mods. Overwolf is based in Ramat Gan, raised \$22M to date, and has 56 employees.



**Bizzabo**, founded in 2011, is the only Event Success Platform. Bizzabo's all-in-one event software enables in person events to deliver unique attendee experiences through intelligent and intent-based personalized engagement. We help companies measure, manage, and scale events towards key business outcomes to unleash the power of professional events. Bizzabo powers events for brands like Forbes, Hubspot's INBOUND, Dow Jones, Gainsight, Bank of Ireland and Electronic Arts. The company was founded by Boaz Katz, Alon Alroy and Eran Ben-Shushan, and has more than 100 people employees in its New York and Tel-Aviv offices.



**Rewire**, founded in 2015, is building the first international banking platform for migrants, providing a complete solution to their global financial needs in both their country of residence and country of origin.



**Lumen**, founded in 2014, is a wellness company that created a special handheld device and app to measure one's metabolism and enable people to understand and improve their metabolic health so they can reach their health and wellness goals.

## IDC Entrepreneurship Club

IDC Entrepreneurship Club is a volunteer student body, established in 2001 as one of Israel's first entrepreneurial clubs, and now catering to 1,000 students annually.

The IDC Entrepreneurship Club is a student-run platform that was founded to create and encourage entrepreneurship among IDC Herzliya students, and to nurture an entrepreneurial culture on campus. The club strives to provide students with practical tools and knowledge, and to facilitate networking opportunities.

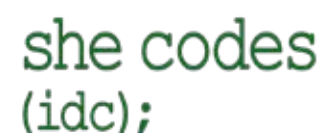
Several initiatives have been established under the umbrella of the IEC. To name only a few examples:

- The Artemis program was designed to assist women who want to advance in the entrepreneurship arena;
- GreenBiz was established to expose young entrepreneurs with an interest in green

technology to a community of like-minded individuals; and

- Fintech was founded by students who wanted to explore technological trends such as blockchain, AI, and Big Data, and to understand their role in the ongoing financial technology revolution. ★











## International Programs: Attracting the World's Top Entrepreneurial Students

The Adelson School has established connections with leading universities all over the world through its various student exchange programs.

**The Princeton Start-Up Immersion Program** is a 10-week entrepreneurial and cultural learning experience that brings students from **Princeton University** to Israel for an opportunity to gain hands-on experience working with Israeli start-ups. Students attend a weekly customized venture-creation course at IDC, in which they work collaboratively in small teams on solutions to challenges facing start-ups in today's global markets. The goal of the program is for students to get a better understanding of why Israel is a leader in innovation and entrepreneurship, as well as to get a taste of what it is like working for an Israeli start-up.

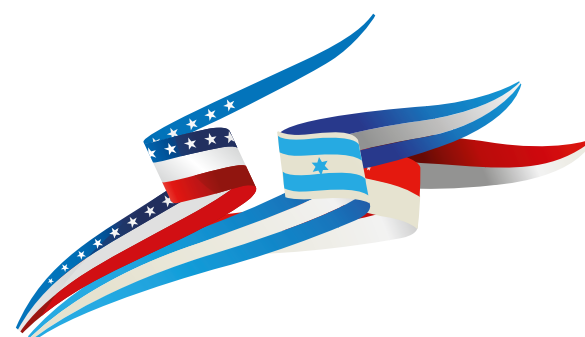
"The PSIP was an invaluable opportunity for me," says Princeton student **Victoria Scott**. "My class was taught by Yossi Maaravi, who is one of the best entrepreneurship teachers I have had. I loved the hands-on experience I got during this program."

**The exchange program with Canada's Wilfrid Laurier University**, generously funded by the **Gerald Schwartz and Heather Reisman Foundation**, brings 24 students together for a full month – two weeks in Canada followed by two weeks in Israel – during which time the students work in teams on an entrepreneurial project for course credit. The students visit start-ups and accelerators in Waterloo, Toronto, and Tel Aviv.

**IDC Herzliya and the Olin Business School at Washington University in St. Louis** have collaborated to provide students a one-of-a-kind opportunity through the Global Masters in Finance program. Students attend courses over three semesters: a summer semester at Olin, a fall semester at IDC Herzliya, and an extended spring semester at Olin. At Olin, students study finance and innovation, and at IDC, they take courses in business and entrepreneurship, and are placed in high-level internships where they gain venture-creation experience. Graduates of the program receive a Master's of Science in Finance from Washington University and a

certificate in Innovation and Entrepreneurship from IDC.

Through the **National University of Singapore Entrepreneurship Program**, students from NUS come to Israel for six months to intern in Israeli start-ups and take a course on new venture creation or business innovation within the Zell Entrepreneurship Program. The goal is for the students to come up with an idea for a venture, and to continue working on it upon their return to Singapore.





# Harnessing Big Data to Give Students the Competitive Advantage



**Dr. Shai Fine, former head of Analytics & Big Data and chief data scientist at Teva Global R&D, Intel, and IBM Research, appointed as the first Julis-Rabinowitz Academic Chair in Data Science at IDC Herzliya.**

**D**r. **Shai Fine** cannot hide his enthusiasm for his new position. “This is exactly the type of institution I was seeking when I was in the business world. It could have contributed so much to my everyday work.”

Fine has been named the first **Julis-Rabinowitz Academic Chair in Data Science** at IDC Herzliya. Sitting at the helm of the newly created Data Science Institute, he says, provides an opportunity to build an entirely new, and very necessary, type of organization.

“Our main objective is to promote applied research, which is sorely lacking in Israel. Here, research is more focused on theory. There is a real need for relevant academic research that can bridge the gap between academia’s strength and capabilities, and industry’s needs.”

Data Science is a relatively new field that encompasses the realms of statistics, data analysis, and machine learning research. It utilizes a variety of algorithms, technological tools, and scientific methods from a multitude of disciplines in order to intelligently analyze data, extract insights, and devise predictive and prescriptive models. Data Sciences are at the forefront of innovation and entrepreneurship, enabling and refueling a massive economic growth and cultural shift. It promises to creep into every single area of our lives with each profession having to re-evaluate how it deals with data and the outcomes thereof.

The mission of the Data Science Institute, which was established in August 2018, is to nurture applied research, technological breakthroughs, and professional education.

It will serve as an innovative arm, bridging academic research and industry demands. The Data Science Institute operates alongside the disciplines within IDC's schools, thus leveraging IDC's unique interdisciplinary structure and culture.

The center thrives on interdisciplinary collaboration, making IDC an ideal home for it. "We have a lot of experts who are willing and eager to cross their 'silos.' You see it happening every day here. There is an incredible amount of openness, willingness, and eagerness to work together."

**"We have the remarkable opportunity to focus research on a combination of data science and social sciences – almost uncharted territory in the data sciences."**

- Dr Shai Fine

Fine credits this cooperative environment to Prof. **Uriel Reichman**, IDC founder and president, and his vision of interdisciplinary studies. Reichman, who indeed has made integrating approaches from different fields his institution's *raison d'être*, believes Fine will raise the bar for both IDC, and for data sciences. "This is a unique opportunity for IDC to place itself at the forefront of data science research and technology," notes Reichman. "Using our strength as an interdisciplinary institution, we will bring together the best research and scientific minds, and expand our capabilities in a number of fields. Dr. Fine also brings with him a wealth of industry experience. That, together with his academic research strength, will allow him to create a cutting-edge center."

The Institute will be structured on nine verticals, similar to labs. Each one will be based on a combination of three types of stakeholders: data sciences, additional scientific paradigms, and the relevant industries or businesses segment outside academia.

Fine acknowledges that with Israel being the Start-up Nation, there is already a lot of good R&D capacity in industry. "But," he adds, "the lack of data scientist skills and applied research are hampering our ability to progress." The Data Science Institute can fill in that gap, by providing opportunities for data science research that industry executives may find too risky or stressful to tread. "At times, even research failures can be of value, as they can show industry leaders which paths to avoid."

"We are looking to pave a new way. We have the remarkable opportunity to focus research on a combination of data science and social sciences – almost uncharted territory in the data sciences. We'll do this without neglecting the traditional domain of interest, where data sciences have already made their mark. The Data Science Institute will make IDC a leader in technology. To be able to establish this kind of research institution is something unique, challenging, and very exciting."

**"We have a lot of experts who are willing and eager to cross their 'silos.'"**

- Dr. Shai Fine

Ultimately, the impact will be felt outside the borders of Israel as well. The benefactor of the Julis-Rabinowitz Academic Chair says he looks forward to seeing how Dr. Fine "will make his impact in this important and constantly growing field of study."

The first three of the nine verticals will be formed in 2019, and will be in the fields of digital health and business. They will be established in collaboration with the Arison School of Business and the Efi Arazi School of Computer Science. Discussions have also begun with the Lauder School of Government, Diplomacy & Strategy, the School of Sustainability, and the Media Innovation Lab (IDC milab) of the Sammy Ofer School of Communications.

Fine is modeling IDC's new center on more than 12 research centers established at University of California-Berkeley by Prof. **David Patterson**. These combine academic credentials with research; they develop new and exciting technology, and thus have real impact on industry.

**"This will be a real opportunity for students to get practical experience in research methodology, experiment implementation and on-program collaboration."**

- Dr. Shai Fine, Julis-Rabinowitz Academic Chair in Data Science

The Data Science Institute is the brainchild of Prof. **Dov Pekelman**, dean of the Business School, who began building it when he joined IDC's staff in 2016. "We are really becoming a powerhouse in this area, which is something that will be a part of all of our lives. All the different schools at IDC will be impacted by the new center ... I see it as vitally important to propel IDC to the forefront of data science research, and to give our students hands-on experiences in this fast-growing field." And Fine, says Pekelman, is the right person to lead them. "Shai Fine comes to us with an extensive background in data science and machine learning, as well as vast industry experience."

Both undergraduate and graduate students will have the opportunity to work with lead researchers on diverse data science projects at the center, providing them with skills that will be transferable to real work environments. "This will be a chance for students to get practical experience in research methodology, experiment implementation, and technological team effort by working as part of an R&D team," says Fine. "Students will be an integral part of the studies, and those who excel will be given work offers by industry partners. Big Data provides a huge opportunity in the job market." ★



# Arabov Family Dedicates IDC Herzliya's New Entrance



*Zahi Arabov (center), with his parents Dalia and David z"l Arabov, after receiving his Honorary Fellowship from IDC Herzliya in 2017.*

**T**hanks to this significant donation from an alumni, IDC Herzliya has a brand new entrance to its campus. The new gate was donated by **Dalia Arabov** and her sons **Doron**, **Alon**, and **Zahi** in the memory of their husband and father, **David Arabov z"l**. It symbolizes David's passion and commitment to young people, learning, and opportunity.

The new IDC gate was designed by Gottesman-Szmelcman Architecture. The gate complements the modern style of the campus, and the many award-winning, contemporary buildings that have been built in the last decade. As IDC enters its 26th year, its leadership and staff are so grateful to be able to mark its first quarter-century with such an impressive structure – one that symbolizes all that has led us to this point and all that lies ahead.

Zahi Arabov graduated from IDC's Arison School of Business in 2000, where he specialized in real estate and finance. He went on to establish one of Israel's leading private real estate companies, the Acro Group.

## Speech By Zahi Arabov at the Dedication of IDC's New Entrance

It was only three years ago that I stood here, together with our father David z"l, our dear mother Dalia, may she have a long life, and Prof. **Uriel Reichman**, and decided to build a new front entrance to IDC Herzliya. Little did we imagine that this project, once complete, would be in memory of my father, may he rest in peace.





Throughout his life, my father was guided by a vision to encourage people, especially those of limited means, to enter the “gates” of the academic world. Thanks to him thousands of students were awarded scholarships, earned a degree, and acquired a profession. It was incredibly important to him that young people be given a chance to start out in life on the right foot. And he became very close to those students that he and my mother supported, eventually becoming known in the Bukharian community as “father of the students.” There could not be a more fitting symbol of our father’s vision or a more suitable way to commemorate him.

As if this occasion is not already incredibly emotional for us, we are also moved by the fact that it was at this very site that my older brothers, Doron and Alon, completed their military service, when the Air Force’s Anti-Aircraft School was situated here, before IDC Herzliya was established.

As a graduate of IDC Herzliya, I feel great pride as I stand in front of all of you today. In the spirit of coming full circle and on behalf of my whole family, I would like to thank Prof. Uriel Reichman and the Interdisciplinary Center Herzliya for providing us with the opportunity to be a part of what is a tremendous Zionist enterprise. ★



Official opening of the Arabov Gate at IDC Herzliya. From left: Moshe Fadlon, mayor of Herzliya; Doron, Dalia, Alon and Zahi Arabov; Prof. Uriel Reichman, IDC president and founder.



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Another Vision Realized:

# IDC Herzliya's New Dormitories

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IDC Herzliya recently inaugurated its new dormitory complex, a long-time dream of Prof. Uriel Reichman, IDC president and founder. The dorms are fully equipped to house both international and Israeli students.



*Toasting the new dormitories. From left: Oudi Recanati, Herzliya Mayor Moshe Fadlon, Daphna Cramer, Israel Minister of Finance Moshe Kahlon, and Prof. Uriel Reichman.*





סמכות קדמון ע"ש  
דפנה ואנדרל קרמר  
THE DAPHNA AND GERALD  
CRAMER DORMITORIES

בנין  
המבנה  
החדש  
הוקם  
בשיתוף  
התרומה  
של  
מיקאל  
קראמר  
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בשיתוף  
התרומה  
של  
דפנה  
קראמר



Celebrating the Families  
That Made It Happen:

# The Recanatis



Recanati mother and son. Dina, honorary fellow, 2004, and Oudi, IDC chancellor and chairman emeritus of IDC's Board of Directors.



Affixing the mezuzah to the new dorms.

**"My father's dream was to bring Diaspora Jews closer to Israel and bring Israel closer to the Diaspora. He would have been thrilled to see what the RRIS has become today. It has exceeded all my expectations."**

– Oudi Recanati

One of the first families to help fulfill this dream in IDC's 25th year was the Recanati family, who has been deeply involved in building IDC Herzliya from the very beginning. **Oudi Recanati** was chairman of IDC's Board of Directors for 20 years, and has now been appointed its chancellor. One of the dormitory buildings, Michael Tower, was built in memory of Oudi's brother **Michael Recanati z"l**, who passed away in 2015.

**"We are so grateful for Oudi and the rest of the family's dedication to helping us fulfill our vision."**

– Prof. Uriel Reichman

"Prof. Reichman always told me that he wanted to see the campus active 24 hours a day," says Recanati. "He always said that until we have a 24 hour campus, it wouldn't be a 'real' campus. At first I didn't get it, but over the years I understood why it was so important. The dorms allow the students to be independent, while giving them the option of communal living. We thought

that undertaking one of the buildings would be a meaningful way to commemorate my brother Michael. Michael had all kinds of creative ideas about the dorms; I'm sure he would have been very proud of them."

The Recanatis are one of Israel's most prominent philanthropic families, with a long tradition of Zionism and commitment to education.

"In 1935, my grandfather [**Leon Yehuda Recanati**] came to Israel from Greece as a Zionist," says Recanati. "He was the head of the community in Salonika, and he brought many other immigrants with him - tens of thousands of them. He set up a bank [Israel Discount Bank], which was a Zionist endeavor because he wanted to provide work for the people who had come here from the Balkans. He invested a lot in the economy to help build what soon became the State of Israel. My family's philanthropic activities began during my grandfather's time, continued through my parents' and uncles' generation, and continue in this third generation, very actively. Most of my cousins are very involved in philanthropy as well."

The family has contributed significantly to various Israeli universities over the years. “When Uriel Reichman told me about his vision for IDC, I saw it as a Zionist start-up,” Recanati says. “20 years ago, Zionism was almost a dirty word in the academic world, but it has always been a main focus of my work, along with fostering future leadership. Uri is the biggest Zionist I’ve ever met. What moves him is the future of the country; what makes him tick is leadership.”

**“I cannot overstate the impact of the Recanati family’s friendship and contribution to IDC Herzliya over the years.”**

– Prof. Uriel Reichman

In 2001, IDC’s Raphael Recanati International School, named for Oudi and Michael’s father, z”l, was established. Today, the RRIS brings 2,000

She points out says that the dorms offer an especially great opportunity for the international students. “Michael Tower is made up almost completely of RRIS students. It offers a much richer experience than a typical North American dorm. The dorms are so beautifully designed, and they house people from so many different countries.”

Light Recanati loves getting to know the students. “Often in philanthropy you don’t get to see the seeds that you’ve planted. Here we get the chance to host the students at graduation, and see what they’ve accomplished. The most amazing part is how many of them stay in Israel after they complete their studies.”

“I cannot overstate the impact of the Recanati family’s friendship and contribution to IDC Herzliya over the years,” says Reichman. “We hope that this is a relationship that will continue well into the future, with Raphael’s great-grand-

to limit his term as IDC’s president. He’s not only a visionary, but someone who implements everything he envisions. It doesn’t make sense that the prime minister can serve indefinitely, but the president of a university’s term be limited. I will be there for Uri for anything he needs, and to help Jonathan to continue to pursue the endeavors of the RRIS.”

Recanati believes strongly in the importance of continuity, and hopes that over time, more and more IDC graduates will join the board of directors. His daughter **Shira Recanati**, who graduated from the Arison School of Business, is in fact now an IDC board member, carrying on the family tradition.

“Raphael Recanati would have been so proud that his son and his granddaughter are continuing to see his vision through,” says Light Recanati.



Oudi Recanati and Prof. Uriel Reichman remember Michael Recanati z”l after whom the dormitory building is named.



Staci Light Recanati and Oudi Recanati.



Michael House.

students from 90 countries to Israel every year, to pursue degree programs in English. More than 70% of them remain in the country permanently.

“My father’s dream was to bring Diaspora Jews closer to Israel and bring Israel closer to the Diaspora,” says Recanati. “He would have been thrilled to see what the RRIS has become today. It has exceeded all my expectations.

**“Raphael Recanati would have been so proud that his son and his granddaughter are continuing to see his vision through.”**

– Staci Light Recanati

Oudi’s wife, **Staci Light Recanati**, calls the RRIS and IDC Herzliya her biggest sources of pride, when it comes to her husband’s family’s associations. “If there had been an RRIS when I was a student, I would have moved to Israel much earlier,” says Light Recanati, who immigrated to Israel from New York.

children hopefully choosing to study here. We are so grateful for Oudi and the rest of the family’s dedication to helping us fulfill our vision.”

“The Recanati family are an integral part of the Zionist aristocracy of the State of Israel, who helped lead the way to the creation of the Jewish state,” says **Jonathan Davis**, IDC’s vice president for External Relations and head of the RRIS. “It is so special that Oudi and his family have continued in the family’s footsteps by founding the RRIS together with Prof. Reichman, and now, by housing 250 students in ‘Michael Tower,’ in memory of Oudi’s dear late brother Michael, son to dear Dina and the late Raphael. For me, the Recanati name and IDC Herzliya are one and the same.”

Looking toward the future, Recanati says, “The 25th year of IDC Herzliya is a very important milestone, in which all those who have done so much for IDC until now should find new ways to be involved and renew their contributions. Uriel Reichman has so many ideas for the future. It’s a big mistake for the Council for Higher Education

Recanati says that of all of the family’s philanthropic activities, his mother Dina is most proud of what has been accomplished at IDC Herzliya. “Whenever she has guests visit from abroad, she always brings them to IDC. Our involvement with IDC and the RRIS is the most rewarding thing we’ve done. It’s what really brings me satisfaction.” ★



Celebrating the Families  
That Made It Happen:

# The Cramers

מנוחת קרמר ע"ש  
דפנה וג'ראלד קרמר  
THE DAPHNA AND GERALD  
CRAMER DORMITORIES



*Honorary Fellows Ceremony 2007.*



*Affixing the mezuzah to the new dorms.*

**"We loved the concept of IDC as a private independent university with very creative and original ideas."**

– Daphna Cramer

One of the dorm towers, Cramer Tower, was built thanks to the generosity of long-time IDC supporters, the late **Gerald (Gerry) Cramer** z"l and his wife **Daphna**. The Cramers are among the few couples who have each been named Honorary Fellows of IDC for their individual activities and achievements, as well as for their unwavering support of the academic institute. Gerry was named an Honorary Fellow in 2007; Daphna received the honor in 2018.

"We met with Prof. Reichman, during one of our visits to Israel from the U.S., when the university was just getting started," recalls Daphna. "Gerry and I were very excited about his plans and vision for the university. My husband and Uriel had an especially strong relationship. We believe in giving towards education, and we loved the concept of IDC as a private independent university with very creative and original ideas. We connected very much with the vision of the international school, which allows students to study in and get to know Israel."

With Gerry's passing in 2018 at the age of 87, the IDC family lost a dear member. Gerry, co-founder and chair emeritus of the investment advisory

firm Cramer, Rosenthal & McGlynn, LLC, was the chairman of the American Friends of IDC. He also established a partnership between IDC and Syracuse University, Gerry's alma mater. Gerry was a major benefactor of the Maxwell School of Citizenship and Public Affairs at Syracuse, and he and Daphna served on the university's Board of Trustees. Through these relationships, the Cramers forged a connection between the Maxwell School and IDC's Lauder School of Government, Diplomacy & Strategy. The most prominent component is the student exchange program, which gives Israeli IDC students the opportunity to study in the U.S. and brings Syracuse students to Israel.

**"The Cramers have been an integral part of IDC. Their commitment, contribution, and initiative have been a mainstay of the institution's development."**

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

The Cramers have been long-time supporters of the IDC's International Institute for

Counter-Terrorism, and have donated generously towards IDC student scholarships. The Cramer Scholarship is awarded annually to IDC students who, in addition to their academic achievements, have demonstrated outstanding social commitment. Daphna is a member of the scholarship's selection committee.

**"The dorms are simply amazing. I know Gerry would agree with me that they have surpassed our expectations."**

–Daphna Cramer

"The Cramer family's contribution to IDC Herzliya has been a pillar of support that has helped this university thrive," says **Jonathan Davis**, IDC's vice president for External Relations and head of the Raphael Recanati International School. "The sense of humor, humility, and mod-

"Gerry's Café," in the Cramer Tower, is a much-frequented meeting place for students. "Gerry was so excited about the dorm projects," says Daphna. "I am sorry that he wasn't able to be at the inauguration ceremony. He very much wanted to be. The dorms are simply amazing. I know Gerry would agree with me that they have surpassed our expectations. We decided to become a part of the process of building the dorms and thereby help Uriel to realize his dream, as we believe that every university should have dorms, and we saw a wonderful future there for all the students, especially the foreign students."

Today, Gerry and Daphna's daughter **Lauren Cramer** serves as the secretary of AFIDC's Board of Directors. "As the second generation of the Cramer Family to support the work of IDC Herzliya, we believe that the formative experience of living on campus is just as important as what is learned in the classroom," she notes. "The



*Daphna Cramer and Prof. Reichman together with a photo of Gerald (Gerry) Cramer z"l.*



*Daphna Cramer at the dedication ceremony.*



*The Cramer dormitories.*

esty of the late Gerry Cramer are an integral part of the history of IDC, along with Daphna's kind, hospitable, and generous disposition. They have been true partners of IDC Herzliya. When I see the Cramer dormitory tower full of vibrant students enjoying the quality of life of this campus, I can see Gerry smiling down on us with that great smile of his."

**"Gerry would be smiling down on us seeing the Cramer dormitory full of vibrant students."**

–Jonathan Davis, IDC's vice president for External Relations and head of the Raphael Recanati International School

Daphna Cramer, a former "Miss Israel," travelled around the United States to help raise funds for Israel before joining the Israeli Air Force, the first of many Zionist philanthropic activities that she would take on throughout her life. Speaking at the inauguration of the dorms, she said, "My family and I are very proud to be part of this, and we share the student residents' joy on this occasion. Thank you, Prof. Reichman, for your hard and successful work."

Cramer Tower will provide a place for our students to grow socially and emotionally, as well as academically. We are honored to provide a home away from home for so many future generations of IDC students."

**"We are honored to provide a home away from home for so many future generations of IDC students."**

– Lauren Cramer, secretary of AFIDC's Board of Directors

"The Cramer family are true friends, Zionists, and staunch supporters of IDC Herzliya," says Reichman. "From the beginning, Daphna and Gerry immediately connected to the vision, and since then, the Cramers have been an integral part of IDC. Their commitment, contribution, and initiative have been a mainstay of the institution's development, and now, the dorms on campus are a standing legacy to their friendship and support." ★



# Inauguration of The Center for Developmental Social Neuroscience

Under the direction of Simms-Mann Chair Prof. Ruth Feldman, the center pioneers research into the neurobiology of human social bonds. Mainly how the nervous system contributes to mental health from infancy onwards – providing the foundation for a healthier, better - functioning society.

**T**he 25th year opened with the inauguration of IDC's Center for Developmental Social Neuroscience, directed by Prof. **Ruth Feldman**, Simms-Mann Professor of Developmental Social Neuroscience at the Baruch Ivcher School of Psychology. The opening of this very prestigious center, chair, and lab marks an important moment for IDC as we continue to pride ourselves on pioneering new areas of research. Dr. **Victoria Simms-Mann** & Mr. **Ron Simms**, presidents and founders of the Simms/Mann Family Foundation, which generously donated the Simms-Mann Chair in Developmental Neuroscience at IDC Herzliya, joined the celebration. Highlighting the significance of the moment, several internationally-renowned experts in the fields of neuroscience and human development came to Israel for the center's inauguration.

Prof. **Uriel Reichman**, IDC president and founder, welcomed the guests and praised Prof. Feldman: "In her work, Ruth is aspiring to make society better. Through intense interdisciplinary research, she is examining how we are functioning as human beings. Ruth also looks at how connections between diverse groups in society are built and preserved through human neuro research. Her unique research includes many aspects of science, which come together in order to shed some light on human behavior".



Prof. Reichman also thanked the Simms-Mann Family and referred to the work of Dr. Simms-Mann, who is herself a therapist and child psychologist.

Dr. Simms-Mann: “From the first moment that I met Ruth, I knew that she’s an extraordinary person who would do many good things for society. Today, as we stand here and listen to what the center has to offer, we’re sure that it will attract many students from Israel and the rest of the world. Together, they will work to better understand infancy, and thus help many children and families thrive.”

Prof. Feldman thanked the experts who came to Israel for the inauguration. “From the start, we wanted to conduct high-quality science that will truly affect people’s lives. We examined human development from a child’s point of view and through various characteristics, such as love, cooperation, empathy, and connections between humans”.

The Center for Developmental Social Neuroscience combines psychological and biological research on topics including hormones, genetics, epigenetics (environmental influence on genetics), the human digestive system, and

the immune system. This cutting-edge work is touching on areas that are only just beginning to be explored, such as whether there is a microbiome factor that plays a role in resilience. IDC is extremely proud to be able to delve into such questions and shed some light on previously unexplored areas of human reaction and behavior. ★



*Dr. Orna Zagoory-Sharon, who heads the hormonal and molecular biology lab and Prof. Ruth Feldman.*



*Ron and Victoria Simms, Prof. Ruth Feldman, and Prof. Uriel Reichman.*

## Opening the Lorelee West Laboratory for Brain Research and Human Development

Thanks to the generous support of philanthropist Lorelee West, the lab, which performs specific, groundbreaking analysis using state-of-the-art facilities and equipment in highly sensitive, managed conditions. The lab is housed in the Center for Developmental Social Neuroscience.



*Unveiling the plaque of the laboratory with students, staff, and supporters of the center, together with Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School.*



*Dr. Orna Zagoory-Sharon, hormonal and molecular biology lab head, showing founding lab supporter Lorelee West the inner workings of the lab.*





# IDC Confers Its First Honorary Doctorate

Prof. Mark S. Wrighton, chancellor of Washington University in St. Louis, is honored for his contributions to academia, science and service.

*From left: Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School; Prof. Uriel Reichman, IDC Herzliya president & founder; Chancellor Mark Wrighton; Oudi Recanati, IDC chancellor and former IDC Herzliya chairman of the board; and Prof. Alex Mintz, IDC Herzliya provost.*

IDC Herzliya has presented its first honorary doctorate in its 25-year history. Recipient of the honor was Prof. **Mark S. Wrighton**, chancellor of Washington University in St. Louis, for his long-standing contribution to academia, science, and service. Wrighton received the honorary doctor of philosophy degree during a Jan. 6th ceremony at the university.

Among other things, Wrighton was recognized for his vision in creating the scholars academy, an international network of research universities that is developing future leaders committed to promoting global awareness and social responsibility. This great partnership has led to considerable collaborative work in research and learning in aging, energy, and sustainability. Wrighton has also personally contributed to chemistry, as the author of 300 scholarly articles and holder of

16 patents. Washington University has grown in both size and stature during Wrighton's nearly 24-year tenure as chancellor.

Prof. **Uriel Reichman**, IDC president and founder, thanked Wrighton for his role in promoting Olin Business School's Israel Summer Business Academy at IDC. The innovative program provides Washington University students of all faiths and academic backgrounds an opportunity to learn more about entrepreneurship in Israel. "Hundreds of students from across the globe have experienced Israel and our entrepreneurial spirit through this marvelous program," said Reichman. "This program, together with student and faculty exchanges across several schools, and a certificate program in entrepreneurship, has cemented our relationship." ★

# In Memoriam: Mira Fraenkal z"l

IDC Herzliya mourns the loss of a dear friend and supporter.

**I**DC Herzliya bade farewell to dear friend and supporter, **Mira Fraenkal z"l**, this past January. Mira's relationship with IDC began on Memorial Day for Israel's Fallen Soldiers (Yom Hazikaron) 2013, and she has since become a regular and beloved guest at all types of IDC events.

Mira was the youngest of 10 children, born to a religious family that came to Palestine from Iran in 1905. While most girls were not educated then, Mira always had a thirst for learning. So, at the age of 13, she went to work, in order to pay for her own education.

"We moved to the U.S. in 1956 because my father wanted to complete a Ph.D.," says Mira's son **Eran Fraenkal**. "At first my mom worked menial jobs. Eventually, she decided to get a degree, despite not knowing English. She ultimately got a B.A., an M.A., and a Master's in Library Science." When her husband got a teaching job at University of Pittsburgh, Mira began to teach Hebrew at a local Jewish school.

After Mira's husband passed away from illness in 1970, she began to focus on her career. "She moved four or five times over the next few years, climbing up the career ladder in American Jewish education," says Eran. Her final position was as the director of a school in San Mateo, California. She returned to Israel after retiring in 1993.

Mira's connection with IDC began after she heard a radio interview with Prof. **Uriel Reichman**, the university's founder and president. She connected with Reichman's story and vision, and called his office the next day. **Gili Dinstein**, CEO of Friends of IDC, took the call. Mira offered to help or volunteer at the Raphael Recanati International School and after the two met, they struck up a deep friendship.

"I fell for her energy, assertiveness, Zionism, generosity, and the discrepancy between her small physique and her enormous heart. Though she was in her late eighties, she knew exactly what she wanted to do: give scholarships to children of Israelis who had emigrated to the United States. She hoped that via the scholarships, they would come back to Israel," says Dinstein.

These young students, explains Dinstein, gave meaning to Mira's life. "There was nothing she loved more than to meet them, to select those she would support that year, to see if they would make aliya.. She would read their resumes carefully, call to ask us for further details, interview them herself, and then stay in touch with them throughout their studies. When one student created a successful YouTube video honoring Israel, it made her



so very happy – almost as if it were her own wedding video."

Eran notes that because Mira did not visit Israel often during her nearly forty years in the U.S., she lost contact with most of her siblings. "I only got to know two of her brothers and their children, and only met her father once, very briefly. So, when she returned to Israel, while she had a huge family, she was not in touch with them. I think this was one of the motivations that drove her to fund students at IDC; that, combined with her commitment to education. Awarding scholarships presented her an opportunity for both intellectual and emotional reward."

When she turned 90, Mira's friends from IDC, including the students she supported, threw her a birthday party. They were joined by Eran, her granddaughter **Sarah**, who came to Israel for the celebration, and her dear friends and neighbors, **Lori** and **Moshe Barnes**, who cared for her here in Israel.

At that celebration, Mira promised we would dance and celebrate her 100th birthday too.

Lori and Moshe remember how very proud Mira was to be associated with IDC. "Her role allowed her to immerse herself in two things that were very important to her - education and Israel. We spoke often about her work with the university, and these conversations always made her smile. She was satisfied that she was able to help students obtain a first-class education, and truly excited about what the future might hold for them. She felt loved and respected by the IDC community. Mira encouraged us to attend events with her, and we soon understood why she felt the way she did. We miss Mira very much, and are grateful for how much her life was enriched by her relationship with IDC."

"Mira represented the finest aristocracy of the Yishuv that fought in the War of Independence for the survival of the Jewish State," says vice president for External Relations and head of the Raphael Recanati International School. "She remained the same Zionist 70 years after the creation of the State. It was always an honor to talk to her. Sometimes, during our conversations, I would picture sitting next to her by a bonfire, as if it was 1948. She was a great woman."

Mira is survived by her son Eran and granddaughter Sarah. She is mourned and will long be remembered by the many people whose lives she touched.

*May her memory be for a blessing!*



# American Friends of IDC celebrates **25 years of IDC** and honors Prof. Uriel Reichman

More than 250 donors, friends, and parents joined 80 alumni at Chelsea Piers in New York for an enchanting evening of celebration, with a special guest performance by Idan Raichel.



*Amb. Dani Dayan presents Prof. Uriel Reichman with a special award in honor of IDC Herzliya's 25 years.*

"Admiration for Uriel Reichman crosses all divides, including political and social. All Israelis agree that Uriel Reichman's contribution to Israeli society, to the State of Israel, and to the Jewish people has been invaluable. There are very few people who hold the badge of honor that the entire spectrum of Israeli society respects and admires them, but Uriel Reichman is one of those people."

- A tribute to Prof. Reichman by special guest,  
Amb. Dani Dayan





*Prof. Yoram "Jerry" Wind, AFIDC board member, IDC co-founder, and honorary fellow 2004; Prof. Uriel Reichman; and Gil Tenzer, chairman of the AFIDC Board and IDC honorary fellow 2014.*



*Seated from left: Daphna Cramer, IDC honorary fellow, 2018; Yoav Bruck; Betty Grinstein; Adi Eckhouse-Barzalai (Computer Science graduate, 2007); and Prof. Uriel Reichman. Standing: Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School.*



*Jonathan and Iris Davis with Joey Low, AFIDC board member and IDC honorary fellow 2006 (far right), and Carol and Julia Low.*



*Prof. Uriel Reichman with his son and daughter-in-law, Gadi and Deborah Slade, both AFIDC board members, and their children Amalia, Ella, and Leo.*



*Ziv Katalan, Lior Yahalomi, Linda Bell, Barbara Eberlein, Dr. Yoram "Jerry" Wind, Caroline and Peter Dilsheimer, John Wind, and Bill Osman.*



*Miriam and Bernie Yenkin, IDC honorary fellows, 2015, and Dr. Avi and Susie Bluestone.*



*Gala host Michelle Divon (Government, Diplomacy & Strategy, 2014), Maj. Gen. (res.) Amos Gilead, head of the Institute for Policy and Strategy (IPS) and chair of the Herzliya Conference; Prof. Boaz Ganor, dean of the Lauder School of Government, Diplomacy & Strategy, Ronald Lauder Chair for Counter-Terrorism at the Lauder School, founder and executive director of the International Institute for Counter-Terrorism (ICT); Amb. Ron Prosor, head of the Abba Eban Institute for International Diplomacy.*



# American Friends of IDC 25th Anniversary Gala



Amb. Ron Prosor (standing, third from left) and Dr. Yossi Maaravi (behind Amb. Prosor), vice dean of the Adelson School of Entrepreneurship, with IDC Alumni. From left: Rabbi Amitai Fraiman (Government, Diplomacy & Strategy and Argov, 2012), Lior Prosor (Law and Business, 2011), Guy Weltsch (Law and Business, 2003), Sacha Roijzman Drawta (Communications, 2011), Hila Yarom Rotjman. Seated, from left: Michal Yonati Fraiman (Communications, 2013), Maya Prosor (Law and Business, and Zell, 2010), and Keren Weltsch.



Andrew and Linda Brenner with Joanne Landau, AFIDC treasurer, and her husband, Rabbi Fred Schwab.



Aryeh and Naomi Davis with Dr. Jeffery and Fredi Galler.



AFIDC Team: Daniela Sassoon Schildkraut, Amy Gross Nachon, AFIDC Executive Director Leslie Skyba, Michal Yonati Fraiman (Communications, 2013), and Natalie Golan-Aubrey (Government, Diplomacy & Strategy, 2011).



Prof. Boaz Ganor, dean of IDC's Lauder School of Government, Diplomacy & Strategy and Ronald Lauder chair, Louis and Jana Sheinker, Martin and Ahuva Gross, and Prof. Dov Greenbaum, director of the Zvi Meitar Institute for Legal Implications of Emerging Technologies.



Standing from left: Jimmy Ezra, Dr. Jeffrey and Chagit Raskin, Asaf Schori (Global MBA, 2015), Michelle Spivak-Rechnitz (Global MBA, 2014), and Shai Kleiman. Seated from left: Talee Potter, Amber and Tal Keinan, Maya Zafrir.



IDC Alumni: Dmitry Shimelfarb (MBA, 2007), Morielle Lotan (Government, Diplomacy & Strategy, 2011), Riki Franco (Business, 2007), Guy Vardi (Computer Science, 2007), Meirav Vardi, and Jakov Danino (Law and Business, 2004).





*Naomi Winkler (Psychology, 2012) sang the American and Israeli national anthems.*



*Matthew and Melanie (Business, 2006) Bronfman, Yoav Davis (Communications, 2009), and Dr. Neta-li Gottlieb (Law & Business 2002).*



*Michelle Divon and Sacha Rojzman Drawta, IDC alumni who served as emcees for the evening.*



*Eli (Government, Diplomacy & Strategy, 2007) and Brianna Elefant.*



*Robert Blum, AFIDC board member, and Joanna Blum.*



*Idan Raichel treats the audience to a special performance.*



*Prof. Uriel Reichman with some of the IDC alumni at the Gala.*

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AFIDC photographer: Frank Ammaccapane  
from Natural Expressions NY





# IDC Pafos Innovation Institute Brings Start-up Nation to Cyprus

*Pafos Mayor Phedonas Phedonos and Prof. Uriel Reichman, IDC president and founder.*

Another IDC vision is to become reality, with the establishment of the Pafos Innovation Institute, based in the Cypriot city of Pafos.

**D**esigned as a hub for regional networking and leadership, the IDC Pafos Innovation Institute recently held its pilot session, bringing together diverse talent from the Eastern Mediterranean region.

The inaugural program – the Venture Creation Sprint – was held in February 2019. The hands-on venture provided participants with the building blocks to create a start-up, including data generation, validation, and pre-launch. Thirty-two people took part, one-third of whom hailed from Greece, one-third from Cyprus, and one-third from Israel.

“Politics often fails to bring people together, where the study of science and knowledge succeeds,” says Prof. **Uriel Reichman**, IDC president and founder. “The hope is that in the city of Pafos, students from all nations and religions throughout our region will study together, and share their experiences and know-how at the Institute. If successful, this could lead to further cooperation and better understanding across the region.”

Reichman began collaborating with Pafos Mayor **Phedonas Phedonos** on their mission to

create a cutting edge entrepreneurial center following the twinning of Herzliya, where IDC is located, and Pafos.

While a popular tourist site during the summer, Mayor Phedonos is eager to diversify the city’s economic base during the rest of the year, and to develop the city into a high-tech regional hub. “We developed a vision of turning the city of Pafos into an academic meeting place, where young people from the entire Eastern Mediterranean region can study entrepreneurship and technological innovation together, and apply it in the new approach of interdisciplinary social science,” explains Reichman.

The Pafos Innovation Institute, which will be officially inaugurated in September 2019, is already operational. Reichman says it will benefit greatly from IDC’s vast experience in delivering international executive programs in leading technologies and business.



The launch session was led by **Liat Aaronson**, chair of IDC’s elite Zell Entrepreneurship Program. The session took the form of a 10-day sprint, which included lectures by leading mentors and



**"Any cultural barriers or preconceptions that might have existed between the participants were broken down immediately."**

— Prof. Rafi Melnick, former IDC provost

hands-on sessions, during which participants divided into nine groups to develop their own venture projects. The projects ranged in focus, from low-tech models such as an Airbnb for pets, to a high-tech mobile ultrasound machine the size of a mobile phone.

"I was very impressed by the progress that was made in only 10 days. It was really amazing. Some of the projects developed during that short time are really ready to go," says Prof. **Rafi Melnick**, former IDC provost and former dean of IDC's Tiomkin School of Economics and Lauder School of Government, Diplomacy & Strategy, who coordinated the program.

Included in the Greek and Cypriot cohort of participants were highly-qualified Ph.D. and post-doctoral students with excellent technological know-how, but who needed guidance on how to use that knowledge practically, says Melnick. He adds that the idea of combining this group with Israelis with business and communication backgrounds was extremely successful.

Melnick says that everybody brought something important into the venture creation. He also notes that any cultural barriers or

preconceptions that might have existed between the participants were broken down immediately, as the individuals began working on their group projects.

"We received a lot of guidance, in terms of the thinking process we needed to go through, and in terms of how to take an idea or concept and execute it," says **Etti Artzi**, a 2011 graduate of IDC in Business Management and Accounting who participated in the Venture Creation Sprint. Artzi, who works as a sales and contracts manager at Elbit Systems Ltd, says the idea of making the venture creation project into a short sprint was very innovative, and very useful.

**Ahmad Agbaryah**, who graduated from the Hebrew University of Jerusalem with a degree in Computer Science in 2002 and now works as an innovation team leader at Simmons, says the sprint taught him innovation tools that he can already implement in his current position. He also hopes to move forward with the project idea his team developed in Pafos for creating a smart system for maritime transportation.

"The first step is to show people in Cyprus the capacity of IDC, and what IDC can bring to the

partnership," says Melnick. He noted that Mayor Phedonos was very enthusiastic about the new institute and had invited Pafos business leaders to observe the program, so that they can understand and promote its work.

Melnick says that future cooperation plans include the creation of two Master's degree programs based at the Pafos Innovation Institute, as well as a new media marketing strategy to reach out to potential participants from all countries in the Eastern Mediterranean region.

**The session took the form of a 10-day sprint, which included lectures by leading mentors and hands-on sessions.**

"Pafos is a small city, but maybe one day it will be recognized, like other small cities such as Palo Alto, Oxford, and Heidelberg, for its unique academic and humane contribution to civilization," says Reichman. ★



# Short & Sweet

Snippets from IDC Herzliya



## Pacific Council Visits IDC to Discuss Foreign Policy

IDC Herzliya was honored to host a delegation from the Pacific Council on International Policy. The delegation included President **Jerrold D. Green** and his wife **Madelyne**, Council Co-chair Amb. Rockwell A. Schnabel and his wife Marna, Amb. **Colleen Bell** and her husband **Bradley**, as

well as Stein Mart Chairman **Jay Stein** and his wife **Deanie**. Based in California, the Pacific Council brings together a network of people from different industries and sectors to share ideas, keep up on foreign affairs, and effect change on issues that are important to them at home and abroad. Here at IDC, they

met with Maj. Gen. (res.) **Amos Gilead** for a roundtable discussion about Israeli policy and political-military affairs. While in Israel, they also met with politicians, civil leaders, journalists, and members of academia.



## Official Opening of the Kena and Zalman Shoval Hall

During an intimate and emotional ceremony attended by close family and IDC staff, IDC named a classroom in the Sammy Ofer School of Communications building in honor of Amb. **Zalman Shoval**, former Israeli

ambassador to the U.S., and his wife, **Kena**. The Shovals have been friends and supporters of IDC since its early days, and Amb. Shoval sat on the Directorate until last year.

Photo on left: Amb. Zalman and Kena Shoval with Prof. Uriel Reichman; Photo on right: With their children and grandchildren in front of the Kena and Zalman Shoval Hall.



### Unveiling University Street

Prof. Uriel Reichman, IDC's president and founder; Oudi Recanati, IDC chancellor; and Moshe Fadlon, mayor of Herzliya, unveiling the new street sign "Rehov Ha-Universita."



### IDC in Panama Masa Fair

From left: Rav Abraham Farjoun; Ramon Gateno; Yvonne Gateno; Amalia Garson, from Masa; Raquel Gateno, IDC student; Grace Cohen, IDC graduate; Amb. Reda Mansour; Rotem Bereket, deputy ambassador.

## 10 Years of the Asper Institute for New Media Diplomacy: Impacting Israel Innovation Around the World



IDC Herzliya and the Sammy Ofer School of Communications celebrated a decade of IDC's Asper Institute for New Media Diplomacy with an emotional gathering to honor and thank the Asper family and The Asper Foundation for their continued support. The existence of the Institute has allowed IDC students to take part in sharing the story of Israeli innovation with the world, and to make an impact on behalf of the State of Israel and IDC Herzliya.

From left: Prof. Uriel Reichman, IDC's president and founder; Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School; Gail Asper, daughter of Institute founders Izzy and Babs Asper z"l and president of The Asper Foundation; Moe Levy, executive director of The Asper Foundation; and Prof. Noam Lemelshtrich Latar founding dean of the Sammy Ofer School of Communications and chairman of IDC's Asper Institute.



# Short & Sweet

Snippets from IDC Herzliya



## The Neville and Emma Shulman IDC Literary Challenges Cup

First presented in 2015, the Neville and Emma Shulman Literary IDC Challenge Cup has become an honored IDC Herzliya tradition. The annual competition offers second- and third-year students, and graduates, the chance to compete for \$7,500 in prize money and a

silver cup for the best-written presentation offering solutions to challenges facing Israel and the Middle East. The winner is chosen based on the work's quality, its contribution, and applicability to Middle East challenges, as well as originality and innovativeness.

Neville and Emma Shulman (far left and right) with the 2019 winners. From left: Keren Guttman, Danielle Glickman, Shir Beerli, and Liam Weberman. The four applied as a group through the Argov Fellowship Program for Leadership and Diplomacy.

## Annual Award Ceremony in Honor of Mimi Charnoff z"l: Promoting Unity



Mimi Charnoff, who passed away in 1986 at the age of 52, has been described as a dynamic and committed Zionist. Although she died in Maryland, U.S., without having fulfilled her dream of making aliyah, she was buried in Israel. Her grandson, Eitan Charnoff, chose to honor his grandmother by building his life in Israel. He studied for a B.A. in Communications at the Sammy Ofer School of Communications before going on to serve in the Israel Defense Forces. While at IDC, he met his wife Netalee, who was a fellow student studying Psychology and who also went into the IDF after her studies. The Charnoff family chose to dedicate this award in honor of their beloved matriarch. "The idea of this award is to bring together students from different backgrounds to create a unified and meaningful experience at IDC."

Pictured here are friends and family of the Charnoff family, gathered for the 2018 award ceremony.

# Female Talmudic Scholar Joins the Harry Radzyner Law School

**Dr. Ayelet Hoffmann Libson returns to Israel after a sojourn as Gruss Visiting Professor of Jewish Law at Harvard Law School and takes up her post at IDC Herzliya.**

Jews are often called “The People of the Book.” That book, says newly appointed IDC Herzliya Assistant Professor of Law Dr. **Ayelet Hoffmann Libson**, is the Talmud.

“For centuries most Jews did not study the Bible; they studied the Talmud,” says Hoffmann Libson, who returned to Israel after a sojourn as Gruss Visiting Professor of Jewish Law at Harvard Law School for the 2017-2018 academic year. There, she taught a course on Judaism and human rights, as well as a Talmud course.

Her experience at Harvard was invaluable, Hoffmann Libson says, but she is glad to be back in Israel, as a faculty member at IDC Herzliya’s Harry Radzyner Law School.

“We are delighted and privileged to have Dr. Ayelet Hoffmann Libson join our ranks. She adds important dimensions to research and teaching at the law school, not only in Jewish law, but also in various other fields, such as Judaism and human rights, law and history, and the international aspects of law and religion,” says Dr. **Amnon LeHAVI**, dean of the law school.

One of the only female Talmud scholars in Israel, Hoffmann Libson says the Talmud is an important comparative tool for understanding the fundamentals of law. While the Bible tells the history of Jewish peoplehood, the Talmud is more involved in the “nitty-gritty” of how Jewish law came into being, she explains, adding that by studying Talmud, law students can see how Jewish laws developed without the context of a state. They can gain insight into the essence of the law and how it is directed towards people’s behaviors, and they can study the legal arguments used to write those laws.

“The Talmud is the foundation of Jewish tradition, combining law and literature. The narratives of the Talmud examine how people should interact with each other, and explore human failings and human relations. These are big questions of law and ethics to which students can relate. I think it is really crucial that it be studied.”

Hoffmann Libson is also interested in the intersection of law and religion in modern Israel. “Students need to develop a deep understanding of what it means for Israel to be a Jewish and democratic state. To be a good citizen of Israel, one must understand the meaning of both democracy and the meaning of Judaism to its adherents. For that, the students need to appreciate the essence of democracy and of religion,” Hoffmann Libson says.

Though some of the old guard religious scholars still believe only men who have gone through traditional Yeshiva training are equipped to teach the Talmud, most academics no longer hold such a stance, Hoffmann Libson says.

Still, she notes, there are only two Israeli universities that have exclusive departments dedicated to the study of the Talmud, neither of which have a woman teaching. Hoffmann Libson explains that this lack of gender diversity can be an advantage, since “women scholars who have studied the Talmud via less traditional tracks can bring fresh eyes and fresh questions to its study.” Dr. Hoffmann Libson studied Talmud at Jerusalem’s Pelech High School for Girls and at the Matan Institute, which integrated high level Jewish studies and academic studies.

**“While the Bible tells the history of Jewish peoplehood, the Talmud is more involved in the “nitty-gritty” of how Jewish law came into being.”**

— Dr. Ayelet Hoffmann Libson

“Men who go through the same trajectory of study sometimes have difficulty opening up to new avenues of thought,” she says. “But not being indoctrinated to ask the same questions gives women an advantage. I have a strong background in Talmud study and can hold my own. I think I am privileged that I never had anyone explicitly tell me that I couldn’t study the Talmud.”

Recently the Harry Radzyner Law School held a conference in honor of the publication of Hoffmann Libson’s book, “Law and Self-Knowledge in the Talmud,” which discusses various aspects of the relationship between law and the individual in ancient Jewish texts.

Next year Hoffmann Libson will be teaching a course on religion and state. “Religion is one of the major issues every nation is facing today. IDC is a unique place where people are working on the intersection of law, religion, and politics in very interesting ways, and I hope I can contribute to this,” Hoffmann Libson says.

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# IDC Herzliya Hosts Exclusive Academic Conference on the Applications of Artificial Intelligence



Prof. Uriel Reichman, IDC's president and founder: The role of higher education is to prepare students for the challenges and technologies that we have not even begun to think about. Seated from left: Prof. Yaffa Zilbershats, head of the Planning and Budgeting Committee of the Council for Higher Education; Prof. Mark S. Wrighton, chancellor of Washington University in St. Louis; President Andreas Zaby, Berlin School for Economics and Law; and Dr. Eric Zimmerman, director of Research Support and Global Engagement at IDC.

**Held as part of IDC's 25th anniversary celebrations, the conference focused on AI innovations that are changing the world.**

By 2030, nearly 4 billion people will not have access to basic medical care. Artificial Intelligence, says Dr. **Kira Radinsky**, chief scientist of eBay Israel and a researcher at the Technion – Israel Institute of Technology, could provide a solution for those people.

Dr. Radinsky was speaking at the IDC Herzliya Conference on the Applications of Artificial intelligence, held as part of IDC Herzliya's 25th anniversary celebrations. The conference brought together top experts and senior representatives from academia and the high-tech sector to discuss innovative developments, changes, and new practical applications in the world of AI. These have come in areas ranging from cyberspace, medicine, autonomous cars, design and manufacturing, and industry.

"If we create a system that can think of thousands of hypotheses in a minute, we can come up with solutions to many problems," Radinsky explained.

Experts in the AI field from Google, IBM, the Hebrew University, the Weizmann Institute of Science, and IDC participated in the conference. They included Hebrew University's Prof. **Amnon Shashua**, co-founder of Mobileye and a leading expert on autonomous vehicles, and the Weizmann Institute's Prof. **Shimon Ullman**, a computer science expert.

"The uniqueness of this conference was in showcasing leaders from academia and industry in a collaborative way, presenting scientific and theoretical advancements, and AI applications," said Prof. **Alex Mintz**, IDC provost and organizer of the 25th anniversary academic conferences and activities.

**"AI is the software industry of the future, and IDC is building a prominent leadership position in Israel's AI community."**

– IDC Prof. Moshe BenBassat, founder of ClickSoftware

Mintz also noted that IDC will be offering a Master's degree in Machine Learning and Data Science that will give students the knowledge, skills, and tools they will need to take on the next AI challenges. The Arison School of Business already has an MBA program focusing on AI and Big Data, and there is a Bachelor's degree track in Data Science and Business Analytics.

"IDC is building a new state-of-the-art Center for Innovation that will enable our scholars to work

technology is adapting itself to people rather than the reverse. "For example, the ability to operate things by the power of speech will open up a lot of opportunities for people who cannot use technology."

**"The greatest risk of AI is not Hollywood robots, but rather the question of how to ensure that it is used responsibly and fairly."**

– Prof. Yossi Matias, VP of engineering and managing director of R&D at Google

Matias showcased technologies based on artificial intelligence, such as Call Screen, which assists people with cell phone use. Another technology, based on machine learning, can identify

extract information from scanned images, and could have a major impact on the field of radiology.

"Two years ago, computers were already better than people at identifying images. We are trying to do the same for medical scans. In order to build up the knowledge system, Zebra has collected 500 million images and 20 million scans to date."

During a Presidents' Forum held at the conference, leading academics discussed the implications of the technological revolution on academia.

Prof. **Uriel Reichman**, president and founder of IDC Herzliya, stressed the importance of higher education. "We live in an age of despair and



From left: Prof. Alex Mintz, IDC provost; Prof. Uriel Reichman, IDC president and founder; Prof. Yisrael Aumann, winner of the 2005 Nobel Prize in Economics and mentor and former teacher of Prof. Yair Tauman (far right), dean, Adelson School of Entrepreneurship.

together on cutting-edge research in artificial intelligence, machine learning, decision making, human-computer interaction, augmented reality, and brain imaging," said Mintz.

Conference co-organizer Prof. **Moshe BenBassat**, professor at the Arison School of Business and founder of ClickSoftware, explained that AI is no longer a "specialty [software], on top of traditional software such as ERP or CRM. AI is the software industry of the future, and IDC is building a prominent leadership position in Israel's AI community." The conference, said BenBassat, who pioneered AI in Israel in the 1980s, was an opportunity to bring experts together for an exchange of ideas and to continue developing the industry."

Reflecting on how AI technology can actually be used to help people who can't use technology, Prof. **Yossi Matias**, vice president of engineering at Google and managing director of Google's R&D center in Israel, noted that in many cases,

diabetes via the eyes, while another provides mechanisms for coping with natural disasters.

"The greatest risk of AI is not Hollywood robots, but rather the question of how to ensure that it is used responsibly and fairly," Matias noted. "It is clear that the risk of AI systems is that they will increase existing biases, but I think AI can be used to improve many of the processes we use today."

**Eyal Gura**, founder and chair of Zebra Medical, explained how AI is enabling his company to

**"The next generation must be prepared not only for the challenges of the present, but for the challenges that have yet to come."**

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



From left: Prof. Moshe BenBassat, professor at IDC's Arison School of Business and founder of ClickSoftware; Prof. Ammon Shashua, co-founder of Mobileye. The two, who worked together on AI in the 1980s, met again at IDC's AI Conference.

of hope, with an extremely disturbing state of social affairs in many corners of the world, much of which is the result of globalization and the fourth Industrial Revolution," said Reichman. "The role of higher education in the era in which we live is to prepare students to deal with challenges that have not yet appeared, and technologies that have not yet been created, which will cause problems that we have not yet begun to think about. The next generation must be prepared not only for the challenges of the present, but for the challenges that have yet to come."

Also taking part in the discussion were Prof. **Yaffa Zilbershats**, chair of the Planning and Budgeting Committee of the Council for Higher Education of Israel; Dr. **Mark S. Wrighton**, chancellor of Washington University in St. Louis; and Prof. **Andreas Zaby**, president of the Berlin School of Economics and Law in Germany." ★





# On Its Way to Becoming Israel's First Private University, IDC Launches First PhD Program

**IDC Herzliya surges ahead with a host of new and innovative academic programs, including our first PhD degree in Law, and new MA programs in cutting-edge areas.**

IDC Herzliya is well on its way to transforming itself from a college to a university, following Israeli Minister of Education **Naftali Bennett**'s announcement that IDC is authorized to grant the Ph.D. degree. This transformation will make IDC Israel's first private university.

Prof. **Alex Mintz**, IDC's provost, has initiated a broad move to build and significantly expand advanced studies at IDC. He has been working with the deans of five schools at IDC to offer doctoral programs, including a Ph.D. program in Law — approval for which was granted to IDC in November 2018 — as well as Ph.D. programs in Computer Science, Psychology, Government, Business Administration and Economics.

Mintz has also worked with the deans on several new Master's degree programs, to be offered in the 2019-2020 academic year. These include an M.Sc. degree in Machine Learning and Data Science, at the Efi Arazi School of Computer Science; an M.A. degree in Human-Computer Interaction, at the Sammy Ofer School of Communications; an M.A. degree in Law, Technology and Business Innovation at

the Harry Radzyner Law School; and an M.A. degree in Behavioral Economics, to be offered jointly by the Tiomkin School of Economics and the Baruch Ivcher School of Psychology. In addition, a thesis track will be added to the Sammy Ofer School's M.A. program in Communications. Looking ahead, IDC will be offering an M.A. in Contemporary Middle Eastern Studies at the Lauder School of Government, in 2020-2021.

"These cutting-edge programs are keeping up with the technological needs in the modern workforce, and will prepare our students for positions that are in great demand in the marketplace," says Mintz.

Two new MBA tracks were successfully offered in the 2018-2019 academic year: an MBA in Healthcare Innovation, at the Arison School of Business, and an MBA focusing on AI and Big Data Management. IDC was also granted permanent accreditation for the research track of its Social Psychology M.A. at the Ivcher School of Psychology.

The MBA in Healthcare Innovation program, offered in partnership with Sheba Medical





Under the leadership of Prof. Uriel Reichman, IDC president and founder, and Prof. Alex Mintz, IDC provost, IDC's Academic Leadership, has come together to create several new Master's degree programs, alongside the new Ph.D. program. From left: Prof. Noam Lemelshtrich Latar, founding dean of the Sammy Ofer School of Communications; Prof. Dov Pekelman, dean of the Arison School of Business; Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School; Prof. Zvi Eckstein, dean of the Tiomkin School of Economics; Prof. Yair Tauman, dean of the Adelson School of Entrepreneurship; Prof. Alex Mintz; Prof. Uriel Reichman; Prof. Dan Zakay, dean of the Baruch Ivcher School of Psychology; Prof. Boaz Ganor, dean of the Lauder School of Government, Diplomacy & Strategy; Prof. Yoav Yair, dean of the School of Sustainability; Prof. Amnon Lehavi, Harry Radzyner School of Law; Dr. Adi Koll, dean of students; Prof. Ariel Shamir, dean of the Efi Arazi School of Computer Science; and Taly Eichenwald-Dvir, dean of Executive and Continuing Education.

Center, is designed to provide future healthcare industry managers with the tools to address the challenges and complexities of modern healthcare. It is taught in English.

"This is a first-of-its-kind program in Israel focusing on management, innovation, and entrepreneurship in various healthcare fields," says Prof. **Varda Liberman**, head of the program. "A dream we had three years ago has come true, and has become a reality beyond any expectations."

The inaugural class consists of 46 students, 14 of whom are doctors; the others come from various fields related to the healthcare industry. The student body includes international students from Vietnam, Portugal, Mexico, Canada, and the United States.

**"These cutting-edge programs keep up with the technological needs in the modern workforce. We aim to prepare our students for in-demand positions in the professional world."**

— Prof. Alex Mintz, IDC provost

"We wanted to do something that will change the leadership of the healthcare industry, by focusing not only on the healthcare branch, but also by incorporating business education, innovation, and entrepreneurship into the studies," says Prof. **Yitzhak Kreiss**, director general of Sheba Medical Center.

The program combines the unique advantages of Israeli innovation in the medical field. It provides students with the necessary tools and skills to understand the complexity of the medical world, and to develop creative solutions that will redesign that world, on the technological, scientific, pharmaceutical, and digital levels.

"The broad initiative of building advanced studies places IDC in a great position in innovative and cutting-edge academic education in Israel, and allows its students to stay apace with and contribute to an ever-evolving world," says Mintz.

IDC has also launched its new M.A. program in Law, Technology and Business Innovation, to be offered in 2019-2020 - another first-of-its-kind in Israel. The program focuses on regulation and technology, and examines the implications of breakthrough technologies in various fields. It aims to train students to cope with the challenges presented by technology, both locally and internationally. Students will develop critical thinking processes, and acquire skills to develop and find short and long term solutions that will reshape the technological, legal, and business spheres.

The M.A. program is headed by Prof. **Lior Zemer**, deputy dean of the Law School. It was developed with the assistance of an international advisory committee of researchers and industry experts from various countries and leading universities, including Yale, Cambridge, Stanford, and Berkeley. ★



**"By building these advanced academic programs, we ensure that our students stay apace with and contribute to our ever-evolving world."**

— Prof. Alex Mintz, IDC provost

### New Graduate Degrees:

- ★ M.Sc. degree in Machine Learning and Data Science at the Efi Arazi School of Computer Science
- ★ M.A. degree in Human-Computer Interaction at the Sammy Ofer School of Communications
- ★ M.A. degree in Law, Technology and Business Innovation at the Harry Radzyner Law School
- ★ M.A. degree in Behavioral Economics, offered jointly by the Tiomkin School of Economics & the Baruch Ivcher School of Psychology
- ★ Thesis track in the Sammy Ofer School's M.A. program in Communications
- ★ M.A. in Contemporary Middle Eastern Studies at the Lauder School of Government



# Academics in Action

News from the Office of the Provost

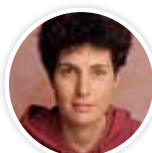


**Prof. Alex Mintz**  
IDC provost



**Dr. Eric Zimmerman**  
director of Research Support and Global Engagement

## Appointments and Promotions



**Prof. Tami Tamir**  
Full Professor  
**COMPUTER SCIENCE**



**Prof. Shimon Kogan**  
Associate Professor  
**BUSINESS**



**Dr. Anat Rosenberg**  
Senior Lecturer with Seniority\*  
**LAW**



**Prof. Yoav Yair**  
Full Professor  
**SUSTAINABILITY**



**Prof. Shay Mozes**  
Associate Professor with Seniority\*  
**COMPUTER SCIENCE**



**Dr. Amnon Cavari**  
Senior Lecturer with Seniority\*  
**GOVERNMENT**



**Prof. Noam Lemelshtrich Latar**  
Associate Professor of Practice  
**COMMUNICATIONS**



**Dr. Nadav Levy**  
Seniority\*  
**ECONOMICS**



**Dr. Daphne Richemond-Barak**  
Senior Lecturer with Seniority\*  
**GOVERNMENT**



**Prof. Eli Bukspan**  
Associate Professor  
**LAW**

\*Near equivalent to tenure

## International Partner Week

The Office of Research Support and Global Engagement at IDC Herzliya successfully hosted its 1<sup>st</sup> International Partner Week.

The week-long event involved 27 participants from nine countries, representing 18 institutions:



Germany: Baden-Wuerttemberg Cooperative State University; Frankfurt School of Finance & Management; HWR Berlin; LMU München; Reutlingen University; University of Hohenheim; University of Mannheim; Universität Konstanz



Portugal: Instituto Superior Técnico; University of Lisbon; Universidade Nova de Lisboa



France: ISG International Business School



Singapore: Public Service Commission Secretariat Singapore



Czech Republic: Škoda Auto University



Sweden: Stockholm School of Economics; University of Gothenburg



Mexico: Tec de Monterrey



Spain: University of Granada



Lithuania: Vytautas Magnus University



The overall purpose was to further expose the participants to IDC Herzliya and to Israel (for many, this was their first trip to Israel), to exchange information and ideas, and to discuss existing and future projects. The event included a series of talks, workshops, and keynote sessions, all within the framework of global engagement in higher education.

International partner weeks are common practice in higher education, and provide a strong platform for discussions. In its 25th year, IDC Herzliya presented itself as a steadfast player vis-à-vis its partners, and we look forward to hosting a second one in the future!

**Research News Bookmark** <https://researchblog.idc.ac.il/> or subscribe there to receive monthly updates on our diverse research projects.

## Delegation Visits to IDC

The Global Engagement team has managed high-level delegation visits to IDC from the following institutions:

 ABMES, Brazil	 Jiangsu Provincial Department of Education, PRC
 Advanced Telecommunications Research Institute International, Japan	 Municipality of Paphos, Pafos
 Avantika University, India	 National University of Singapore, Singapore
 Beijing University of Technology, PRC	 PACE University, USA
 Berlin School of Economics and Law, Germany	 Sapienza University, Italy
 Chandigarh University, India	 Shandong University of Finance and Economics, PRC
 Compass Ventures, two delegations from the PRC	 Shanghai Business School, PRC
 Delegation of 50 worldwide city mayors	 Singapore Management University (SMU), Singapore
 Delegation of Italian Technology Transfer Offices	 Skoda Auto University, Czech Republic
 Delegation of Rabbis, Belarus	 Tec de Monterrey, Mexico
 Delegation of South Korean University Presidents	 Tsinghua University, PRC
 Delegation of UK Vice-Chancellors	 TU Vienna, Austria
 Embassy of India in Israel	 Universidad Camilo José Cela, Spain
 Embassy of Italy in Israel	 Universidade Nova De Lisboa, Portugal
 Embassy of the European Union in Israel	 University of Bonn, Germany
 Embassy of the PRC in Israel	 University of Dresden, Germany
 Embassy of Vietnam in Israel	 University of Montreal, Canada
 Helmholtz Association of German Research Centres	 University of Mumbai, India
 Honorary Prime Minister, DRC	 University of Nebraska, USA
 IIT Bombay, India	 University of Pretoria, South Africa
 Israel Innovation Authority	 Washington University in St. Louis, USA (several visits)
 JAMK University, Finland	 Western Australia Liberal Party
 University of Bucharest, Romania	



## TeachEx: Teaching Excellence in Israel

Over 400 faculty members from six Israeli institutions given professional development of the highest level.

Led by IDC Herzliya, this three-year Erasmus+ co-funded project ran from November 2015 to October 2018. TeachEx has provided IDC and a consortium of institutions tangible outcomes that will continue to positively affect the Israeli higher education system. More information is available at [www.teachex.eu](http://www.teachex.eu).

Through the creation of sustainable CTEs (Centers for Teaching Excellence), we have successfully developed and delivered training materials for professional development to over 400 faculty members in six Israeli institutions: IDC Herzliya, Gordon Academic College of Education, Oranim College of Education, Beit Berl College, Bezalel Academy of Arts and Design, and Ben-Gurion University. We have

produced benchmark tools for teaching excellence that allow for medium and long-term analysis. We have established a digital repository with open educational resources of easy access to all. Finally, we have disseminated our project in Israel and abroad at 80 different events. While the project is officially over, the continuation of TeachEx principles is guaranteed through the educators and the CTEs.

## Masaryk Distinguished Chair at IDC Herzliya

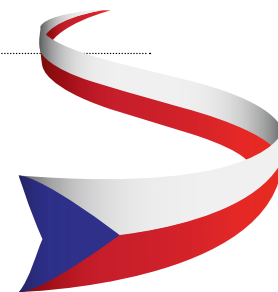
Scholars from the Czech Republic pursuing their research interests in Israel.



In 2011 the government of the Czech Republic endowed a chair at IDC Herzliya, co-managed by Masaryk University in Brno. This allows for scholars from the Czech Republic to spend time in Israel pursuing their research interests. Recent chair holder **Tomas Novotny** says he is grateful for

the chance he had to focus on his studies at IDC. "I had a unique opportunity in the fall of 2018, to spend more than two months in Israel. This extraordinary and fruitful time was enabled by the stipend from IDC Herzliya, which I received in order to expand my study of cults and new religious movements in Israel. My main interest is in the original Israeli movements, particularly those that developed from the Kabbalah and

Hassidut. I am very happy that I was kindly allowed to participate as an observer in some of the ulpan classes. It gave me some new inspiration for my own teaching. I am very grateful for this time, and I hope that my stay at IDC will denote the beginning of future cooperation between our universities."



## Project RECONNECT Aims to Build a New Narrative for the EU

Justice, solidarity, democracy, and the rule of law in order to be sustainable.

Recent unrest in the European Union, caused by the financial and economic crisis, increasing migration, and the threat posed by terrorism, has led to a crisis of legitimacy within the EU. In search of understanding and reconciliation between the EU citizens and its government, RECONNECT aims to build a new, citizen-centered narrative for the EU by focusing on four

key policy areas: economic and fiscal governance, counter-terrorism, trade, and migration. The project has received a large grant, funded by HORIZON 2020. Dr. **Amichai Magen**, head of IDC's Diplomacy & Conflict Studies M.A. program, has partnered with 17 other leading universities for the project, which will span four years. Building on the principle that the EU

needs to be more firmly rooted in justice, solidarity, democracy, and the rule of law in order to be sustainable, RECONNECT aims to create a collective vision that will guide the EU's future. For more information about the project visit <https://reconnect-europe.eu>.

## Alliance on Leading European Universities on the Economic and Social Sciences" (ALEUESS)

IDC Herzliya is one of twelve founding members of a new European consortium of leading social science universities, and the only partner not located in Europe.



Prof. Uriel Reichman and Dr. Eric Zimmerman (top row, 3rd and 4th from right), at the inaugural meeting in Mannheim.

Recognizing the mutual benefits to be gained through a cooperative multilateral network

attended the inaugural meeting in Mannheim, Germany in July 2018; Prof. Mintz attended

promoting scholarly activities and international understanding, twelve global partners have pledged to collaborate on research and learning. The third meeting of the consortium leaders will be held in Herzliya in September 2019, and will be co-hosted by Prof. **Uriel Reichman** and Prof. **Alex Mintz**. Prof. Reichman and Dr. **Eric Zimmerman**

the second meeting in Budapest, Hungary in February 2019. Prof. **Yoav Yair** recently attended the Working Group on Collaborative Teaching and Learning.

**ALEUESS Partners:** Central European University, Hungary; European University Institute, Italy; Interdisciplinary Center (IDC) Herzliya, Israel; London School of Economics and Political Science, UK; Sciences Po, France; Stockholm School of Economics, Sweden; Tilburg University, the Netherlands; Università Luigi Bocconi, Italy; University of Mannheim, Germany; Universitat Pompeu Fabra, Spain; Université de Toulouse I, France; and Vienna University of Economics and Business, Austria.



## New MBA Program in Artificial Intelligence and Big Data Analytics

Training the technological leaders of the new era.

Experts in artificial intelligence are a top resource in every industry, but most businesses agree that having data scientists on board is not enough to create valuable business innovation. It is becoming increasingly clear that strong leadership is a necessary ingredient for AI innovation success. IDC Herzliya's new MBA program in AI and Big Data Analytics answers the need to train the technological leaders of the new era – those who will be able to lead businesses using AI.

The program, which combines business studies with hands-on AI studies, is divided into three units: an innovation accelerator; advanced courses and; a practicum with big corporations, such as Intel, and with well-funded start-ups in a variety of fields. This combination gives graduates a strong foundation of both knowledge and experience in managing successful businesses using AI.

The innovation accelerator has already produced 10 innovative business applications. They were developed end-to-end by students, beginning with business motivation, through



*The first MBA in AI and Big Data Analytics cohort.*

ideation, data-exploration and analysis, and up to the application demo. Students were guided through courses, seminars, and team mentoring. Innovation challenges included providing solutions to housing questions, such as: "Should I renovate before putting my property on the market and if so, how?" Other areas of innovation include the use of apps for early detection

of breast cancer, prediction of flight delays, and even to receive personalized wine recommendations. All projects are based on big data and text analytics, and each is served by applications that automate the analytics and provide optimal suggestions to users.

## IDC Students Win Plastic Hackathon in Brussels

Finding solutions to the global plastic crisis.

A delegation of 20 B.A. and MBA students from the School of Sustainability and the Arison School of Business made IDC Herzliya proud, when it won the Plastic Hackathon in Brussels. The Hackathon was aimed at finding solutions to the global plastic crisis, and the winning IDC team impressed the judges with its biodegradable disposable plates made by combining the byproduct of the metabolism of fungi with organic waste.

The team, dubbed Mycollaneous, was led by **Shahar Smoliansky**, a third-year sustainability and economics student, who was joined by **Ada Abbes**, **Liat Lachman-Goren**, and **Khadidja Chaib**. They were accompanied by Prof. **Yoav Yair**, dean of the School of Sustainability, and **Michal Olmert Neustein**, executive director of the MBA Innovation and Entrepreneurship track at Arison.

First prize was a special "mentoring meeting" with leading experts in the field of sustainability, as well as an opportunity to present their idea to KBC Brussels Bank. Second place went to a team who developed a collaboration model with fishermen whose livelihoods have been greatly affected by plastic pollution - a joint project that uses manual labor and fishing equipment to plow

masses of plastic waste from the ocean. Third place went to a team who developed a "smart" garbage bin that uses advanced technologies to sort waste into different compartments.

The Hackathon gave IDC students the opportunity to meet, work, and engage with students from leading universities in Belgium and Luxembourg, as well as showcase the best of Israeli know-how.

"We are currently working on expanding these types of joint activities to other European and Asian countries. This is a win-win, a unique experience for our students and a positive contribution to Israel's image abroad," says Prof. **Dov Pekelman**, dean of the Business School.

The Hackathon, held at the Cronos Innovation Center, was supported by Israel's embassy in Belgium and Israeli Ambassador to Belgium **Simona Frankel**, who was proud to promote Israel's "Start-Up Nation" mentality in the context of solving global challenges.



**The Hackathon gave IDC students the opportunity to meet, work, and engage with students from leading universities in Belgium and Luxembourg.**





## International Criminal and Humanitarian Law Clinic Students Visit Rome

Every year, a student delegation takes part in an international clinic exchange program that brings together law students and clinic members from around the world.

Members of the Harry Radzyner Law School's International Criminal and Humanitarian Law Clinic had a chance to exchange ideas and knowledge with counterparts from other countries, when students from the clinic traveled to Rome. The ICHL Clinic gives students the skills to work with major international aid organizations and criminal courts at the highest level. This year's exchange included students from 15 countries. Some called it "the most enriching experience" they've had throughout their law degree.

The Rome event was hosted by Dr. **Giulio Bartolini**, director of the Roma Tre Clinic. The group visited the World Food Program headquarters, where they heard about the challenges providing food and humanitarian goods, the protection of medical aid workers, and access to the civilian population during armed conflict. Students also participated in lectures and debates by former judges from the International Criminal Tribunal for the former Yugoslavia, including Presiding Judge **Fausto Pocar**, and the International Criminal Court. They met with experts and legal advisors from the UN Peacekeeping Forces, the International Red Cross, the UN Office for the Coordination of Humanitarian Affairs, Amnesty International,



From left: IDC ICHL students visit the World Food Programme headquarters in Rome. From left: Ariel Saadon, Tibor Kochman, and Omer Mucznik.

the Italian Navy and Air Force, and NATO. The students also took part in simulations for providing legal advice in times of combat, relating to lawful targeting in asymmetric warfare.

Outcomes of these meetings were presented in a research project, in cooperation with the International Committee of the Red Cross's Law and Policy Department in Geneva, called IHL

in ACTION. The findings are now being used for the training of state and non-state personnel involved in conflicts around the globe. IDC Herzliya's ICHL Clinic, led by Adv. **Yael Vias Gvirsman**, will host the fifth round of the International Exchange Program during the upcoming academic year. The theme of the program will be: "Challenges to the implementation of international law in the Israeli context."

## IDF and Israeli Society Annual Conference Focuses on Fighting Terrorism, Israeli Principles, and Equality

Maintaining deterrence and superiority, so that the people of Israel can live their lives.



The Harry Radzyner Law School and the Israel National Defense College held their seventh annual IDF and Israeli Society conference in memory of Lt. Gen. **Amnon Lipkin-Shahak** z"l.



The Radzyner School's Prof. Maj. Gen. (res.) **Yishai Beer** opened the conference by stressing that "the State of Israel is not like other countries. Israel fights for its very existence and this takes the energy, skills, and sometimes lives of its best sons and daughters. There are those among us who believe that while fighting terror we must sacrifice our principles and values, but to me this is

wrong. A state that abandons its basic principles and acts in an unproportioned manner under terror attacks is in fact playing into the hands of the terrorists."



Chief of Staff Lt. Gen. **Gadi Eizenkot**, who ended his four-year term only a few weeks after the conference, presented recent developments in the Middle East.

Eizenkot noted that the IDF always strives to operate in a professional and ethical manner, separating terrorists from the civilian population, resolutely fighting terror cells, while making every effort possible to not harm civilians. "By the end of 2018, the national security of the State of Israel has greatly improved alongside the understanding that the situation is highly sensitive on all fronts,"

said Eizenkot. "The IDF's greatest challenge is to maintain deterrence and superiority, so the people of Israel can live their lives".



A session was also held on Israel's mandatory military service and the right to equality before the law. Prof. **Aharon Barak**, former president of the Supreme Court of

Israel, presented principles and difficulties underlying the right to equality before the law. "This right", said Barak, "is the most complex right of all rights, and perhaps the most important of them all. The main reason is that human beings are different. A democratic society aspires to develop diversity. The question is how we can maintain diversity while maintaining the principle of equality."

## Third Annual Atara Kaufman Conference on Science, Technology and the Law

Discussing the ethical implications of using forensics to solve crimes, with a specific focus on Israel.



From left: Prof. Dov Greenbaum, IDC; Prof. Erin Murphy, NYU School of Law; Dr. Chris Maguire, ForGenetica Consultants Ltd.; Dr. Itiel Dror, UCL; Dr. Yoav Sapir, Chief Public Defender of Israel and Adjunct Professor, TAU; Dr. Galia Schneebaum, IDC; Prof. Amnon Lehavi, IDC.

What are the ethical implications of using forensics to solve crimes? How does Israel compare to the developed world in their use? The Harry Radzyner Law School hosted its third annual Atara Kaufman Conference on Science, Technology and the Law in March 2019, to consider these and other questions. Like earlier events, this occasion aimed to bring together scientists, legal academics and practitioners, policymakers, and members of the public to learn about these issues and discuss their social implications.

Prof. **Ruth Feldman** opened the conference with a discussion of the nature of the scientific endeavor - an important consideration to appreciate when bringing together the distinct and diverse legal and scientific fields. On the scientific side, the conference presented and discussed a host of recent developments and cutting-edge forensic technologies. For example Dr. **Ilan Gronau** of the Efi Arazi School of Computer Science provided an overview of genetics in forensic technologies. Forensic consultant, Dr. **Chris Maguire**, discussed the growing use of familial DNA testing to find criminals not represented in DNA databases. Deputy District Attorney of Jerusalem **Erez Padan** explained how familial DNA led to a conviction 21 years after teenager Noa Eyal was murdered. **Matan Loren** (PwC) looked at the use of forensics to assess financial impropriety through digital data such as e-mails and other organizational data and documents. The data may be used to detect corruption such as bribery and money laundering. Dr. **Eyal Elish** (NRCN) focused on tracking illicit nuclear contaminants. HUJI's Dr. **Shai Carmi** and Prof. **Avi Domb** discussed researching ancestry and recreating phenotypic data, respectively, and Dr. **Haim Cohen** (Abu Kabir) talked about anthro-biological research-conducted on human skeletons.

The conference examined legal and ethical implications of relying on forensics. Supreme Court Justice **Neal Hendel** addressed the evolution of scientific evidence in Israeli jurisprudence, particularly its attempts to adopt some of the more established American evidentiary principles. Prof. **Barbara Pfeffer Billauer** (Porto) cast aspersions on the use of scientific evidence and stressed the importance of educating lawyers in forensics, in order to increase critical examination and allow proper cross-examination of forensic experts in court. Dr. **Amit Pundik** (TAU) discussed the use of statistical evidence to prove causation in criminal trials.

misuses of experts and scientific evidence are often due to unappreciated cognitive biases, such as, bias caused by the exposure of the forensic expert to the details of the suspected crime. According to Dr. Dror, a forensic expert that is exposed to the gravity of the suspected crime is more inclined to give an opinion supporting the police and the assumption that the suspect is indeed guilty.

Dr. **Chen Kugel**, director of the National Center of Forensic Medicine (Abu Kabir), noted the State's monopoly on forensic analytics. The fact that Israel has only one forensic science center



Roundtable discussion: Forensics Between Law, Science and the Media: Zadorov as a Test. From left: Dr. Liad Mudrik, Ari Pines, Adv. Avigdor Feldman, Adv. Guy Ben David, Adv. Itamar Gelbfish, State Attorney's Office, Criminal Department.

Adv. **Anat Meyassed-Cnaan**, head of the Forensic Project at the Israel Public Defense, highlighted the advantages of forensics to exonerate the falsely convicted. Prof. **Erin Murphy** (NYU Law) emphasized that even the gold standard of DNA fingerprinting is not immune to problems. Noting a blind reliance often put on DNA evidence, Prof. **Boaz Sangero** (Ramat Gan) observed that "if you put God on the witness stand, and his testimony was in conflict with the DNA evidence, people would ask why God is lying." Dr. **Itiel Dror** (UCL) explained how

has a detrimental effect on the justice system. Only recently has the creation of a second center been announced. The final session, chaired by Dr. **Liad Mudrik** (TAU) and open to the public, looked at the much-publicized Zadorov case, to focus on the use of forensic technologies in criminal law in Israel. The session provided a lay appreciation for forensic issues, with a focus on the appearance of the Zadorov case in the media and on the popular waves of protests in social media against Zadorov's conviction.





## Are Democracies in Crisis?

Are liberal democracies really in crisis? Is there an erosion of the democratic-constitutional order in Israel and the world over?

There are many who believe that constitutional democracies have been experiencing a crisis in recent years. Populist leaders, they say, are abusing constitutional mechanisms in order to erode the democratic order. This erosion is manifested in the weakening of basic conditions for democracy, such as competitive elections, fundamental rights, and the rule of law. While authoritarian leaders were, in the past, assumed to be hostile towards constitutionalism, which was perceived as limiting their power, now, populist regimes use constitutional law to advance their own goals.

During a conference held by the Harry Radzyner Law School and organized by Senior Lecturer Dr. **Yaniv Roznai**, Professors **Mark Graber**, **Gabor Halmai**, **Bertil Oder**, **Tomasz Tadeusz Koncewicz**, and **Tom Daly** presented a comparative perspective on global trends and events in the U.S., Turkey, Poland, and Hungary. Israeli academics also presented their perspectives on the Israeli case.

The challenge, noted the speakers, is that nowadays, democratic breakdowns occur not by an immediate change — a sudden suspension or

destruction of the constitution — but by elected governments using, abusing, and subverting the democratic institutions themselves. The changes are very often gradual, incremental, and subtle. However, when examined in the context of an ongoing process, such changes may prove to be part of the gradual process of democratic erosion, in which the whole is greater than the sum of its parts. Because leaders use subtle, legal means that ultimately dismantle the constitutional system, it is very difficult to spot democratic erosion.

## The Folkman Gladstone Legal Clinic for Start-Ups

Helping under-represented entrepreneurs advance their start-ups by providing free legal services.

The IDC Legal Clinic for Start-Ups began its fifth year welcoming a new clinic director - attorney Einat Katz, and two new partnerships: with Israeli law firm Meitar Liquornik Geva Leshem Tal and with Amos Katz & Co. Certified Public Accountant (C.P.A.).

These partnerships signify another vote of confidence in the clinic and, alongside the clinic' long term partnership with Pearl Cohen Zedek Latzer Baratz, Law Office, allow it to provide even more effective services to its clients.

The Clinic also welcomed the Folkman family as a naming sponsor. As of January 1st, 2019, the clinic officially changed its name to the "Folkman Gladstone Legal Clinic for Start-Ups".



Clinic students, assistants, and Clinic Director Einat Katz (second row, third from the left), at the offices of Pearl Cohen Zedek Latzer Baratz during the 2018-19 training.



Joey Folkman



Roger Gladstone

*The Clinic provides free legal services for entrepreneurs from underrepresented communities who are working on a technological start-up. These communities include Israeli-Arabs, Ultra-Orthodox Jews, new immigrants, residents of peripheral areas, and other minorities. The services are provided by top tier law students, supervised by the clinic director and partnering law firms. Each academic year, the students undergo extensive training and receive a wide range of professional and practical lectures from leading lawyers in various fields, including, the basics of contract drafting, corporate structure and incorporation, intellectual property rights, labor law, tax law, terms of use & privacy policy and more.*

## Harry Radzyner Law School Alumnae Reaching High IDC Grads Researching Pioneering Legal Issues.

While it often feels like the glass ceiling has been broken in the legal field, most female attorneys in Israel still do not go as far professionally as their male counterparts. And although women make up about 50 percent of the student body in law schools, only about 20 percent are members of Israeli law faculties. Four trailblazing women alumnae of IDC Herzliya's Harry Radzyner Law School are doing their part to change those statistics, as they work toward becoming leaders in relatively new fields of law: artificial intelligence, intellectual property, and genetic engineering.



Adv. **Anat Lior** has long been interested in the intersection between AI and how technology affects law. That's now the focus of her thesis research at Yale Law School, where she is a doctoral student.

Lior's J.S.D. dissertation proposal, "Rage against the Machine [Learning Algorithm] - Artificial Intelligence Liability and the Need for Legal Fictions," examines the possible legal implications of damage caused by the use of AI devices and robots. As part of her research, she is investigating the appropriate regulations, should an AI-based algorithm result in injury to humans or in property damage.

**"While the thought of rapid technological advancements and involvement in daily life can be frightening, the possibilities it opens up can also be very exciting."** - Anat Lior

Lior was accepted to the doctoral program after completing her master's degree at Yale. This, after graduating in 2014 from the Law and Business program at the Harry Radzyner Law School and the Arison School of Business, and receiving her LL.M. in 2016 from the Harry Radzyner Law School. Her LL.M. thesis explored the line between cyberbullying and freedom of speech.

While the thought of rapid technological advancements and involvement in daily life can be frightening, the possibilities it opens up can also be very exciting, notes Lior. "AI can make our lives better, but it comes at a price, such as the loss of privacy. It is a trade-off. Many questions still remain about how automation will affect us. But because it is so unpredictable, and

because of the concern about making decisions without the proper knowledge, there is an innate need for regulation."



Adv. **Sheli Simana** was accepted to the doctoral program at Harvard Law School after completing her master's degree there. Her dissertation proposal examines the fascinating subject of the CRISPR revolution. CRISPR technology allows for editing of the human genome relatively cheaply and quickly. Simana's doctoral thesis will focus on the legal implications of genetic engineering on human society, and the future of the family unit.

Simana, a 2013 graduate of IDC's Lauder School of Government, Diplomacy & Strategy and the Harry Radzyner Law School, initially began her professional career in the area of immigration and constitutional law. Her work included legal issues affecting the pharmaceutical industry, which sparked her interest in law and bioethics.

**"AI can make our lives better, but it comes at a price, such as the loss of privacy. It is a trade-off."**

— Anat Lior, 2014 Law and Business graduate

While on the one hand technological advances allow medicine to cure people who are suffering, Simana observes, the downside is that people fear it being used to create "super babies" of their choice. "In general I am in favor of technology because it can do a lot of good, but I am also aware of the concerns, and of our role in designing a regulatory framework. There are a lot of challenges, and it is a very hard task," she adds. "We are still not sure of all of the ramifications. In general, however, there is a consensus in the world that we should not use CRISPR technology on the germline — that is on the sperm, egg, or embryo."

Simana's research looks at the issue on both the societal level, as well as the individual level, to examine whether parents should have the authority to "design" their baby, and the potential future legal ramifications of such an action.

"There are no laws yet so it is hard to control at the moment. Legal theorists are calling for a collaborative effort. We want to understand

the applications and hopefully, we will be able to create appropriate regulations," says Simana.

IDC students in the Zvi Meitar Emerging Technologies Program may find themselves looking into these and similar issues. The program offers the opportunity to examine the legal, ethical, and social challenges of new technologies. The program's main goal is to empower undergraduate students to contribute to the discourse on these newly developing issues, and to prepare them to be influencers in the academic and public policy spheres.



Another IDC alum continuing her education in the U.S. is Adv. **Amit Elazari Bar-On**, who graduated from the doctoral program at the University of California, Berkeley. Elazari

Bar-On's dissertation examined intellectual property laws and standard form-contracts. Prior to her Ph.D. studies, she graduated cum laude with an LL.B. and LL.M., before going on to work at one of Israel's leading law firms, Gross, Kleinhendler, Hodak, Halevy, Greenberg & Co.

**"In general I am in favor of technology because it can do a lot of good, but I am also aware of the concerns, and of our role in designing a regulatory framework."** — Sheli Simana, 2013 Lauder School graduate



IDC alumna, Adv. **Sarit Abadian**, was appointed a Court Registrar at the Israeli Supreme Court in July 2018. Abadian is a graduate of the Law and Government program at IDC.

Prior to her appointment, she served as a legal assistant to Supreme Court Justice **Dafna Barak-Erez**, formerly a lecturer at the Radzyner School.





Dean  
Dr. Taly Eichenwald-Dvir

## Australian Students Learn from Israeli Start-Ups

Bringing the Israeli entrepreneurial spirit and start-up ecosystem to the world.



The delegation from the University of New South Wales, Sydney, Australia with the team from the International Department of Executive and Continuing Education.

IDC Herzliya's International Department of Executive and Continuing Education, among its other activities, cooperates with academic partners across the globe, as well as with local start-ups, to expose students to the many facets of entrepreneurship.

These short-term programs (usually lasting several weeks) combine cutting-edge academic content and mentorship with hands-on practical work, plus encounters with Israeli start-ups. The emphasis is on the challenges start-ups currently face, and the different work processes required to deal with those challenges.

In early 2019, 22 students from the University of New South Wales in Sydney, Australia came to Israel on a four-week program, to work in teams with five Israeli start-ups. The program

was developed in cooperation with the Adelson School of Entrepreneurship, under the guidance of Dr. **Yossi Maaravi**, vice dean of the school.

Among the start-ups with which the students worked was Pick a Pier, established through IDCBeyond, a year-long program for IDC graduates. Pick a Pier provides a platform to create smart, efficient marinas that enable boaters to book docking spaces quickly, simply, and easily, while also saving money. The idea for the company, says CEO and founder **Idan Cohen**, came to him during his studies at IDC, which exposed him to the exciting and dynamic world of entrepreneurship.

The Australian students, who found the experience truly eye-opening, managed to help Pick a Pier with essential market research. "One of the

marinas in Europe expressed interest in our initiative, and we recruited the students to perform an in-depth study of the docking approval system in marinas across Europe," explained Cohen. "The analysis they produced led to an agreement to conduct a pilot program in England, France, and in the Canary Islands, with one of the largest marina companies in Europe.

The International Department of Executive and Continuing Education strives to include IDC alumni and students in all of its programs and delegations. The overall objective is to bring the Israeli entrepreneurial spirit and start-up ecosystem to the outside world, while presenting alumni with a pool of investors and interns - a true win-win.



*IDC's Executive and Continuing Education initiates, develops and organizes interdisciplinary, international and interpersonal training programs that provide a real and unique response to the needs of organizations, executives and senior professionals. The international programs introduce senior managers to the best-kept secrets of Israel innovation and entrepreneurship in various fields, and rely on leading faculty members of our ten prominent schools. Each program is tailored to the needs of each delegation.*



## New Project Sheds Light on Cyber-Terrorism

The International Cyber-Terrorism Regulation Project is being carried out with funding from the Global Internet Forum for Counter-Terrorism through a global research network led by the Royal United Services Institute, based in London.

GIFCT is an industry-led initiative comprising Facebook, Google, Microsoft and Twitter, and will publish a series of papers that aims to provide recommendations around the prevention of terrorist exploitation of technology to policymakers, technology companies, and other stakeholders.

**Terrorists are increasingly leveraging their use of the Internet across ten major categories of hostile activity: propaganda, psychological operations, incitement, recruitment, radicalization, financing, information sharing (including training), intelligence, communications, and cyberterrorism.**

Terrorists are increasingly leveraging their use of the Internet across ten major categories of hostile activity: propaganda, psychological operations, incitement, recruitment, radicalization, financing, information sharing (including training), intelligence, communications, and cyberterrorism. At the same time, governments, international organizations, and private companies that provide social media platforms have been developing measures to fight such hostile uses of cyberspace in general, and the Internet in particular, through the use of an increasingly diverse regulatory toolbox.

Such regulatory measures encompass the traditional modes of national laws, strategies, and policies. They also include international treaties and protocols; the resolutions, decisions and public declarations made by international organizations; and capacity-building initiatives for bolstering the enforcement of counter-terrorism at the national and

The project identifies and analyzes regulatory models - laws, strategies, policies, and enforcement measures - for countering terrorists' use of the Internet (including cyber-enabled acts of terrorism) through two initial products: a website that is both easily accessible and provides an in-depth presentation of the models studied; and a policy paper highlighting a set of recommendations for leveraging the lessons learned from these models, being prepared for publication in mid-2019.

One of the key aims of the ICTRP is to eventually facilitate information exchange and cooperation among regulators who are dealing with this challenge in selected national and international jurisdictions; and among social media platforms that have initiated self-regulation with respect to hostile and illegal content. ICTRP's intended readership includes policymakers, lawmakers, researchers, and students in the field of counter-terrorism.

**The project identifies and analyses regulatory models - laws, strategies, policies, and enforcement measures - for countering terrorists' use of the Internet.**

global levels. Although there are currently no overarching international treaties governing counter-terrorism efforts regarding terrorist use

### Terrorist use of the Internet



of the Internet, several multilateral agreements and arrangements currently provide a normative basis for addressing some aspects thereof.

The regulatory toolbox for addressing terrorists' use of the Internet increasingly leverages the policies initiated by social media platforms and applied by them to monitor and remove terrorist content. This latter category constitutes a type of self-regulation that raises interesting and important issues of corporate autonomy and oversight, especially in democratic, rule of law countries. The ICTRP aims to identify and present a comparative analysis of these regulatory models and some of the dilemmas they raise.





## Institute for Policy and Strategy

Director, Maj. Gen. (res.) Amos Gilead

## Dealing with the Russian Challenge in the Middle East: A Joint Project with the Kennan Institute

Interests and processes driving Russia's foreign policy in our region.

The Institute for Policy and Strategy, together with the Kennan Institute in Washington, D.C., have completed a joint research project examining the return of Russia to the Middle East, and its entrenchment in the region, particularly in Syria. The project included several rounds of meetings in Herzliya and Washington involving Israeli and

American experts. Its findings were presented in several symposia held at IDC Herzliya and in Washington, D.C. over the past year. Researchers studied the interests and processes driving Russia's foreign policy in our region, with a focus on the challenges Russia poses, in this context, to the U.S. and Israel. They presented a series of recommendations for the two countries – vis-à-vis each other, and for the U.S. and Israel together, vis-à-vis Russia.

The Kennan Institute, a division of the Woodrow Wilson International Research Center, is committed to the study of Russia, Ukraine, and other states in the region. Located in Washington, D.C., the Institute makes the results of its activities known through a variety of publications, and is considered a center of knowledge on these topics.



From left: Moav Vardi (moderator), chief international affairs correspondent, Kan - Israel Public Broadcasting Corporation; MK Ksenia Svetlova, member of the Knesset Foreign Affairs Committee; Amb. Dr. Dore Gold, president of the Jerusalem Center for Public Affairs, former director general, Israel Ministry of Foreign Affairs, former ambassador of Israel to the UN; Amb. Daniel B. Shapiro, former U.S. ambassador to Israel, former National Security Council senior director, distinguished visiting fellow of the Institute for National Security Studies (INSS), principal, WESTEXEC Advisors; Amb. Prof. Itamar Rabinovich, president of the Israel Institute, Washington D.C., former ambassador of Israel to the U.S.; Michael Kimmage, Kennan Institute, Woodrow Wilson Center Washington, D.C.

### Spotlight: Israel & the Middle East

Topical issues from an Israeli perspective.

IDC Herzliya's Institute for Policy and Strategy has launched the publication of "Spotlight: Israel & the Middle East" – a new weekly online brief on topical strategic issues, from an Israeli perspective. The brief analyzes the impact of the region on Israel by monitoring developments in the Palestinian arena and the Middle East as a whole

– from the Persian Gulf to Morocco, as well as in the international arena. It focuses on trends, processes, and recommendations. All the articles are concise, in an effort to attract more readers in this era of information overexposure. The brief is authored by Col. (res.) **Udi Evental**, a senior research fellow at the IPS.

## Third Annual Conference on Israel's China Policy

Hosted by IDC Herzliya's Institute for Policy and Strategy, the Sino-Israel Global Network & Academic Leadership (SIGNAL), and the Israel Council on Foreign Relations, the goal of the conference is to contribute to Israeli thinking on the future of Israel's relationship with China.

The strategic issues that shape relations between Israel and China were in focus at the third Annual Conference on Israel's China Policy. Hosted by IDC Herzliya's Institute for Policy and Strategy, the Sino-Israel Global Network & Academic Leadership (SIGNAL), and the Israel Council on Foreign Relations, the goal of the conference is to contribute to Israeli thinking on the future of Israel's relationship with China.

The 2018 conference, held in November, examined the emerging directions of China's strategies and policies on the world stage, a year after President Xi Jinping's landmark speech to the 19th National Congress of the Communist Party of China. Senior experts, practitioners, and

diplomats from Israel, China, and around the world compared Chinese and international perspectives regarding China's global power ambitions, strategy, and policies. One of the main focal points of the discussions was the growing tension and rivalry between the U.S. and China, and how this state of affairs affects Israel. Maj. Gen. (res.) **Amos Gilead**, IPS executive director, pointed out that preserving and enhancing China-Israel relations requires Israel to be mindful of America's interest, while managing a sincere and open dialogue with China.

H.E. **Zhan Yongxin**, China's ambassador to Israel, opened the conference. Other participants included **Dan Meridor**, former deputy

prime minister of Israel, **Efraim Halevy**, former chief of the Mossad, **Amb. Zha Peixin**, former Chinese ambassador to UK and a member of the Chinese Foreign Ministry's Foreign Policy Advisory Committee, and **Carice Witte**, founder and executive director of SIGNAL.



From left: Dr. Yoram Evron, Department of Asian Studies, University of Haifa; Tommy Steiner, senior research fellow, Institute for Policy and Strategy, IDC Herzliya; Andrew Small, senior transatlantic fellow, German Marshall Fund of the U.S.; Dr. Ruan Zongze, executive vice president, China Institute of International Studies of the Ministry of Foreign Affairs; Maj. Gen. (res.) Amos Gilead, executive director, Institute for Policy and Strategy, chairman of the Annual Herzliya Conference Series, IDC Herzliya; Carice Witte, founder & executive director, Sino-Israel Global Network & Academic Leadership; Dr. Laurence Weinbaum, director, Israel Council on Foreign Relations; Prof. Kerry Brown, director, Lau China Institute, King's College London.





## A Desalination Plant Visit Teaches Students a Lesson in History, Economics, and Policy

Guaranteeing enough clean water has been one of Israel's greatest challenges and achievements.

IDC Herzliya students from the Economic Policy seminar and the Tiomkin School of Economics honors program got the chance to see Israeli economic policy in action, and to learn how it affects their daily lives, when they visited the Sorek desalination plant.

The students met with **Ronen Hadash**, CEO of the Sorek plant, who explained the desalination process in detail, both from a technological viewpoint, as well as an economic and policy viewpoint. Students learned about the history of the Israeli government's decisions regarding desalination, as a result of which 80% of the drinking water that we consume today is desalinated. They also learned that the corporate structure of the Sorek plant is a successful coordination of the private and public sector, and that it is a microcosm of Israeli society; about 50 workers from all types of religious backgrounds work there.

After the presentation, students donned helmets and went to see the pipes and pumps, before getting a taste of the water. The tour was led by Dr. **Yael Hadass**, academic head of the double major in Business Administration and Economics at the Rapahel Recanati International School, and



Desalinated water pumps at the Sorek desalination plant.

Dr. **Tali Regev**, head of the Tiomkin School of Economics honors program. Student participants were Israelis in the Tiomkin honors program and RRIS students working toward

the B.A.s in Business Administration and Economics. The program often includes site visits, so that students can better understand economics beyond the classroom.

While the entire day was fascinating and educational, many students said the most interesting revelation was learning that one of the biggest Zionist challenges – providing enough water so that the land and its people can flourish – is now one of Israel's international advantages, water technology.



**Aaron Institute for Economic Policy**  
Named for: **Aaron Dovrat z"l (1931-2008)**  
Head, Prof. Zvi Eckstein

IDC  
HERZLIYA  
Aaron Institute  
for Economic Policy  
In the name of Aaron Dovrat z"l

## Government Turns to Aaron Institute for Policy Recommendations on Employment, Economy

Providing access to rich data on key areas of Israeli society.

Prof. **Zvi Eckstein**, Tiomkin dean and head of its Aaron Institute for Economic Policy has been appointed to lead two key committees, while the Institute will be making recommendations to the government regarding the Arab sector.

Eckstein will head the newly formed Committee to Promote Employment until 2030, established by MK **Haim Katz**, Minister of Labor and Welfare. The committee will recommend long-term employment targets for the Israeli economy and far-reaching reform aimed at increasing labor productivity and reducing poverty. Committee members include Prof. **Avi Simhon**, head of the National Economic Council, and **Dita Bronicki**, founder of Ormat Technologies.

Eckstein has also been appointed to co-chair the Committee to Advance the Commerce and Services Sector, because of the Institute's work on labor productivity. The committee was created by MK **Eli Cohen**, minister of Economy and Industry, and will be co-chaired by **Michal Fink**, the ministry's assistant director for strategy. The committee will work with the Aaron Institute to analyze factors behind low labor productivity in the commerce and services sectors, and will make detailed policy recommendations.

Meantime, the Institute is working with an advisory committee headed by former Supreme Court Justice **Salim Jubran** to formulate recommendations for the economic integration of

the Arab sector within the Israeli economy. The recommendations follow a joint study with the Finance Ministry's Chief Economist Department that highlights the main barriers to Arab access to higher education in Israel. The results and recommendations are being presented at roundtables in Arab towns in Israel, attended by representatives of the government, the Arab sector, and academia. Another joint study is looking at whether the *Yholot* NGO's success in reducing dropout rates and raising the rate of eligibility for matriculation in Druse high schools can be repeated in the Arab education system. The Aaron Institute has established an online portal that provides access to rich data on the Israeli economy, relative to other countries.

## Tiomkin School Shines a Spotlight on Economic Leadership in the New Era



*Fintech in Israel, Trends and Opportunities Annual Forum in Financial Economics.*

While innovation and creativity are often considered the backbone of high-tech and fintech (financial technology), an understanding of the numbers plays a crucial role in the success of these types of companies. That was the message to financial economics students at a panel convened in December 2018 by the Tiomkin School of Economics. “How do Economists Integrate in High Tech?” focused on the importance of economics, econometrics, and using packages for large data sets in these fields.

Panelists included Prof. **Daniel Tsiddon**, founder and general partner at Viola FinTech; **Yifat Oron**, CEO of Leumi Tech; Prof. **Yair Tauman**, dean of IDC Herzliya’s Adelson School of Entrepreneurship; and **Sagi Dagan**, vice president of the Innovation Authority and head of its Growth Division.

The Financial Economics M.A. program is a partnership between the Tiomkin School and the Arison School of Business. Established in 2014 and headed by Prof. **Zvi Eckstein** and Prof. **Yaniv Grinstein**, the program delves into macroeconomics, finance, data, and analysis; its graduates often go on to get senior jobs in the financial industry.



*Tiomkin School alumna Nirit Eibi, senior advisor to the director general, Ministry of Finance.*

In January 2019, the program hosted the Annual Forum in Financial Economics on “Fintech in Israel, Trends and Opportunities.” **Tomer Michaely**, general partner at Viola FinTech, said that 2018 was a record year in fintech investments in Israel, with about 235 deals and more than \$1 billion in investments. He added that global financial institutions such as Citi, RBS, BNP Paribas, Mastercard, and others are becoming more interested in the Israeli fintech industry. The forum focused on job opportunities in areas such as finreg – technological solutions to adapt to changes in financial regulations – and global

payment systems. Panelists stressed the importance of acquiring computer programming skills before entering the fintech arena. Participants in the forum included **Yuval Tal**, founder and president of Payoneer, **Ornit Shinaar**, director and venture investing lead of Citi Venture, and **Odelia Torteman**, fintech sector manager at Deloitte.

### Bringing Top Talent from Around the World to Israel

Every summer, the Tiomkin School brings together researchers from Israel, the U.S., and Europe for a two-day workshop where invitees present their work, allowing for interaction and an exchange of ideas. This year the workshop will host, among other senior economists, two Nobel Memorial Prize in Economic Sciences laureates: Prof. **Lars P. Hansen** from the University of Chicago and Prof. **Christopher A. Sims** of Princeton University.





## From Beijing to Herzliya: A Long-Distance Lesson in Pollution

Conveying the reality of Beijing's extremely high air pollution levels.

Prof. **Yoav Yair**, dean of IDC Herzliya's School of Sustainability, began this past academic year with a challenge.

Yair was scheduled to present the opening lecture of his school's Air, Water and Soil Pollution course on the same day that he was scheduled to be in Beijing, to represent IDC at the McDonnell Academy Symposium. Not willing to miss either event, Prof. Yair found a high-tech solution that even allowed him to use his physical location to teach his second-year IDC students about their course subject: He gave his lecture about pollution over Skype.

Yair sent a presentation to teaching assistant **Roni Londner**, which she projected for the full lecture hall. They used Skype's voice application

to broadcast the lecture. And Yair answered questions that students sent to him via SMS or WhatsApp. As he was in China, Yair wanted to convey the reality of Beijing's extremely high air pollution levels to his students; he did so by sending pictures he took that very morning of the polluted streets of Beijing. "This was a great example of how modern technology can bridge the distance, and allow IDC professors to teach from anywhere on the planet," said Prof. Yair. "I just wish I could have done this from the Forbidden City itself."

Seeking a technological solution was a no-brainer for Yair, who previously headed the Learning Technologies unit at the Open University of Israel.



*Prof. Yoav Yair, dean of IDC's School of Sustainability, broadcasting a lecture on air, water, and soil pollution via Skype from Beijing.*

## Smart and Sustainable City Index Inauguration

Ranking cities encourages improvement in local services and promotes the well-being of citizens.

The School of Sustainability has designed and developed a new, dynamic, and innovative index to assess Israeli cities' overall performances. The Smart and Sustainable City Index (SSCI) measures performance in relation to the 17 UN Sustainable Development Goals, which are grouped into four main pillars: Strategy, Resilience and Sustainability; Governance and Planning; Infrastructure, Construction and Environment; and Innovation, Education and Economy.

**The SSCI evaluated the performance of 21 major cities in Israel, taking 41 different criteria into consideration.**

In 2018, the SSCI evaluated the performance of 21 major cities in Israel, taking 41 different criteria into consideration. The ranking, assessment, and results will be used as a learning tool for decision-makers, city planners, businesses, and civil society actors that are active in Israeli cities, with an eye on making the cities more sustainable, smarter, and resilient.

Results were presented at IDC in November 2018, to an excited crowd of city officials, high-tech entrepreneurs, students, and faculty. The results were divided into five levels of performance, strategy, and quality: A+ (numerical score above 95); A (between 85 and 94); B+ (between 75 and 84); B (between 65 and 74); C (below 64).

Tel Aviv was the only city to receive an A+. The following cities received an A, and were ranked as leading cities: Jerusalem and Eilat (2nd place with the same numerical score), Ashdod and Raanana (3rd place with the same score), Be'er Sheva and Netanya (4th place with the same score). These cities are all considered smart and active, and they show a high level of involvement of a large number of municipal departments.

Herzliya, Kfar Saba, Haifa, and Hod Hasharon were ranked as advanced cities; they all received a B+, and took 5th through 8th places. Petach Tikva and Ramat Hasharon placed 9th and 10th, with a score of B. These cities showed significant progress in one core area, but lacked multidisciplinary and synergetic thinking that leads to

strategic actions. Such actions would hike up their scores, and could put them on par with the aforementioned leading cities.

Cities that were ranked as "starting," with a score of C, were: Lod, Ramat Gan, Shoham, Hadera, Rehovot, and Ma'alot-Tarshiha (places 11-16, respectively). Despite their relatively low ranking, these municipalities and local authorities have already begun to deal with issues relevant to the index, and could improve their scores with hard work and determination.

*You can see the full results (in Hebrew) on the smart cities index website: [smartcities.co.il](http://smartcities.co.il).*



*The inauguration of the 2018 SSCI at IDC. From left: Prof. Yoav Yair, dean, School of Sustainability; Eitan Atia, Forum 15 chair; Moshe Fadlon, Herzliya mayor; and Amir Kochavi (MA Government, 2013), Hod Hasharon mayor.*

## Energy Poverty in Israel Conference

Ensuring everyone has access to clean, sustainable energy.

The School of Sustainability's first-ever academic conference on "energy poverty" in Israel took place in December 2018. Energy poverty is defined as lack of access to sufficient clean energy to meet basic human needs. More than one billion people across the globe are not connected to an electricity grid at all, while many more experience intermittent connections.

Providing sustainable energy to everyone in the world is one of the UN Sustainable Development Goals. This includes the energy poor in Israel, as well as other developed countries. These are

people who cannot afford to pay their electricity bills, and are disconnected from the electricity supply as a result. In Israel, tens of thousands of households are disconnected every year. While the EU and other developed countries have dedicated policies and goals to reduce the number of energy poor, Israel is lagging behind, with no clear definition or goal.

Conference participants included Knesset Member **Yael Cohen Paran**, experts from academia, government agencies, local government, civil rights NGOs, the Electricity Authority,

and the Israel Electric Corporation. The aim was to build a constructive public discourse about the issue, including a proper plan and potential solutions. There was discussion about the unique characteristics of energy poverty in Israel, including in Bedouin villages and among other low-income and chronically-poor segments of society. There was a special focus on the legal and moral aspects of existing Israeli policies regarding grid connection, and the group discussed more holistic strategies and approaches for tackling the problem of energy poverty at its roots.

ACADEMICS  
IN ACTION



Named for: Efi Arazi z"l (1937-2013)



Dean  
Prof. Tami Tamir

## Efi Arazi School of Computer Science Professor Awarded Prestigious Research Grant



IDC Herzliya congratulates Prof. **Gil Kalai**, senior lecturer and researcher at the Efi Arazi School of Computer Science, for winning the prestigious European Research Council (ERC) Advanced Grant which is part of Horizon 2020 — the biggest R&D initiative of the EU.

Prof. Kalai's research deals with the development of different methods such as noise sensitivity and stability in mathematical and stochastic systems and models, and discovering uses and connections in the doctrines of probability, combinatorics and computer science. The purpose of this research will be to develop Kalai's thesis that quantum computers are destined for failure

because of their noise sensitivity, while analyzing the mathematical, physical, and arithmetical implications.

With a budget of over 80 million Euros, and a selective application process, only the most exceptional and pioneering researchers have a chance of participating in the ERC. The program is divided into three different tracks, according to the level of the researcher's seniority. This year the Advanced Grant track had tough competition: Among the 2,500 applicants, 222 were chosen to receive funding, 10 of whom came from leading institutions in Israel. To date, IDC researchers have won the ERC several times within the Starting Grant track.





**The Media Innovation Lab (IDC milab)**  
Directors, Dr. Oren Zuckerman  
General Manager, Noa Morag



## IDC's Media Innovation Lab Wins Best Paper Award at Robot and Human Communication Conference in China

RRIS Communications graduate Lucy Anderson-Bashan presented the winning project, "The Greeting Machine," on behalf of the IDC milab team.



*The Greeting Machine is an abstract robot developed at the Media Innovation Lab at IDC. The robot's purpose is to determine whether a meaningful first encounter can be created with a nonhumanoid robotic object, and to understand the nuances of gesture design.*

When we think about robots, most of us probably have in mind sophisticated, complex machines that are designed to do several things at one time, more efficiently than humans. But is there value in designing a robot that only has one simple task – to greet people with a gesture? A team at IDC Herzliya's Sammy Ofer School of Communications thinks so, and other experts agree.

The Greeting Machine is an abstract robot developed at the Media Innovation Lab at IDC. The robot's purpose is to determine whether a meaningful first encounter can be created with a non-humanoid robotic object, and to understand the nuances of gesture design. The machine has succeeded in proving how effective even the simplest robots can be at interacting with humans in a useful way.

**"Even an abstract-looking robot with minimal movement can evoke a social interaction experience."**

- Dr. Oren Zuckerman, IDC milab founder and co-director.

"Our research showed, for the first time, that even an abstract-looking robot with minimal movement can evoke a social interaction experience," explains Dr. **Oren Zuckerman**, IDC milab's founder and director. "This finding is unique to our lab, and we plan to build on it in upcoming studies in social robot design."

The research on the Greeting Machine received the prestigious Best Paper Award at the 2018 International Conference on Robot and Human Interactive Communication (RO-MAN), held in Nanjing, China. The theme of the conference

was "Social Intelligence in Interactive Robots," and it examined the impact of friendly, open, and useful robots in practical and real-life applications.

RRIS Communications graduate **Lucy Anderson-Bashan**, who worked as a student researcher at IDC milab and is now a UX researcher at Google, presented the paper on the Greeting Machine.

"This abstract robotic object is designed to convey the social interaction of greeting using only a minimalistic movement. The design includes a small ball rolling on a larger dome, with a mechanism that supports a variety of subtle movements. The robot bears no resemblance to humans, animals, household objects, or most familiar robots," said Anderson-Bashan.

“We wanted to test whether a minimal movement can be meaningful,” she explained. “In order to figure out how to animate the Greeting Machine’s gestures, we met with movement experts, including choreographers, puppeteers, animators, and dancers, and asked them to brainstorm on human movement and social interpretation.”

The Greeting Machine was designed and built by a multidisciplinary team that included computer scientists, psychologists, designers, and engineers. It also included a student team comprised of Anderson-Bashan, **Benny Megidish**, and **Daniel Kuvent**, as well as faculty members Zuckerman, Dr. **Hadas Erel**, **Iddo Wald**, **Andrey Grishko**, and international collaborator Dr. **Guy Hoffmann** (Cornell University).

cues in an opening encounter. Even if brief or minimal, whether that encounter is positive or negative can influence both the interactions that follow and the general mood.

Some robots are already used for brief opening encounters, most often for promotions in retail shops. Most of these robots, however, are humanoids, designed to mimic human appearance and behavior. Building them is generally complex and expensive. The ability to create social interactions through minimal gestures in an abstract object could lead to a variety of simpler, cheaper, and more reliable social objects, and could enable already existing objects to engage in social interactions through movement.

To attain an abstract design with no clear immediate association, the Greeting Machine was

**“We hoped that our research would show that social objects like the Greeting Machine may improve well-being, by adding short, positive social encounters to everyday life.”**

- Dr. Hadas Erel

IDC milab, a research and prototyping lab that explores the future of media, technology, and human-computer interaction, is a unique collaboration between IDC’s Sammy Ofer School of Communications and Efi Arazi School of Computer Science. It works closely with strategic industry sponsors such as Microsoft, Google, and General Motors, and collaborates with leading international research centers in



*Lucy Anderson-Bashan presents the team’s research at the 2018 International Conference on Robot and Human Interactive Communication in Nanjing, China.*

Experiments with the Greeting Machine showed that it not only creates an experience perceived as an opening encounter – an integral element of everyday social interaction that is essential for forming and maintaining social relationships between people – but through the gesture design, it can also evoke positive and negative experiences. This suggests that an abstract, simple object with very limited motion can create a social interaction experience.

“Greeting is such an important social feature,” says Erel. “We hoped that our research would show that social objects like the Greeting Machine may improve well-being, by adding short, positive social encounters to everyday life.”

The winning paper describes the importance of the first impression received through non-verbal

designed as two white geometrical objects - a ball moving on the surface of a bigger sphere. A mechanism using a robotic arm hidden inside the sphere holds a magnet that moves the ball over the dome without revealing the mechanism, making it appear neither human nor mechanical.

In a study conducted in the lab, participants walking into a room were presented with different gestures from the robot and were questioned about their experiences. The participants gave social meaning to the different gestures, differentiating mainly between “approach” and “avoid” gestures, and identified them as being either positive or negative. “We are trying to define the ‘body language’ of robotic objects, and to create guidelines that will hopefully empower robot designers when working on social gestures,” says Wald.



*Lucy Anderson-Bashan, 2017 Communications graduate, joined the Media Innovation Laboratory as a research assistant in 2015. Today she works as a UX researcher at Google.*

the Human Centered Computing and Media Technologies domains. The lab carries out several joint projects with leading research laboratories in the world, among them the Media Lab at the Massachusetts Institute of Technology. ★





The Media Innovation Lab (IDC milab)  
Directors, Dr. Oren Zuckerman  
General Manager, Noa Morag



## Empowering the Next Generation of Inventors in Israel

Maketec project expands to six centers across Israel with another 12 in progress.



Maker Alon, who is now a robotic programmer, participated in "First," Israel's robotic contest, thanks to Maketec.

The Sammy Ofer School of Communications is giving local flavor to an international phenomenon. The so-called Maker Movement empowers inventors, designers, and creators to use technology and physical tools for their crafts. And the Communications School's Sara Fine Maketec network is doing the same for Israeli children: empowering them to create projects that blend both physical and digital crafts, such as coding, 3D printing, electronic prototyping kits, and paper circuits.

The Maketec project was founded in 2015 with the generous support of the **Sara Fine Family Foundation**. It began with a single Maketec "branch" near the Tel Aviv Museum of Art, which tested various educational methodologies and prototyping technologies. Since then, thousands of children aged 8 through 12 have experienced "learning by doing" through the project.

In 2018, Maketec expanded to become a network that includes six Maketec centers and 12

### The Maketec project was founded in 2015 with the generous support of the Sara Fine Family Foundation.

centers-in-progress, in libraries, community centers, and schools. Maketec community members can access the Maketec website to sign up for training programs, and can use online resources to start their own local Maketec branch, which would be based on specific Maketec pedagogical principles.

**Alon**, an 11-year-old from Ganei Tikva, is a member of this growing community of innovators, and a frequent visitor to his local Maketec branch. "Before Maketec, I told everyone I love sports and math. Now, I know that tech is also fun! I love to code in Scratch and to see my code transformed into actions. At Maketec, I created a 3D-printed ball and added LEDs using copper tape. And now I can invent a new game with it, like soccer in the dark!"

**Zohar**, a Maketec manager and teacher at the Igal Alon school in Givatayim explains, "Maketec is different than a regular class; children come because they want to. One of the best things that happens in Maketec is that children learn in a collaborative environment with the help of mentors. Another plus is that they develop social skills by working together to create new ideas. The friendships between the kids continues not just in class, but also beyond school."

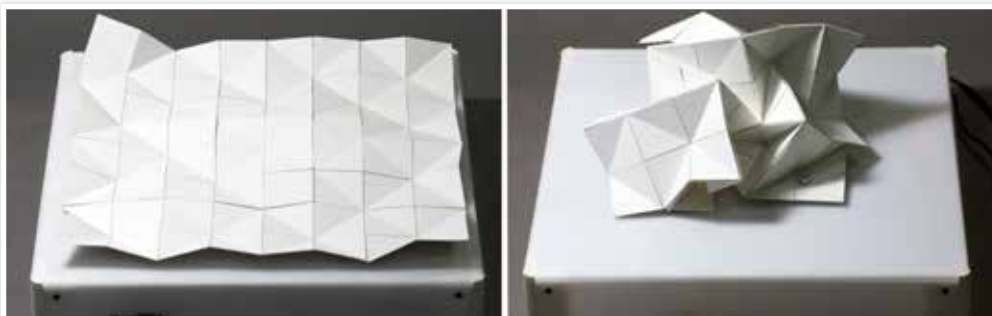
The Sara Fine Maketec vision is to become the leading source in Israel for a groundswell of "makers" in schools, libraries, and community centers, not by managing the branches but by empowering local stakeholders to lead this creative revolution through online resources, training workshops, and ongoing tips and inspiration.

## IDC milab Empowers Designers by Bringing Their Materials to Life

### New possibilities for robotics.

A tool developed at IDC's Media Innovation Laboratory is helping designers create unique robotic objects and explore the potential of soft materials in robotics. The Animating Matter platform was developed by **Iddo Wald**, creative technologist & CTO for IDC milab, under the supervision of Dr. **Oren Zuckerman**, the lab's director, and with support of **Andrey Grishko**, the lab's industrial designer.

The Animating Matter platform is a unique system designed to be a tool for non-technical designers who work with textile, ceramics, industrial products, and more. It helps them experiment with movement in soft materials, and allows them to prototype and create robotic objects with those materials. The system consists of four robotic arms, each holding a magnet, hidden inside a box. Designers can use the magnets as control points by attaching them to different materials, and use the robotic arms and a simple graphic interface to control the movement of the material. This results in what



*The Animating Matter platform at work.*

appears to be an animated material. The system has been used by several designers in their own studios to create a wide range of robotic objects. By studying the designers' work and interviewing them, IDC milab's team learned that making motor controls and other technologies accessible to designers can help inspire new uses for such technology. The team also observed how technology can influence and merge in the traditional design processes.

One of the designers who participated in the study, **Emma Margarita Erenst**, continued to develop textiles for the platform after the study, as well as movements to fit them. The results of her work were exhibited in the Design Museum Holon, as part of the museum's five-month "Uncanny" exhibition, and in its "PrintScreen Festival for Digital Art" event.

### Marketing Lab

Head, Dr. Amit Lavie-Dinur

Director of Marketing and Political Communications  
Initiatives and Workshops, Sivan Ben-Horin



## Lone Soldier Center Gets Professional Help from Marketing Lab Students

### Working together to raise awareness of the needs of lone soldiers.



*Frame from one of the video commercials about lone soldiers.*



This year, students working on "social video marketing" were assigned the task of creating a campaign for the Michael Levine Lone Soldier Center. The center helps lone soldiers deal with the unique problems they face. These soldiers have no home to go back to when they are on leave, either due to geographical distance (soldiers who moved to Israel on their own, to serve in the Israeli army) or because they don't have a family unit that can support them (due to financial difficulties, family crises, soldiers whose religious families rejected them after they became secular, etc.). The Michael Levine Center provides them with a place to meet, a place they can call "home."

The video commercials created by the Marketing Lab students encourage the public to support these lone soldiers. "Even if you are far away, you can make an Israeli lone soldier feel less lonely." The ads will air on Israeli channels, Jewish channels abroad, social media, YouTube, and the organization's website.

The professional world has gotten a taste of what marketing students at the Sammy Ofer School of Communications will bring to the table when they graduate. Students in the Marketing & Political specialization developed and produced a video campaign for the **Michael Levine Lone Soldier Center**. The result is a moving piece that helps bring awareness to the plight of lone soldiers, those serving in the IDF who don't have the support of family in Israel.

It's all part of the Communication School's Marketing Lab. Every year, third-year students take part in a year-long, practical, hands-on workshop. They develop innovative campaigns for real clients, in which they promote social causes for both for-profit and nonprofit organizations. The students come away with insight into the creative process and the production world, as well as a high-end video for their portfolio.





## The Content Hub

Heads, Dr. Amit Lavie-Dinur,

Dr. Yuval Karniel, Director, Yifat Kedar



## School of Communications Virtual Reality Film Playing Role in Holocaust Education and Awareness

Creating a Holocaust testimonials library in VR, so that every living survivor can tell their own story.

The challenge of teaching the Holocaust to a generation that will never hear a first-hand account of Nazi atrocities is daunting. How, after all, can today's youth be expected to truly comprehend what took place nearly a century ago? How can they learn the all-too important lessons from that dark and terrible period?

Two IDC Herzliya students are using virtual reality technology to take on that challenge. **Itamar Duschnitzky** and **Akim Dolinsky**, from the Sammy Ofer School of Communications, have developed "Fragments," an original documentary film and experience that was screened at the Haifa International Film Festival in September 2018. Through their work, Duschnitzky and Dolinsky have tapped into a new way of talking about the Holocaust, specifically geared toward young people. "It's very important to pass on the stories of survivors to the next generations," Duschnitzky says. "This project is designed for future generations that may not even be exposed to these stories through movies or books."



The students opted for VR technology because of its immersive qualities. They interviewed survivors in a standing position, and scanned them in 3D. They built a storyline around the survivors' tales using technologies such as 3D reconstruction, with 360 degree cameras, as well as in-

**"Our dream is to create a Holocaust testimonials library in VR, so that every living survivor can tell their own story. We want the young people watching to experience what it was like, how victims felt."**

- Itamar Duschnitzky, Sammy Ofer School of Communications student and VR video producer.

**A new study found that 11% of American adults over 35, and 22% of American millennials, aged 18-34, have never heard of, or were not sure if they'd heard of, the Holocaust.**

A new study found that 11% of American adults over 35, and 22% of American millennials, aged 18-34, have never heard of, or were not sure if they'd heard of, the Holocaust. Duschnitzky and Dolinsky are hoping to bring the story of the Nazis' genocide of Jews to those Americans, and to others around the world, in an innovative way that will capture their attention and engage them.

"Our dream is to create a Holocaust testimonials library in VR, so that every living survivor can tell their own story. We want the young people watching to experience what it was like, how victims felt. We want to create a realistic feeling of what happened, so that kids in the future will understand what these survivors went through, what their stories are all about," Dolinsky says.



depth video tech and volumetric filmmaking, which features moving images of real people that exist in 3D, like a hologram.

Last year the duo went on a Holocaust education trip to Poland with an international student delegation, and filmed the students' reactions. They also scoured locations for forests and for trains that "don't look like passenger trains," in order to recreate the transports to concentration camps and the forests that housed those camps.

Duschnitzky and Dolinsky plan to expand the project; they are working on connecting with potential investors, production teams, survivors, and even Yad Vashem – to discuss the

possibility of building the project on a national scale. But above all, they want it to become a tool in Holocaust education and knowledge for future generations.

The project was developed at the Communications School's Content Hub, under the guidance of **Tal Haring**, **Udi Segal**, and **Yifat Kedar** – third year final project mentors. The Content Hub was founded in 2009 by Dr. **Amit Lavie-Dinur** and Dr. **Yuval Karniel**, for specialized studies of visual content. It is a unique place for developing and creating new formats for the modern world of communications and for platforms such as television, internet, VR, and mobile devices.

## IDC Conference Urges Parents to Change Smartphone Norms

Hosted by the Research Center for Internet Psychology (CIP) at IDC's Sammy Ofer School of Communications, conference focuses on how the digital age affects our children.

More children are experiencing feelings of depression and existential loneliness at younger ages than even just two years ago, largely due to early exposure to smartphones and social media. So says Prof. **Yair Amichai-Hamburger**, founder and director of the Research Center for Internet Psychology at IDC Herzliya's Sammy Ofer School of Communications.

**Research has shown that children can get addicted to social networks. The chemical activity in their brain is the same as that of any other addiction.**

A recent conference held at IDC was aimed at showing parents that they could and should be proactive in this very dynamic digital age when it comes to their children's exposure to social media and smartphones. The conference was sponsored by CIP, in conjunction with the Let them Grow Up in Peace project, which urges parents to hold off buying their children smartphones for as long as possible.

The conference dealt with the challenges of social networks and addiction to them, and gave parents of elementary school students tools to purchase "dumb" phones, without the Internet, for their children. Some 350 schools have already joined the initiative, which also offers group purchases of phones that can only be used to make and receive calls and text messages.

Let them Grow Up in Peace is an initiative led by concerned parents **Sigal Rubin Shoham** and **Naama Gilad**. They approached Amichai-Hamburger for his professional collaboration on the project.

"Technology is not good or bad, but we need to expose children to software and hardware at the right age," says Amichai-Hamburger. "Parents need to realize they should take a more active and significant role in the process. Kids are being exposed to problematic material at a very young age."

He recommends that children not be given smartphones until they are at least 10-years-old. Babies, and toddlers especially, should not

be exposed to any screens at all, at least until the age of two, because it could interfere with their cognitive development.

Research has shown that children can get addicted to social networks, and that the chemical activity in their brain is the same as that of any other addiction, says Amichai-Hamburger. "Their self-esteem has become dependent on what their friends say on social media. They define themselves according to what their friends say. The more active they are on social media, the lower their self-esteem is."

Even more disturbing, he adds, is the growing suicide rate among children; experts say at least one of the factors is Internet usage.

"Whereas before the question used to be: 'If a tree falls in a forest and no one is around to hear it, does it make a sound,' today the question is: 'If I have a happy moment and I post it on social media, and I don't get any feedback, was it really a happy moment?'" Amichai-Hamburger explains.

**"Technology is not good or bad, but we need to expose kids to software and hardware at the right age."**

- Prof. Yair Amichai-Hamburger, founder and director of the Research Center for Internet Psychology

"We have to give kids back their childhood, allow them to grow their self-esteem and develop critical thinking, to define themselves and their power. We have to help them develop their strength from inside. We have to go back to the old definition of friendship where you have to invest in friendship, and not collect friends as if they were stamps. It is important to realize there is no shortcut."

While acknowledging the social pressure parents feel to provide their children with a smartphone so that their children will not be left out of social activities, Amichai-Hamburger says it is also possible for parents to work together to break the current norms. They must see



*Prof. Yair Amichai-Hamburger, founder and director of the Research Center for Internet Psychology at IDC Herzliya's Sammy Ofer School of Communications.*

themselves as positive role models for their children's proper use of smartphones and social media.

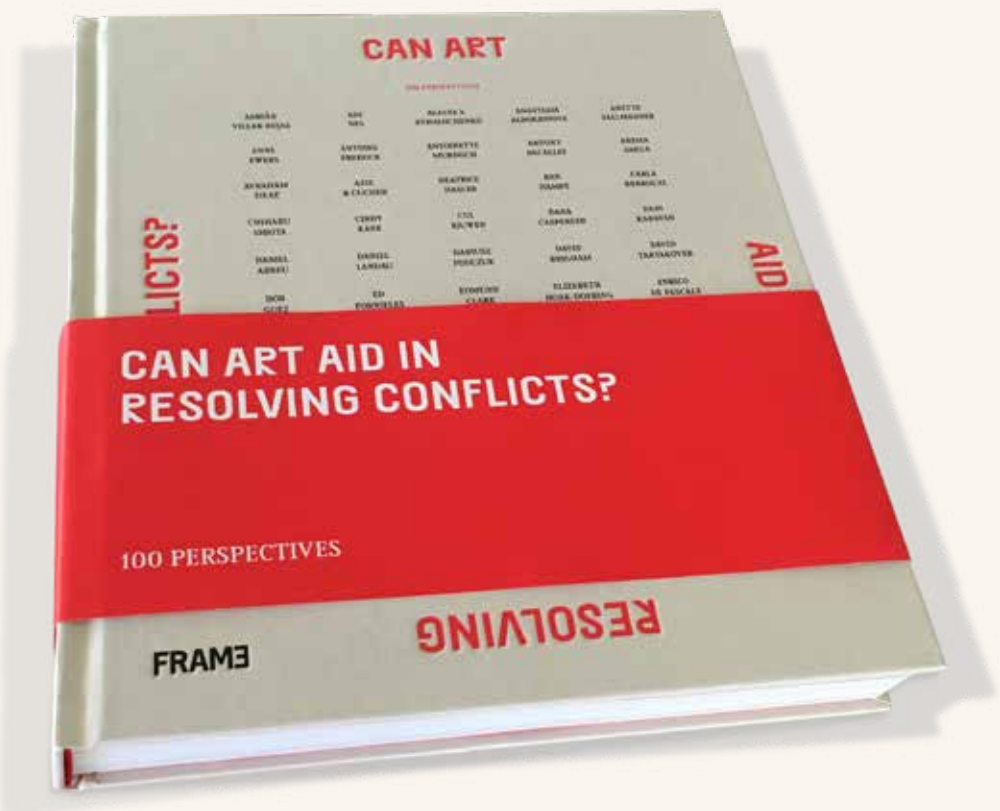
"We have a lot of challenges in front of us, but the first one is to create the Israeli norm that kids before the age of 10 do not get a smartphone," he says. "There is a big gap between where technology is and where all our other systems are. Now we have to close that gap. Some people say it is too late, but it is not. The last thing I will do is to give up. We are talking about our well-being."







# Can Art Aid in Resolving Conflicts?



A new book by Prof. Noam Lemelshtrich Latar, Prof. Jerry Wind, and Dr. Ornat Lev-Er taps the collective wisdom of 100 contemporary artists to explore how art can help create dialogue and bridges across cultures.

Can art help in the resolution of cultural, social, and religious disagreements? The answer is yes, according to a new book by Prof. Noam Lemelshtrich Latar, founding dean of IDC Herzliya's Sammy Ofer School of Communications, Prof. Jerry Wind, marketing professor at the University of Pennsylvania's Wharton School and chair of IDC Herzliya's Academic Committee, and Dr. Ornat Lev-Er, a lecturer at the Sammy Ofer School and at Ben-Gurion University of the Negev.

*Can Art Aid in Resolving Conflicts? 100 Perspectives* (Frame Publishers, 2018) presents a pioneering survey of painters, sculptors, musicians, poets, dancers, architects, curators, and museum directors from around the world who were asked whether art can and should play a constructive role in conflict resolution, thereby helping to reduce global tensions and human suffering.

The inspiration for the book came from a lecture given at the 2016 Herzliya Conference, convened by IDC's Institute for Policy and Strategy. Thomas Krens, former director of the Solomon R. Guggenheim Foundation and currently the

Guggenheim's senior advisor for international affairs, spoke about the political power of art.

"That's where the idea for the book got started," says Lemelshtrich Latar. "Thomas Krens, who established the Frank Gehry-designed Guggenheim Museum in Bilbao, spoke about the 'Bilbao Effect'; the city, in Spain's Basque

**"Contemporary art is a cultural bridge ... it is a universal language."**

- Antoine Predock, architect

region, was the seat of the ETA terrorist organization. In the decade before the opening of the museum, the region witnessed 845 terrorist attacks. The concept of the museum was to provide equal cultural space to both Basque and Spanish cultures. Thus, artists with conflicting backgrounds and viewpoints became collaborators.

"After the opening of the museum, Basque terrorism was significantly reduced. Along with the economic and social benefits the Guggenheim

Museum brought to the city, it also resulted in a reduction of violence in what was a very conflict-ridden area. So art is what actually brought about an economic and cultural revolution in a region that was terror-stricken. After hearing about the Bilbao experience, we came up with the idea of asking various artists from around the world to explore the potential of art in resolving conflict and building bridges.”

In Krens’s foreword to the book, he writes, “In most cases, resolution begins with mutual respect ... with identifying and paying tribute to the cultural traditions of the parties involved in the conflict.”

bridges in conflicts. Following are some anecdotes taken from the 100 perspectives provided by the artists in the book.

**Frank Gehry** is quoted as saying, “Art can aid in conflict resolution. I witnessed it many times. Through art, people talk to each other straighter than they do in words.”

Another architect, **Antoine Predock**, who designed the Canadian Human Rights Museum, said, “Contemporary art is a cultural bridge ... it is a universal language ... a kind of visual Esperanto.”

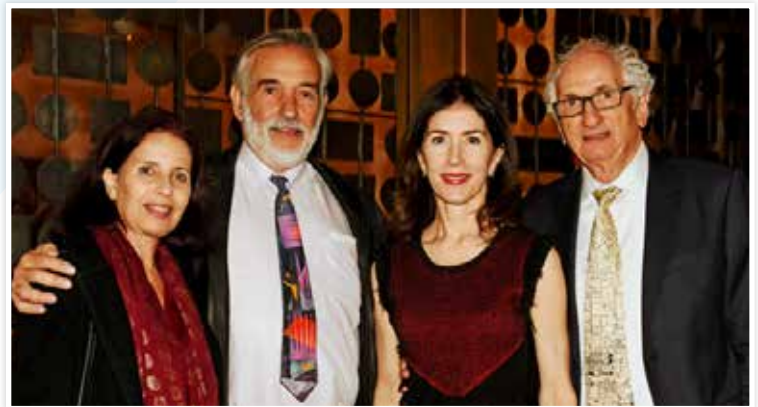
## “Let’s give art a chance to lead us to a better world.”

- Prof. Jerry Wind, co-author of the book, professor of marketing at the University of Pennsylvania’s Wharton School and chair of IDC Herzliya’s Academic Committee

**Daniel Landau**, a senior research fellow at the school who took part in the book, recently created a virtual reality installation at the Israel Museum that allowed Israelis and Palestinians to experience each other’s home life. “This is a perfect example of how immersive modern art can create empathy between conflict groups,” says Lemelshtrich Latar.



From left : Rivi Lemelshtrich Latar, Cindy Kane of the USA, Vasia Deliyanni of Greece, Prof. Noam Lemelshtrich Latar, and Weili Shi of China.



At the Philadelphia launch of *Can Art Aid in Resolving Conflicts? 100 Perspectives*. From left: Rivi Lemelshtrich Latar, Prof. Noam Lemelshtrich Latar, Barbara Eberlein and Prof. Jerry Wind.

**Of the artists surveyed 65% said art is an important basis for communication, 63% believe it fosters empathy, and 60% agree that art has an important political role in building bridges in conflicts.**

Indeed, one of the book’s main findings was that a respect and understanding of the culture and tradition of the other side creates the empathy that is essential for a respectful dialogue between the two sides of the conflict.

The book’s original launch was held at the Barnes Museum in Philadelphia in November 2018. Another launch event took place during a seminar at the Tel Aviv Museum of Art that examined what art is capable of accomplishing. More launches are set to take place in London and in other cities in Europe.

Of the artists surveyed in the book, 65% said art is an important basis for communication, 63% believe it fosters empathy, and 60% agree that art has an important political role in building

Legendary conductor **Zubin Mehta** recalled how he took the Munich opera to play a concert in Kashmir where, for the first time, Hindus and Muslims sat together. “They listened to Beethoven and Tchaikovsky, and I am sure they went away feeling more friendly towards one another than when they came in,” he said.

The authors also found, however, that art has the potential to cause damage; it can both build and destroy, depending on the artists’ agenda. Thus, the authors conclude, it is important to encourage artists to want to influence the building of bridges, to try to be constructive, and to work toward conflict resolution. They say art education should begin at an early age, and recommend that children be encouraged to understand the “other’s” culture. “Museums and cultural centers that encourage interaction will have a greater impact,” explains Lemelshtrich Latar. “The more the public is engaged in the art, the more the experience is shared with the audience, and the more likely empathy will be created.”

Immersive technologies, such as virtual reality, can be very effective in this respect. The Sammy Ofer School is a world leader in this area. Artist

“The most encouraging and surprising aspect of our project was the appeal and relevance the topic had to a wide and diverse group of artists, curators, museum directors, and even musicians from a wide range of countries and cultures,” says Wind. “In fact, no one who we approached turned us down and every contributor to our volume had a unique and compelling story about the power of art to help resolve conflicts.

“At a time when the world is in turmoil and conflict, it is encouraging and refreshing to know that art, if used creatively and constructively, could help mend the growing divide between the right and the left, between the haves and have-nots, and among other opposing groups, and even countries. Let’s give art a chance to lead us to a better world.” ★



# Celebrating the ICT Conference

19th  
Conference:  
September  
9-12, 2019

For almost two decades, ICT has hosted the World Summit on Counter-Terrorism, which is one of the most influential events in the field of counter-terrorism today.

**T**he Institute for Counter-Terrorism (ICT) is one of the leading global academic institutes for counterterrorism, facilitating international cooperation in the global struggle against terrorism. ICT is an independent think tank providing expertise in terrorism, counter-terrorism, homeland security, threat vulnerability and risk assessment, open intelligence analysis and national security, and defense policy.

For almost two decades, ICT has hosted the World Summit on Counter-Terrorism, which is one of the most influential events in the field of counter-terrorism today. The

conference is a vital opportunity for high-profile experts from a diverse background of disciplines to establish professional relationships and serves as a platform for the formation of international cooperation.

Speakers and participants at previous conferences have included current and former ministers, Knesset members, heads of security agencies and police departments, first responders, academics, professional experts in the field of counter-terrorism, jurists, business executives, and students.

The conference traditionally begins around September 11 and continues for four days of discussion, thought leadership, and networking.

Enjoy some of the highlights over the years:



2007

Noam Shalit, father of kidnapped IDF soldier, Gilad Shalit.

Karnit Goldwasser, wife of kidnapped IDF reservist, Ehud Goldwasser.



2008

Benjamin Netanyahu, then leader of the opposition, and Dr. Boaz Ganor, ICT founder and executive director.



2010

Prof. Uriel Reichman, IDC president and founder, presents Amb. Ronald Lauder, president, World Jewish Congress, U.S.A., with the Guardian of the ICT award in recognition of his immense support to its worldwide efforts in the fight against terrorism.



2011

Amb. Daniel Shapiro, at the time ambassador of the United States to Israel, with Prof. Uriel Reichman.



2012



From left: Dr. Boaz Ganor; Arik Arad; Ehud Olmert, former prime minister of Israel; Prof. Uriel Reichman; and Cyrus R. Vance Jr., district attorney of Manhattan, The New York County District Attorney's Office, USA.

2013



A moment of silence for the victims of 9/11 and terrorism worldwide. From left: Shabtai Shavit, chairman of the Board of Directors, ICT, IDC Herzliya and former director of the Mossad; Gen. (ret.) John Abizaid, distinguished chair, Combating Terrorism Center, United States Military Academy, West Point; and Gerald Cramer.

2013



Retired General (res. IDF) Fighter Pilot Ran Pecker enjoying the ICT Gala Dinner with avid ICT supporter Mrs. Evelyn Douek and Israeli Foreign Minister Tzipi Livni.

2014



Former President of the State of Israel Shimon Peres z"l.

2014



A moment of silence during the memorial ceremony for the victims of 9/11 and terrorism worldwide. From left: Prof. Boaz Ganor, then U.S. Ambassador to Israel Daniel Shapiro, Israeli Prime Minister Benjamin Netanyahu, Prof. Uriel Reichman, and Jonathan Davis.



Dr. Mirza Dinnayi, chief coordinator of the Yazidi community in Europe.

2014



Prof. Boaz Ganor; Dr. Mohamad Kamal Al-Labwani, founder of the Syrian Liberal Democratic Union; and Maj. Gen. (res.) Amos Gilead, at the time director of Policy and Political-Military Affairs at the Israeli Defense Ministry.

2017



Standing in memory of those killed on 9/11. From left: Jonathan Davis, Shabtai Shavit, Prof. Uriel Reichman, MK Gilad Erdan, Amb. Dan Shapiro, and Prof. Boaz Ganor.



# Celebrating the Herzliya Conference

The Herzliya Conference is the key annual policy and strategy conference in the Middle East.

19th  
Conference:  
June 30-July 2  
2019

The Institute for Policy and Strategy, the convener of the Annual Herzliya Conference Series, aspires to contribute to Israel's national security and resilience. Established in 2000, the Institute conducts integrative and comprehensive policy analysis on the challenges facing the nation, identifies opportunities and threats, produces strategic insights and policy recommendations for decision-makers, and informs the public and policy discourse.

The Herzliya Conference is the anchor of the Institute's year-long cycle of policy analysis work deliberating the key agenda issues and the Institute's policy products in various settings, including plenary sessions, roundtable

discussions, and an international simulation. The Israeli and international media attention that the Conference draws enhances the Institute's outreach and the impact of its policy products.

For more than a decade, the Herzliya Conference has welcomed many notable participants from abroad, including **Ban Ki-moon, Nicolas Sarkozy, Jimmy Carter, Tony Blair, Jose Manuel Barroso, Anders Fogh Rasmussen, Frank-Walter Steinmeier, José María Aznar, Prince Hassan bin Talal, Robert Zoellick, Nouriel Roubini, the late Samuel R. Berger, Lawrence Summers, John McCain, General James L. Jones, Condoleezza Rice, and Salam Fayyad.**

Enjoy some of the highlights over the years:

2004



Former Prime Minister Ariel Sharon z"l.

2006



Prof. Uriel Reichman, president and founder, IDC Herzliya; Prof. Uzi Arad, former head of the National Security Council, national security advisor to the prime minister, former head of IDC's Institute for Policy and Strategy; Former U.S. President Jimmy Carter.

2008



Maxime Verhagen, former minister of foreign affairs, the Netherlands; Prof. Uriel Reichman, president and founder, IDC Herzliya; Tzipi Livni, former foreign minister.

2010



Former President and Prime Minister Shimon Peres z"l.



Dr. Salam Fayyad, former prime minister, Palestinian Authority.

2011



*Prof. Uriel Reichman, president and founder, IDC Herzliya; Former President and Prime Minister Shimon Peres.*

2015



*Nicolas Sarkozy, former president of France.*



*Kathleen Kennedy Townsend, former lieutenant-governor of Maryland.*

2016



*Prof. Alex Mintz, IDC Herzliya provost, president of the Israeli Political Science Association; Jonathan Davis, vice president for External Affairs and head of the Raphael Recanati International School; Amb. Ronald Lauder, World Jewish Congress president, Jewish National Fund chairman; former chairman, Conference of Presidents of Major American Jewish Organizations; Prof. Uriel Reichman, president and founder, IDC Herzliya.*



*President Reuven (Ruvy) Rivlin.*

2017



*Maj. Gen. (res.) Amir Eshel, former commander, Israel Air Force.*



*Lt. Gen. (res.) Gadi Eizenkot, former chief of the IDF General Staff.*



*Maj. Gen. (res.) Amos Gilead, head of the Institute for Policy and Strategy (IPS) and chair of the Herzliya Conference with President Reuven (Ruvy) Rivlin.*

2017



*Maj. Gen. (res.) Amos Gilead, head of the Institute for Policy and Strategy (IPS) and chair of the Herzliya Conference; Brett McGurk, former special presidential envoy, Global Coalition to Counter ISIS.*



*Tony Blair, former prime minister, UK; Maj. Gen. (res.) Amos Gilead, head of the Institute for Policy and Strategy (IPS) and chair of the Herzliya Conference.*



*Dorit Beinisch, president emerita, Israeli Supreme Court; Dr. Ilana Dayan, senior investigative journalist, Channel 2.*



# Alumni Association Mentoring Program



The program provides recent graduates with guidance from experienced, veteran alumni.

In 2016, **Nir Aharon** and **Netzer Naveh**, both graduates of IDC Herzliya's Tiomkin School of Economics, were having a beer together and catching up when an idea began to brew.

"We began discussing the fact that a mentoring program would be excellent for IDC," says Aharon. "We sent an e-mail to our dean with our idea, and he referred us to IDC's Alumni Association."

True to IDC tradition, upon hearing their proposal, the Alumni Association's director of development and alumni relations, **Chen Hershkowitz-Ohayon**, and its operations manager, **Rinat Adir-Horenstein**, told Aharon and Naveh that they should take the reins and make it happen.

The first cycle of the mentoring program was soon ready to set sail. It was launched and supported by IDC MBA graduate **Michelle Spivak** in memory of her mother **Naomi Spivak** z"l, who had recently passed away. "I was honored to help launch the IDC Alumni Mentorship Program in memory of my mother," says Spivak. "She radiated with positive energy, unbridled joy, and a passionate love for her country of Israel. She

served as a role model for me and for all others around her."

The first cycle, explains Aharon, was a great success and shaped the ones that followed. "It paired 15 ambitious graduates with high quality mentors, and provided training sessions for both groups in order to get the best out of the process. The concept was that the program should be based on the idea of 'alumni for alumni,' on a volunteer basis, using a model that could grow every year."

**The six-month program helps fulfill the Alumni Association's mission to establish a strong and cohesive alumni network in which graduates support one another.**

And grown it has. The recently-launched third cohort of the program boasts 42 pairs of mentors and graduates. They are guided by five mentors and five graduates from the program's previous years.

Now sponsored by Mercedes, the six-month program helps fulfill the Alumni Association's mission to establish a strong and cohesive alumni



The third cohort of the Alumni Association mentoring program. Photo credit: Gal Hermoni

network in which graduates support one another. Graduates are individually matched with a veteran alumnus, often a CEO or senior executive,

**Among the mentors participating in the program's current cycle are**

- ★ **Ariel Pinto, CEO of Mercedes Israel**
- ★ **Oren Sagi, general manager of Cisco Israel**
- ★ **Yaron Cherny, director of Business Development at Teva**
- ★ **Shani Ankorion, CEO of Xact**
- ★ **Meirav Lapidot, former spokesperson of the Israel Police**

who acts as their personal mentor, offering guidance to help them build their careers and advice on any issues they wish to discuss.

Unlike other programs, which often match students and mentors based on a common industry or particular field of interest, this program focuses on empowerment and personal development regardless of the graduate's field of study or work. Participants are able to consult their mentor on a daily basis. The program includes an opening and a closing event, four orientation sessions for mentors, and regular independent meetings between mentors and mentees, during which the two discuss any dilemmas the mentee is facing in his or her personal and professional life.

The mentors are alumni from a variety of fields, ranging from high-tech to business to law and real estate. All have experienced successes as well as failures. They are carefully selected by the IDC Alumni Association team. "Each graduate is matched with the mentor that suits him or her best," says Aharon.

Among the mentors participating in the program's current cycle are **Ariel Pinto**, CEO of Mercedes Israel, **Oren Sagi**, general manager of Cisco Israel, **Yaron Cherny**, director of Business Development at Teva, **Shani Ankorion**, CEO of

**"The mentors are alumni from a variety of fields, ranging from high-tech to business to law and real estate."**

- Nir Aharon, co-founder of the mentoring program

Xact, and **Meirav Lapidot**, former spokesperson of the Israel Police. The current cohort is under the professional guidance of Dr. **Amir Kfir**, an organizational psychologist and a consultant to Young Presidents' Organization.

"In this third cycle, we have three times the number of mentors and mentees that we did in our first year," says Aharon. "We've learned a lot thanks to the honest feedback we've received from the graduates and mentors who participated in the program, and we've been able to successfully implement those lessons."

"It is exciting to lead this mentoring program, along with an amazing team," says Hershkovitz-Ohayon. It can be a truly life-changing process for our graduates." ★



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# 18 Years of the Raphael Recanati International School

## Celebrating Our Alumni

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Each student and graduate  
has a unique story to tell.

**T**he leadership of IDC Herzliya and its Raphael Recanati International School take pride in the family-style environment that has been created for its students over almost two decades.

The school began in the middle of an intifada, with 30 students. Year by year this academic absorption center has gradually grown to what it is today: a bustling center of 2,000 students from over 90 different countries around the world.

The personal touch and full complement of staff on hand to walk the students through their degrees remains a key distinction that keeps the school on the top of the charts for international students wishing to study in English. Staff members make it their business to keep in touch with the students and check in on their progress, and in many cases graduates keep in touch with staff members after their studies.

Some graduates will testify that IDC Herzliya gave them much more than an education: Some found life partners and family here, while others have found ways to give voice to the passion for Zionism that permeates campus life, and have gone on to serve in the Israel Defense Forces or as Israel Ambassadors around the world. There are those whose experiences led their siblings to follow in their shoes and become a part of IDC Herzliya's legacy, and of course, there are the dynamos that have made an amazing success of their professional lives using the skills garnered during their time on campus.

**Each student and graduate has a unique story to tell and the IDC Herzliyan took a few minutes to catch up with some, and hear their inspiring post-graduation stories.**

## From IDC to the IDF



**Cole Duerr** grew up in Sunnyvale, California and joined his family on several trips to Israel throughout his childhood.

Although he had always planned to attend college in the U.S., he became intrigued with the idea of studying in Israel when one of his friends considered applying to IDC. "I wanted to figure out the Israeli side of myself," says Cole. "Coming to study was a perfect opportunity."

Cole applied to study Business, but soon transferred to Government, Diplomacy & Strategy – which he calls the best decision he ever made. Cole was drafted into the Israel

Defense Forces in December 2018, after graduation. He was enlisted as the Foreign Relations Officer for the Tze'elim Base. That, too, turned out to be the perfect option for him. "This job is such a gift. I use all of my skills, and engage in Israel advocacy on a daily basis when I explain the very humane IDF rules and procedures to our visiting delegations." Cole notes that IDC gave him a global network, meaning that no matter where he is in the world, he will have connections. "My dream is to be working in an international environment, maybe the Foreign Service, within five years. I want to make connections and increase the diplomatic ties between nations. My role in the army is a good step in that direction."

## An Ambassador for Israel



**Noy Leyb** and fellow Communications student **Maya Gilady** took the social media world by storm, when they created a video for their third-year nation branding course seminar project.

The clip, entitled "Don't go to Israel," began with an "Israel travel warning." That was followed by positive images and messaging, which in turn was followed by a declaration: "You may never want to leave." While it may sound simplistic, the video went viral toward the end of last year.

Leyb and his brother **Shar** both moved to Israel from Canada, both served in the IDF prior to their studies, and both graduated with a degree in Communications from IDC last year. Before beginning their studies, they came up with a 10-year plan to run a start-up together. "We have five more years to go," Noy says.

Until then, Noy is gaining important experience. After eight months working in the marketing department at the David InterContinental in Tel Aviv, he decided to move to sales in the high-tech sector.

He is also continuing to plead the case for Israel. He travels the world twice a year as a member of Israel advocacy delegations that fight BDS on college campuses. This is a natural continuation of his IDC activities.

"My top tip to other IDC graduates would be to try and squeeze as much out of IDC as possible. Join all of the clubs, get the work experience, because the time flies by very quickly, and all of those experiences will help you in the real world."

## A Match Made at IDC

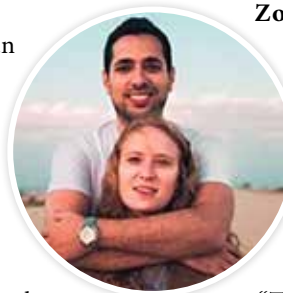


**Deena Moskowitz** (GMBA, 2015), from Westchester, NY, was introduced to Israeli student **Maor Hikri** (Economics, 2015) through a mutual friend at IDC, while studying on campus. After IDC, the couple

moved in together in Tel Aviv, got married in Israel, and recently welcomed their first child, **Mika Mazal** – the first Israeli-born Moskowitz, which is very symbolic for the family of Holocaust survivors.

While Deena's parents speak almost no Hebrew and Maor's parents speak little English, the two graduates have overcome all barriers and challenges to build their Jewish home and family in Israel.

## From IDC Ulpan to Marriage and High-Tech



**Zoe Weissman** (Communications, 2012), from New York, met **Bryan Bitton** (Business, 2013), from Venezuela, during their mutual Hebrew Ulpan class on campus. The rest, as they say, is history. "Thanks to IDC," says Zoe, "we've been together, in Israel, for the last 7 years, and got married in October 2018!"

Bryan is a strategic partnership manager at Similar Web, the pioneer of digital market intelligence, based in Tel Aviv. Zoe is a UX Product Writer at Wix.com, a web development platform that lets anyone create a professional website. The high-tech power couple says each of them gained so much from IDC. "The two of us had very special, but different experiences ... however, the projects we participated in, the intimate setting and intense discussions, and the companies with which we got to interact paved the way for our next steps after university."

And it's not just on a professional level that Zoe appreciates her experience. "IDC was our home away from home for three fantastic and eye-opening years. We learned so much, not just within our academic space, but about ourselves and each other."



## Chasing Passions, Following Dreams



**Maya Shaposhnik Cadena** (Government, Diplomacy & Strategy, 2014) began her studies at IDC “hoping to go into the political space in Israel – most likely by working for the Knesset, a nonprofit, or maybe government consulting. My focus was to stay within Israel, to build it from the inside out.”

During her IDF service, Maya met **Alejandro Cadena**, who was doing national service at the time. The couple became partners in every sense of the word and chose to attend IDC together. Alejandro studied Business and Finance. The two got married after graduation, and have since opened two companies.

The first is a consulting company that focuses on the hotel and spa industry. “We were able to consult for companies in Israel in the hospitality space, and then we branched out to consulting for franchises in the United States.”

The second is an import and distribution company, Global Cadena, which has been operational for nearly three years. They set it up after the couple decided to move back to the United States. “We work with companies that have a social impact and bring their Latin American goods to the United States. We own the exclusive importing and distribution of products including chocolate, coffee, tea, and snacks.”

Alejandro fully runs and manages Global Cadena, and incentivized Maya to follow her dreams and passion. She works for the pro-Israel lobby, AIPAC, as the first-ever Sephardic Division director for AIPAC in the Northeast. “My job is to inspire, empower, and educate the Sephardic Community about how to get involved in the pro-Israel movement.”

“IDC, and in particular the Argov Fellowship, are what prompted me to want to work for AIPAC. I was exposed to the incredible work that AIPAC does when we went on the Argov trip to the U.S., and met with Jonathan Kessler, one of AIPAC’s senior staff. I was amazed by the work they were doing, and decided to keep in touch with Jonathan. It all came together when the mother of a classmate and close friend from

the Government School put me in touch with the NY AIPAC office. IDC was responsible for connecting me with the people that helped me secure my position.”

Looking ahead, Maya has big plans. “In 5-10 years from now I hope to have a higher education degree from a business and government school program. I hope to grow at AIPAC, and hope that our company, Global Cadena Inc. continues to expand. Alejandro and I hope to start importing products to Israel and do some business there, so that we can go back and forth between the two countries.

“We also hope to have a family, and ultimately, to make the move back to Israel. My long-term plan is to run for politics in Israel, and to establish a party that unites many different Israeli groups. I hope my party will contain many outstanding IDC alumni.”

## All in the Family: The Zeloof Sisters



IDC is a family affair for the Zeloof family, who originally hail from the UK. The relationship began more than a decade ago, when **Althea Zeloof** (now Mirvis) convinced her family to pack up their home in London and move to Israel, where she enrolled at IDC Herzliya.

During her years on campus, she was a major force behind the growth of IDC-Hillel and other Jewish enrichment activities. Althea graduated from IDC’s Lauder School Government, Diplomacy & Strategy, as well as from the Argov Program in Leadership and Diplomacy, in 2011. “I loved being able to study international relations in a classroom filled with students from dozens of countries around the world. It was so enriching to learn not just from the professors, but from the incredibly diverse student body. It was a truly unique opportunity.”

Today Althea lives in Australia with her husband and children and works as the head of Brand and Communications at Moulia, a Melbourne-based FinTech company.

**Melissa Zeloof**, who has a B.A. in English Literature from University College London, is

not an IDC graduate. Still, she was bitten by the IDC bug. As part of her then-work at Headline Media, she taught the strategic communications component of the Argov course for two years. Today she is the head of global marketing at ironSource, one of Israel’s biggest Internet companies.

“Teaching at IDC was always a rewarding experience; the Argov students were driven and highly-engaged, and it was a thrill to teach them the mechanics behind something that first seemed to them like magic, before they put those strategies into immediate practice.”

A third Zeloof sister, **Sabrina** (Government, Diplomacy, & Strategy, 2018), had a busy schedule during her years as an IDC student. Sabrina hosted a current affairs radio show, interned at the United Nations Human Rights Council, and followed in Althea’s footsteps as a fellow in the Argov Program.

“What I loved most about IDC was the accessibility. Everything was within my reach .. My three years at IDC were full of personal growth, in large part due to the people I met. They showed me the world through their eyes. Many great friendships started on campus.”

Before her studies, Sabrina worked in strategic consulting and served in the elite 8200 intelligence unit during her army service. Today she works as an intelligence analyst.

The most recent Zeloof sister to make IDC her academic home is **Alessia**, who has just completed her first year in the Arison School of Business. This was after spending two years in the Foreign Affairs Division of the IDF’s operations unit, and then one year working in a private security firm in London.

“What I love most about IDC is the attitude that flows in both directions between the teachers and students. There is a real understanding that our success is their success and vice versa. I also love the diverse opportunities that IDC holds for all its students, both academically and socially. ★

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- GOVERNMENT
- GOVERNMENT & SUSTAINABILITY (double major)
- PSYCHOLOGY

ONE SEMESTER / ONE YEAR / FULL DEGREE

## GRADUATE PROGRAMS

- |                   |   |
|-------------------|---|
| <b>MA</b>         | <ul style="list-style-type: none"> <li>• BEHAVIORAL ECONOMICS</li> <li>• COUNTER-TERRORISM &amp; HOMELAND SECURITY STUDIES</li> <li>• DIPLOMACY &amp; CONFLICT STUDIES</li> <li>• FINANCIAL ECONOMICS</li> <li>• HUMAN-TECHNOLOGY INTERACTION (HCI)</li> <li>• ORGANIZATIONAL BEHAVIOR &amp; DEVELOPMENT (OBD)</li> </ul> |
| <b>GLOBAL MBA</b> | <ul style="list-style-type: none"> <li>• INNOVATION &amp; ENTREPRENEURSHIP</li> <li>• STRATEGY &amp; BUSINESS DEVELOPMENT</li> </ul>  |
| <b>MBA</b>        | <ul style="list-style-type: none"> <li>• ONE-YEAR MBA</li> <li>• MBA HEALTHCARE INNOVATION</li> </ul>   |
| <b>MSc</b>        | <ul style="list-style-type: none"> <li>• MACHINE LEARNING &amp; DATA SCIENCE</li> </ul>   |



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# Extracurricular Activities Enrich the IDC Student Experience

The Raphael Recanati International School's Social and Cultural Department runs a nonstop calendar of activities, which adds a unique twist to campus life and helps RRIS students integrate into Israel.

Zionism  
through biking,  
hiking, kayaking,  
cultural festivals,  
Jewish holidays,  
and more.



Bike and Wine up North

Kayak Club

IDC Idol

When **Eitan Hirsch** arrived at IDC Herzliya's Raphael Recanati International School from his native Mexico three years ago, he was excited to begin his studies in psychology. But at the same time he was nervous about being so far away from home for the first time.

"The moment I got here I saw that all the new students were in the same boat. We had all left our comfort zones to try something new," says Hirsch. "From our orientation trip that very first week, I saw all the similarities I had with the other students. I knew I was starting off on the right foot."

IDC Herzliya's social and cultural affairs coordinator, explains **Orlee Kaidar**, IDC's Social and Cultural Affairs coordinator, has always played a key role in helping international students like Hirsch adapt and integrate into Israeli society. This is especially relevant today, as the international student body now numbers more than 2,000. The department's programs and events have expanded tremendously in recent years, to meet the diverse needs and increased numbers of students. "The most important thing for

us is that students are able to have experiences they would not normally have on their own. Our social and cultural activities provide them with important tools to adapt to IDC Herzliya and the State of Israel," says Kaidar. "Students can learn a lot in the classroom, but they can also learn a lot outside the classroom, by taking part in a variety of different programs, by seeing Israel on foot, and by taking part in the many Jewish enrichment activities on offer."

The social and cultural experience begins before the first-year students even begin their studies. During Orientation Week, the Raphael Recanati International School sets out down south with 11 buses and 550 first-year students, staff, and student coordinators. This annual full-day trip is the icebreaker that helps to bind friendships for the years ahead," she says. And students say it does the trick. "I have to admit I was a little bit anxious at the beginning because I barely knew any of the hundreds of people there, but the trip quickly became a bonding experience, one we will never forget," says French first-year business and economics student **Sacha Dray**.

Throughout the year the department continues to offer highly subsidized trips to

off-the-beaten-path sites in Israel. New monthly culture tours include a visit to Bnei Barak to taste traditional Jewish Ashkenazi food (a foodie tour for Sephardi/Mizrahi foods is in the works), a fashion tour of Tel Aviv, and a Hanukkiyah tour in Jerusalem.

**"At IDC, we participate in the full 360 degrees of Israeli life."**

— Eitan Hirsch, third-year RRIS psychology student

"The field trips, Shabbat weekends, Friday night dinners, celebration of Jewish holidays, learning how to make the case for Israel, integration with Israelis, learning about the IDF, and cultural programs provide a fantastic entry into the world of our university and country," notes **Jonathan Davis**, vice president for External Relations at IDC and head of the RRIS. "Jewish enrichment, Zionism, pluralism, and a love of nature are all rolled into one."

For the past 14 years, RRIS and StandWithUs, the Israel education organization, have held an informative and highly popular Ambassadors Club introduction to Israeli advocacy. The course features talks by renowned speakers,





**Annual Recanati Gala for Graduating RRIS Seniors**



**Hanukkiyah tour in Nachlaot, Jerusalem**



**Holocaust Memorial Day Visit to Yad Vashem**



**Tel Aviv Fashion Tour**



**International Festival**

**"The IDC staff know we don't have any family here, and really work hard to bring us all together."**

— Eitan Hirsch, third-year RRIS psychology student

thought-provoking discussions, and a strategic tour to the security fence around Jerusalem.

"This helped me ... to get a better understanding about the Arab-Israeli conflict, essential facts about Israel, and how to be a good ambassador that represents Israel by tackling the hard questions that may be thrown at us," says **Eden Yitbarek**, a second-year government student from Ethiopia. "I have learned how to answer questions while relying on the facts that I acquired from the expert lecturers."

"In a new, elite Ambassadors Club Cadet Program, a select group of 15-18 Ambassador Club graduates are chosen to receive special training to be online advocates for Israel," says Kaidar.

The Social and Cultural department hosts a number of events and trips throughout the year

with a special focus on Holocaust education or memorial. A Zikaron Ba'salon special testimony evening with a Holocaust survivor, a tour to Yad Vashem including another survivor's testimony, and attending the official MASA Holocaust memorial ceremony, are just some of the highlights.

This year also saw the return of the Kayak Club, which gives students the opportunity to take a five-session introductory course in open sea kayaking at the Herzliya Marina.

Students also get the chance to showcase their home countries' culture through food, art, clothing, and crafts at the popular annual International Festival, held in the heart of the campus. More than 2,000 students participate in the event, considered by many to be the Social and Cultural Department's most exciting event of the year.

Another highlight is the IDC IDOL live competition, where students compete and sing their hearts out, to become the next IDC IDOL First prize is a free recording demo. The music competition is run in cooperation with the Rimon School of Music, one of Israel's top music

schools; hundreds of students come to watch the ten finalists vie for the top spot.

"Offering these programs and experiences outside of the classroom to students makes all of the difference in the world to their experience as students at IDC Herzliya," says Davis. "The fact that the students are receiving an excellent education side-by-side with these extracurricular activities is an added value of the highest order."

Hirsch says the Social and Cultural Department has come to be almost like a second home for him. He has not only become involved in many of the department's activities, he's even initiated a group of his own called "Tazuz" — move in Hebrew — which brings together people with similar interests for activities such as beach volleyball, tennis, and mountain biking.

"Social and cultural events have been a big part of my experience here," Hirsch says. "They know we don't have any family here, and really work hard to bring us all together. At IDC we participate in the full 360 degrees of Jewish and Israeli life." ★



# Annual Raphael Recanati International School Pesach Luncheon 2019

Kindly  
sponsored by  
Anthony Lefco  
and the  
Neff Family



Maya Rutstein (1st year Psychology)  
with her father Gary.



Betti Krymalowski, Ria Gilboa, and  
Anneke Behrendt-van Zeeland.



Simone Aboukrat and Jonathan Davis.



Emily Nagar (2nd year Psychology) with her parents  
Penina and Avi.



RRIS students promoting Carmel Winery,  
which sponsored the wine for the event.



Naomi Balaban (2nd year Psychology) with her parents  
Michael and Lynne and sister Shayna.



Sarah and Oskar Deutsch with their children, Efraim and Jakob Temmer, and  
Rachel Deutsch.





*Larry Finegold, Orlee Kaidar, and Sharon Finegold.*



*Esther and Yoav Savitzky.*



*Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School; Pierre Besnainou, chairman of IDC's International Friends; Oudi Recanati, IDC chancellor; Prof. Uriel Reichman, IDC president and founder; Staci Light Recanati; and Iris Davis.*



*Artur and Lala Susskind with Prof. Uriel Reichman.*



*Alain and Elisabeth Boukhobza, and Daniel, Keren, and Abigail Friedmann (2nd year Government and Sustainability).*



*Oudi and Dina Recanati together with Prof. Uriel Reichman.*



# IDC Graduate, Former Harvard Fellow, and International Negotiation Expert Returns to IDC

Made  
in IDC

Dr. Dana Wolf's career came full circle when she accepted a position at IDC.

**D**r. Dana Wolf is one of IDC Herzliya's very first graduates. From there her life journey led her to Harvard and then, almost two decades later, back to IDC. "This is where I started my career and this is where I am fulfilling my dream," says Wolf, who joined IDC as a lecturer and researcher at the Lauder School of Government, Diplomacy & Strategy in 2016.

"When I started I just wanted to be a lawyer, so I enrolled for an LL.B. in Law and a B.A. in Business Administration," says Wolf, who decided to study at IDC at the suggestion of a friend. While the institution had not yet received recognition by Israel's Council for Higher Education, Wolf was attracted to the idea of a liberal private institution of higher learning with Zionist values. She took a gamble that her degree would later be recognized.

"IDC President and Founder Prof. Uriel Reichman was so passionate about his dream that we followed him. It was the best decision I ever made," says Wolf, who today focuses on research, as well as on teaching public international law, conflict resolution and negotiation.

**"IDC is more than just an independent higher education institution. Its values of leadership and liberalism are very unique in Israel."** - Dr. Dana Wolf

Following her graduation from IDC in 2000, Wolf worked as a lawyer in Israel's premier law firm, S. Horowitz & Co. After several years there, she was accepted to NYU Law School's graduate program. Upon her graduation from NYU, Wolf was called upon to serve as an adviser to the counsellor on legal affairs at the Permanent Mission of Israel to the United Nations, in New York. It was while working there that she ran into Prof. Reichman at a UN-sponsored event.

"He started to raise the idea that I should pursue a Ph.D. and an academic career, something I had never thought of doing," says Wolf. "He was very persistent, and convinced me that it was a great idea, and would be an interesting career choice for me."

Indeed, says Wolf, Prof. Reichman has not only been passionate about the institution he founded, but also about its alumni. "IDC is more than just an independent higher education institution. Its values of leadership and liberalism are quite unique in Israel. I personally appreciate being a part of it."

In 2015 Wolf completed her doctoral dissertation, with a graduate research fellowship granted by the Program on Negotiation at Harvard Law School. Her research focused on the international legal implications of ending belligerent occupation. Wolf recently published an extensive article on the topic in the winter 2018 issue of the Minnesota Journal of International Law, which was cited by Israel's Supreme Court in a recent ruling on the events of spring 2018 in Gaza. The ruling dealt with the legality and implementation of the IDF's rules of engagement along the Gaza border.

Wolf, meantime, has continued to excel in the academic world. As a research fellow at the Program on Negotiation at Harvard Law School, she initiated the Middle East Exercise Project, a multi-party simulation on regional negotiations in the Middle East. While conducting research for the Middle East Exercise, she was awarded the Next Generation Grant by the Harvard program.

Her field of research is relatively new and innovative and highly regarded in the academic world. "Few if any scholars have made attempts to systematically integrate negotiation science, complexity theory and network analysis to forecast and prevent armed conflict," says Wolf.

In 2017, Wolf established an interdisciplinary research team from Harvard and IDC that took the first steps towards this ambitious goal. The team published the "MENA Negotiation Report," an in-depth stakeholders' analysis of eight conflicts and 59 state and non-state actors in the Middle East and North Africa. "We are trying to change the political status-quo and offer a new solution to change the global conversation about international conflict, from politics to science. We are beginning with the Middle East, in a very close partnership between IDC and the Harvard Kennedy School Negotiation Project."

The next step is to apply the model on a global scale. "I think we have a very interesting tool. The main goal is to de-escalate chaotic situations in the world, and ultimately save lives."

Wolf looks forward to continuing her work under the auspices of IDC. This includes helping to supervise the next generation of IDC graduates who return to their alma mater as professors, as well as sharing IDC's values and vision with her students. Her next dream is to establish an interdisciplinary negotiation program at IDC.

"It is very important that in our country and in our neighborhood, we study negotiation," notes Wolf. "This is one of the most dynamic universities in the world, where we can actually give expression to all the innovative ideas we have." ★







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