



# SAVE THE DATE

## 28-29 Nov, 2018

### TEL AVIV

# INNOVATION For Good Life

Maala International Con(fair)ence 2018

[Maala](#) is a non-profit corporate membership organization promoting corporate social responsibility (CSR) in Israel. Founded in 1998, Maala is considered as the CSR standards-setting organization in Israel. Presently, the membership organization is comprised of some 110 members, Israel's largest companies. Maala publishes the Maala ESG indexes annually on the Tel Aviv Stock Exchange, and as of 2016 organizes an annual international CSR conference in Tel Aviv.

### Maala ESG rating and indexes on the TASE

Maala has developed an ESG rating system that annually rates around 25% of the largest companies in Israel. The rating serves as an internal management tool as well as a benchmark for Israeli performance on Environmental, Social and Governance standards (ESG), following local priorities. Based on the annual rating, the Tel Aviv Stock Exchange (TASE) has created a family of SRI (Socially Responsible Investing) Indexes comprised of two Tel Bond Maala indexes, alongside the "TA-Maala SRI" Equity index. Since its launch in 2005, the TA-Maala index has outperformed the mainstream market indexes.

### Maala international conference | 28-29 November, 2018

The Maala international conference, with the theme of 'Innovation for Good Life', is the main annual arena for the sustainability community in Israel. The 2018 conference will be held on 28-29 November in Tel Aviv. **The 2018 conference** will showcase 'Innovation for Good Life' through launching new innovative products; Professional tracks inviting leaders from HR, marketing, finance, procurement, environment and R&D – to discuss how sustainability and innovation is embedded in their work; Vibrant working groups on topics such as future labor market, older workers and working past retirement age, strengthening social resilience; Unique innovative specialties of the Israeli market, e.g. food-tech etc.

[The 2017 conference](#) featured 800 participants from Israeli and global businesses, investors, civil society and government agencies. The conference revolved around the idea that the essence of CSR today should be about the way businesses are bettering life of employees, customers and society at large. Innovative ways to empower employees, seek solutions for smarter cities and promote food-tech to improve people's nourishment were some of the ideas that were explored by leaders such as VP sustainability at P&G; CTO at Strauss Group; Head of sustainable finance at Nordea Bank; editor of innovation at Huffington Post; CEO of Unilever Israel; Chief innovation officer at Shikun & Binui; head of stakeholder engagement division at Bank Hapoalim and [more](#).