



## Maala International CSR Conference 2016 | Field Tours

The Maala International CSR Conference will take place on Nov 30<sup>th</sup>-Dec 1<sup>st</sup> in Tel Aviv. The conference will present the unique aspects of CSR in Israel, alongside continuing dialog with opinion leaders of the professional field in the global arena.

On the second day of the conference, December 1<sup>st</sup> 2016, a variety of field tours will be conducted across the country, enabling conference participants to learn from work undertaken in the field. There is a choice of numerous tours, some focusing on social innovation, others addressing environmental innovation.

**The social innovation tours** are held in collaboration with **JDC-Tevet**, on the occasion of its 10<sup>th</sup> anniversary. The tours will visit leading Israeli companies from different economic sectors that employ diverse populations and use innovative tools for employee advancement; employment centers of the Arab and Haredi (ultra-orthodox) communities; job training facilities for young adults, people with disabilities and older people; and more.

**The environmental innovation tours** will visit innovation and development centers of different companies in sectors such as food, pharmaceuticals, technology and more, alongside innovative projects that address various issues of environment and nature, conducted in cooperation with business organizations.

The tours will span throughout the country, focusing in cities like Be'er Sheva, Tel Aviv, Nazareth and additional focal points, conducted in groups of 15-20 participants, both locals and international guests, with each tour visiting 2-3 sites focusing on a particular issue. Each tour will be accompanied by a tour leader/facilitator from either Maala or JDC Israel-Tevet. As a rule, tours will depart from central Israel around 8 am, to return by 4 pm. Precise departure times and location will be published shortly. Some of the tours reaching farther away might take longer and extend until around 5:30pm.

### Your Choice of Social Innovation Tours:

#### 1. Nazareth

We will visit the *Strauss* chocolate and sweets factory in Nazareth Illit; *Amdocs* at the Nazareth Industrial Park; and *Ryan Center*, developed by JDC Israel-Tevet in collaboration with the Ministry of Economy and Industry, offering employment guidance, vocational training and work placement services for the Arab community.

#### On the tour:

**AMDOCS** | *Amdocs Galilee Hub* in the Nazareth Industrial Park provides development and system management services to clients of the global Amdocs Group. In the command and control center, which is unique of its kind in Israel, control systems are installed, through which clients' computing systems are monitored and controlled remotely – to identify and solve emerging problems in real time. The Amdocs Galilee Hub might be the most prominent example of the company's commitment to diversifying the cultural mix of its workforce, stemming from a strong belief that cultural diversity is a source of strength. Presently, there are about 180 employees



working in the hub, including Christians, Muslims, Druze, Circassians and Jews. **Boaz Green**, Software Engineering Line Manager, will accompany the tour of the Hub, and **Samer Amar**, Software Development Manager, will talk about activities with the community in Nazareth.

**STRAUSS |** We will meet with **Dvora Meczyk**, VP Human Resources of Strauss Israel, who will tell us about the Strauss Group pioneering strategic plan, which aims to respond to the socio-economic needs of its employees in coping with the cost of living and to help in curtailing social disparities, while improving their employees' economic horizon.

**RYAN CENTER |** Ryan Center provides the Arab population with employment guidance, vocational training and work placement services. In the Center we will be meeting with active program participants, who will share the process they are undergoing and their expectations of the job market, in particular with regard to their inclusion in large companies in the Israeli economy. We will also converse with staff at the Center, who will detail the responses that are being offered to employers.

## 2. Umm Al-Fahm, Ra'anana and Shefayim

We will visit *Bank Hapoalim's* training center; *Ryan Center*, developed by JDC Israel-Tevet in collaboration with the Ministry of Economy and Industry, offering employment guidance, vocational training and placement services for the Arab population in Israel; and the *Dan Caesarea Hotel*, where we will hear about diversified employment and hiring.

### On the tour:

**BANK HAPOALIM |** The bank's *Learning and Development Center* is responsible for training, cultural and leadership processes and implements several advanced programs addressing employee development as well as their engagement with the bank's values. We will meet with **Smadar Sivan**, Manager of the Learning and Development Center, who will tell us about the programs that take advantage of new technologies and address one of the most challenging aspects of employee training – assimilating values as an integral part of the bank's strategy. We will further hear on this visit about ways in which the bank succeeded in diversifying its workforce, for which it was awarded the **2015 Dov Lautman Diversity in Business Award**.

**RYAN CENTER |** Ryan Center provides the Arab population with employment guidance, vocational training and work placement services. In the Center we will be meeting with active program participants, who will share the process they are undergoing and their expectations of the job market, in particular with regard to their inclusion in large companies in the Israeli economy. We will also converse with staff at the Center, who will detail the responses that are being offered to employers.

**DAN CAESAREA HOTEL |** The *Dan Hotel Chain* promotes a continuous progressive policy for diverse hiring throughout its network. On this visit we will hear about the diversification efforts, the company's rationale of addressing the issue and constructing designated programs, its different activities focusing on diverse populations and the business value of the company. We will further hear from an HR manager about the introduction of a *Starter Program* into the company, a program developed by JDC Israel-Tevet in collaboration with the Ministry of



Economy and Industry, offering a track of vocational training by means of apprenticeship, as well as an additional distant learning program developed by Tevet to promote qualitative employment for Ethiopian-Israeli young adults.

### 3. Tel Aviv

We will tour *WIZO Tel Aviv*; the *Employment Guidance Center* for the Haredi community in Bnei Brak, developed by JDC Israel-Tevet in collaboration with the Ministry of Economy and Industry; and *Meitav Dash* investment house that employs deaf/hearing impaired employees in its written communication department.

#### On the tour:

**WIZO** | The *WIZO daycare network* operates preschool daycare facilities, addressing all sectors of society in Israel with coverage throughout the country. WIZO is a social not-for-profit organization, employing thousands of workers in the daycare facilities it manages.

The preschool sector in Israel is currently facing continuous shortage of personnel, and the WIZO preschool division operates in numerous and creative ways to provide responses for the recruitment and preservation of employees, including leading a career track development program intended for the promotion of preschool teachers and caregivers. The visit will take place at the WIZO Tel Aviv headquarters, with leaders of the program on behalf of WIZO. We will hear about their professional outlooks and the significance of developing these distinctive advancement track. The tour will include a meeting with caregivers who have been included in these tracks.

**EMPLOYMENT GUIDANCE CENTER** | The Employment Guidance Center in Bnei Brak aims to respond to the needs of the working Haredi community that wishes to integrate into the employment market. The Center operates in full cooperation and with assistance of the Ministry of Economy and Industry, to provide a variety of practicable tools for integration in the employment market, from diagnosis of employment compatibility, via courses and vocational training, referrals to studies, assistance with tuition funding, training workshops for job searching, writing resumes, preparation for job interviews, integration into the work place, to education courses for the completion of vital study topics that are essential for inclusion in the employment market and pairing between companies and job seekers.

**MEITAV DASH** | The written communications department at Meitav Dash Investment House is comprised of 6 employees, all of whom are hearing impaired and/or deaf. We will tour the department, meet the employees and understand the essence of their work in their own words. We will meet with the management of the *Equal Business Project*, which promotes academic and professional employment for people with disabilities. The project is a collaboration between Meitav Dash, the Ministry of Economy and Industry, the Ruderman Family Foundation and JDC Israel-Tevet. We will further meet with the company owners who will tell us about their organizational agenda.

### 4. Kfar Saba



We will visit *Microsoft* in Herzliya to hear about their mentoring program developed by JDC Israel-Tevet; and meet with the *Ryan Center* team, also developed by Tevet, offering professional guidance services, vocational training and work placement for the Arab population; we will then visit JDC Israel's innovative *Middle of the Road Program*, for the inclusion of older jobseekers into the employment market; and *Tikshuv's* call center in Netanya that employs workers with disabilities.

#### On the tour:

**MICROSOFT** | Microsoft operates a broad process of promoting the employment of populations whose inclusion in the employment world had been defined a national objective. In the framework of this process, over ten thousand people have already been trained and accompanied thus far. As part of the process, the company facilitates a mentoring program that combines personal accompaniment by advancement coordinators together with volunteering mentors from the business world, who guide program participants in the process of work advancement. We will meet with mentors and mentees who have experienced the process. The mentors are midlevel and senior executives, who bestow their career experience and constitute role models for participants from diverse populations, including Haredi, Arab and Ethiopian-Israeli communities, in their development.

**RYAN CENTER** | Ryan Center provides the Arab population with employment guidance, vocational training and work placement services. In the Center we will be meeting with active program participants, who will share the process they are undergoing and their expectations of the job market, in particular with regard to their inclusion in large companies in the Israeli economy. We will also converse with staff at the Center, who will detail the responses that are being offered to employers.

**MIDDLE OF THE ROAD PROGRAM** | The program aims to lead to the betterment of the socio-economic status of jobseekers aged 45 to 75, by means of finding employment and raising awareness to the advantages of a multi-aged work environment. We will meet with participants who are eligible given their experience and proven achievements, and with a team of employment promoters who accompany employers and participants during and after the placement process. We will experience a short activity to engage us with the Middle of the Road employment challenges. We will further hear about the *Starter* program, which offers a track of vocational training via apprenticeship in required professions. We will also meet with a representative of the *Municipality of Kfar Saba*, who will tell us about the reception of older employees in the local authority.

**TIKSHUV** | Employing workers with disabilities is part of the organizational agenda at Tikshuv. The company had developed a training kit and a set of tools, intended to assist relevant factors (recruiters, training personnel and managers) with the successful integration of employees with disabilities into the organization, and shares this knowledge with the business community. On a tour of their Netanya call center, we will meet with the HR and division managers who will tell us about their efforts, collaborations and the advantages of employing workers with disabilities.



## Your Choice of Environmental Innovation Tours:

### 5. Haifa and Hadera

The tour of Hadera will visit the *Hadera Paper* factory, for an introduction of the "new environmental paper"; and the *Salt of the Earth* factory, for an introduction to the unique process of salt production that balances between industry and the environment.

#### On the tour:

**HADERA PAPER** | An opportunity to get reacquainted with the paper you threw to the recycling bin at the office. Hadera Paper is the largest and oldest producer of all types of paper in Israel. On the tour we will see the process of paper collection for recycling and get to know the stages of paper production with its innovative environmental aspects. In addition, presently the factory is an innovation leader with the development of "the world's most environmental" recycled paper, which has a production process in which no trees at all are involved, there is no bleaching process, there is diminished use of resources, etc.

**SALT OF THE EARTH** | There is a story behind every grain of salt... We will tour the visitor center that tells the history of the Atlit Salt factory. We will observe different bird species as part of the salt activity, balancing between industry and the environment. We will follow the path of the salt, from sea to table, and the activity of the company to promote a culture of balanced salt consumption in Israel and around the world, and to minimize the use of sodium in processed food.

### 6. Central District

The tour visits the *3M* innovation Center in Herzliya and *Teva's* logistic center in Shoham.

#### On the tour:

**3M** | 3M is an international company operating in 200 countries around the world, and is one of the most central, important and influential companies in the global market in terms of research and development. The company's innovation center presents unique and innovative technologies that are implemented in its range of products in different areas: medicine, safety, transport, industry and consumer products (from the post-it to glues used in drones and spaceships). The tour demonstrates the way in which the company's products contribute to the quality of life of millions of people around the world, and exhibits the extent to which sustainability perceptions are integrated into the development work undertaken at 3M.

**TEVA** | Teva, one of the top-ten pharma companies in the world, with roots planted in Israel for 115 years, is committed to providing advanced and innovative health solutions, enabling patients in Israel feel better. We are at an era of unprecedented changes that impact both the health system and its clients/patients – population growth, environmental changes and new medical challenges – all of these create significant challenges for the pharmaceutical companies too. At Teva's innovation center we will be exposed to a world of technological



innovation in Israel, by means of a tight network of investment and collaborations with startups, technology incubators, joint initiatives with academia and the creation of expert communities for development of new medications and advanced medical equipment that might in the future respond to malignant diseases and complex medical challenges.

On the tour of the logistics center we will become acquainted with *Sanara Ventures*, an investment platform specializing in promising Israeli startups from the preliminary stages of their lifespan. This joint platform by Teva and *Philips* presents a new model of collaboration between the two mega companies, to identify and invest in pioneering/revolutionary companies in the field of medical equipment and digital medicine.

## 7. Ramla, Lod and Kibbutz Horashim

The tour will visit the *Nesher* factory in Ramla; *Shikun & Binuy's* green building at Airport City; and the *Termokir* factory in Kibbutz Horashim.

### On the tour:

**SHIKUN & BINUY** | *BuildUp*, Shikun & Binuy's innovation plan, invites entrepreneurs, planners, engineers and inventors to partake in the planning and building of infrastructure for the future city. During the visit we will get to know the group's green building at Airport City, and hear about the process of connecting between sustainability and innovation in the construction and infrastructure sector.

**NESHER ISRAEL CEMENT ENTERPRISES** | We will visit the Nesher Ramla cement factory and see why gray cement is in fact rather green. We will learn about the advanced and efficient production processes; the use of alternative fuels (including those originating in all of our domestic waste); the use of alternative raw materials in place of consuming perishable natural resources; and the ways in which cement constitutes infrastructure for green building.

**TERMOKIR** | We will visit the Kibbutz Horashim factory and see how implementation of sustainable thinking in business improves the quality of the product and services throughout the value chain. We will peek at the R&D lab, in which innovative developments are brewing in cooperation with some of the leading companies in the world, aiming to respond to the challenges of sustainability. We will also hear about the LCA (Life Cycle Analysis) process, through which the company could learn about the impacts of its product throughout their lifetime, in effort to improve them.

## 8. Ashdod

The tour will visit Strauss's "*The Kitchen*" innovation center in collaboration with the *Chief Scientist*; the agriculture and environmental sciences educational farm – "*spreading seeds of science*" program by the *Adama* company in Ashdod; and *Mekorot's* desalination site.

### On the tour:



**MEKOROT** | the problem of drinking water shortage in Israel has in fact been solved. The solution arose from a combination of technology, systematic management of the water economy and education. On a tour of the desalination facility in Ashdod, which presently supplies about 100 million cubic meters of desalinated sea water, we will see unique sea water desalination technologies in different parts of the factory, from sea water intake, pre-treatment, the production hall in which desalination takes place using the reverse osmosis methodology, and we will tour the complementary treatment compound.

**ADAMA** | The visit of the agriculture and environmental science educational farm in Ashdod will provide us with a glimpse into a strategic connection between the professional content core of a business company and community involvement. The program *Spreading Seeds of Science* addresses the promotion of pupils toward personal and research excellence in the fields of science and agricultural studies, and generates shared value and a role model for all stakeholders. Additionally, the program proves that genuine social change happens through multi-sector cooperation: between a business, central government (Ministry of Education) and local authorities.

**THE KITCHEN** | *Strauss's FoodTech Hub*, in collaboration with the *Chief Scientist*, is an incubator addressing investments in early stage pioneering technological initiatives that are relevant for the food industry, throughout the value chain. In promoting technological innovation, the incubator strives to ensure that industry does better and that better food is available for the world. The incubator provides a home for entrepreneurs and a habitat for new technologies.

### **Further information about the various programs and centers:**

**RYAN CENTER** | Ryan Centers, developed by JDC Israel-Tevet in collaboration with the Ministry of Economy and Industry, span throughout the country, offering the Arab population employment guidance, vocational training and placement services. This professional and individual process has already assisted about 17,000 participants to find gainful employment.

**STARTER PROGRAM** | The program, developed by JDC Israel-Tevet in collaboration with the Ministry of Economy and Industry, offers a vocational training track by apprenticeship in high-demand professions. The training takes place partly in a training institution and partly in the employer's workplace for a wage. At the end of training the students undergo exams and can be eligible for professional certification by the Ministry of Economy and Industry. The employer receives assistance in recruiting skilled employees, accompaniment in the apprenticeship process (training of instructors) and partial funding of the student's wages.

**LAMERHAK PROGRAM** | A program promoting qualitative employment for Ethiopian-Israeli young adults, developed by JDC Israel-Tevet in collaboration with the Ministry of Economy and Industry. Individual accompaniment services are provided for the purpose of constructing a work plan for a career path. The program offers its participants participation in funding their studies, vocational training and placement services.

**MAFTEACH CENTER** | Mafteach Centers were established by a joint initiative of JDC-Tevet and the Ministry of Economy and Industry, and are intended for the development of qualitative employment that is also adapted for



the Haredi society. Maftach Centers provide the Haredi community with employment direction, vocational training and work placement, by means of individual accompaniment over time until their qualitative work placement. These services are given by a Haredi team, in congruence with the Haredi lifestyle and aiming to respond to the unique barriers that participants are facing.

**RAMP UP PROGRAM** | The Ramp Up Program, developed by JDC Israel-Tevet in collaboration with the Ruderman Family Foundation and the Ministry of Economy and Industry, provides people with disabilities the possibility of coming to normative employment centers and receiving accompaniment towards designated employment and placement, while integrating into the center's ongoing activity. The program offers employers motivated workers with disabilities, who are and willing to work and are accompanied by a professional coordinator.

**EMPLOYMENT CENTER** | The Employment Centers, developed by JDC Israel-Tevet in collaboration with the Ministry of Social Affairs and Services, operate to promote employment inclusion and advancement of the ministry's clients. The centers offer their clients a number of intervention tracks, including: individual, group or therapeutic accompaniment, combined with vocational training and links to employers.

**EQUAL BUSINESS PROJECT** | A project in partnership between the Ministry of Economy and Industry, JDC-Tevet, Meitav Dash Investments and the Ruderman Family Foundation; to promote academic and professional employment of people with disabilities. In the framework of the project, more than 200 employees are getting guidance in the hi-tech, communications, finance and insurance sectors, to create internal organizational infrastructure for the reception of people with disabilities, while securing the commitment of senior management and the rest of the organization.

**MIDDLE OF THE ROAD PROGRAM** | The program, developed by JDC Israel, aims to lead to the betterment of the socio-economic status of jobseekers aged 45 to 75, by means of finding employment and raising awareness to the advantages of a multi-aged work environment. The program make optimal links between the needs of the employer and the workers' employment profile.

**BENEFICIAL COMPANY PROGRAM** | The Beneficial Company Program is an innovative program developed by Maala and JDC Israel-Tevet. The program harnesses businesses that employ low wage workers in jobs with a limited or insignificant pay raise horizon, to voluntarily benefit their employees beyond market dictation. Who is it good for? There are direct benefits for employees and their families; a transition (of employees) from survival mode to active participation in community and family life; improvements in the psychological welfare of employees. In terms of the employer, there is growth in productivity; decline in personnel turnover; economic management. There is an advantage for the Israeli market due to diminishing costs associated with poverty and low wages.

**MENTORING PROGRAM** | The program, developed by JDC Israel-Tevet, works to promote the employment advancement of low wage employees in four dimensions: economic upturn; professional development; betterment of working conditions; and subjective improvement. The program combines personal accompaniment for advancement by coordinators on behalf of JDC Israel-Tevet, alongside volunteering mentors from the business world, who accompany program participants in the process of work advancement. Who benefits? Employers: volunteering as mentors is a contribution that aims to create a unified and solidary civil society; volunteering further assists in employee development and enhances the volunteer-worker's sense of belonging to their





organization. Employees: the mentor can assist the mentee in employment advancement processes by providing them with tools for continued professional development; expanding social networks and their knowledge regarding the professional world; acquaintance with professional and personal models; and acquiring skills for effective organizational conduct. For the Israeli market: development of a sustainable volunteering operation, specializing in employment advancement for varied populations. The mentors are midlevel and senior executives, who bestow their career experience and constitute role models for participants from diverse populations, including Haredi, Arab and Ethiopian-Israeli communities, in their development.

**CAREER PATHS PROGRAM** | The program, developed by JDC Israel-Tevet, provides designated training for HR managers and organizational consultants, aims to generate career paths for entry level employees, and is integral to the development of the organization's human resource. The development of these promotion tracks assist in increasing the attractiveness of entry level positions in the organization and encourage employees to persevere at work, thus minimizing employee turnover and preserving knowledge within the organization. At the same time they provide employees with an opportunity for career planning, professionalization and promotion over time. Since career paths are not naturally generated, and in order to promote career paths for entry level employees, the Career Paths Program offers employers professional accompaniment that includes: exposure to the unique tools and work model developed by Tevet based on experience "in the field", while adapting them to the needs of the employer; accompaniment by program professionals throughout the duration of the project in full partnership with the employer; designated trainings for HR managers.

**FORUM FOR DIVERSITY HIRING** | The Diversity Forum, established in 2000, is a coalition of leading organizations dealing with employment issues that promotes the awareness of the business sector in Israel to employment diversity. The forum develops tools and knowledge for the management of diversity and trains diversity managers.