

ISRAELI 'INNOVATION FOR GOOD'

FACING GLOBAL CHALLENGES THROUGH LOCAL SOLUTIONS

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ARISE is a U.S. based 501c3 which seeks to strengthen trade relations between Israel and the international community in an effort to advance the economy and security of all of Israel's residents, and to promote peaceful co-existence in the region.

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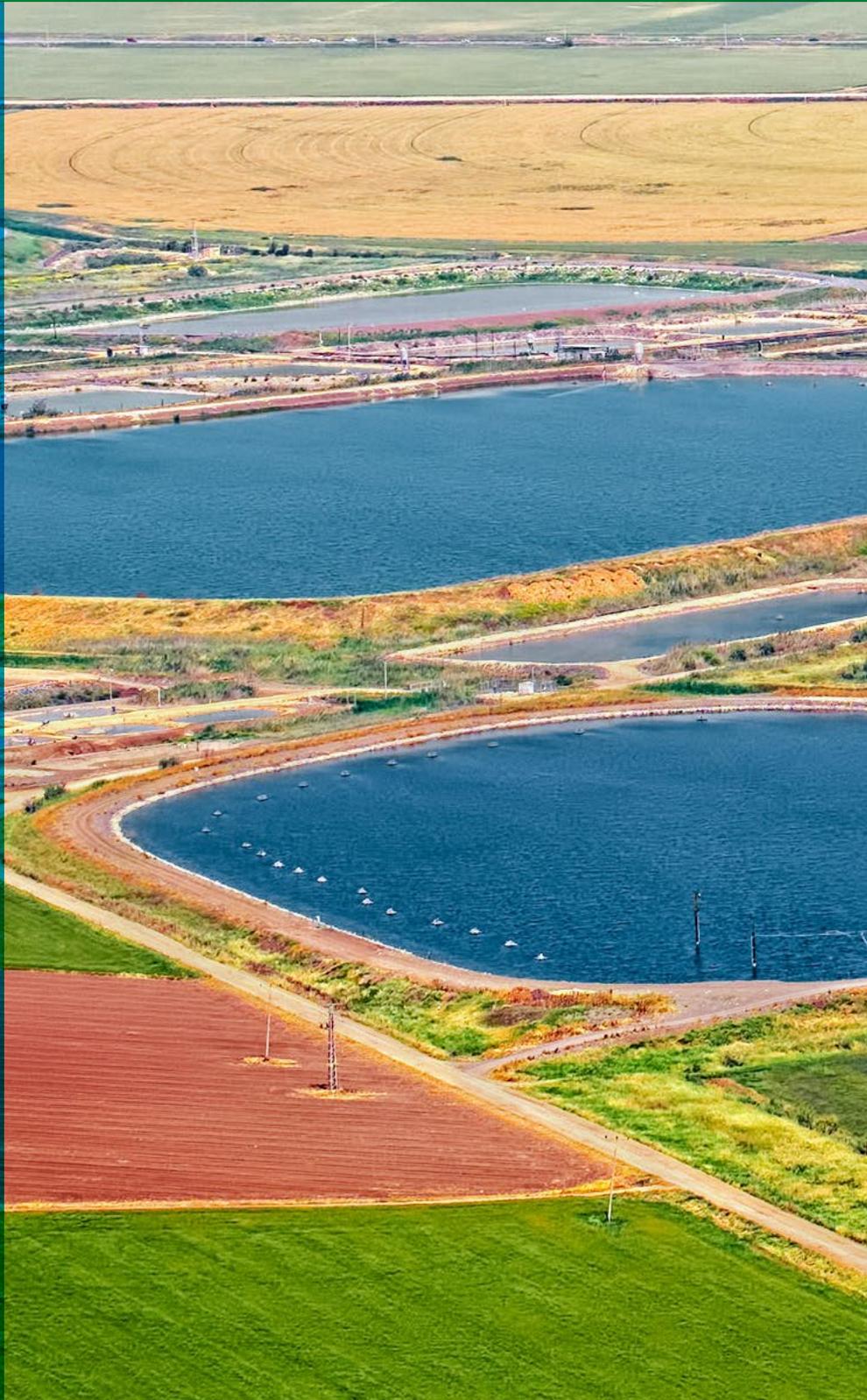
Maala – Business for Social Responsibility

MAALA is affiliated with a network of organizations promoting sustainability and CSR around the globe: Global Reporting Initiative (GRI), Business for Social Responsibility (BSR), World Business Council for Sustainable Development (WBCSD), CSR 360 and more.

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Executive Summary

The purpose of this report is to showcase Israel’s vibrant culture of social innovation and environmental sustainability, which consistently delivers positive results for investors and society at large. The following pages tell a private-sector story of delivering social and environmental solutions that address real-world needs in the context of a unique social and geopolitical environment.

The introductory chapter depicts Israel’s sustainability ecosystem as a triangle of three dominant vectors. The first vector—innovation DNA—illustrates Israel’s exceptional and well-chronicled scientific and technological advancements. The second vector focuses on a host of complex and existential challenges related to a growing population, limited natural resources, and the infrastructure needed to create long-term sustainability. The third vector—commitment to impact—captures:

- A spirit of solidarity with disenfranchised populations
- A commitment to share innovative solutions that promote sustainability and human flourishing
- A global commitment to consistently expand and export ‘soft power’ globally

Israel’s focus on sustainable innovation is driven by the need to survive and thrive in desert conditions. By pioneering water, agriculture, and food technologies, Israel—a state of 9 million and roughly the size of New Jersey—raised more than \$750 million in AgriFood venture capital to support 700+ agriculture-related startups over a five-year period between 2014 and 2018. In 2017, Israel raised more capital for upstream technologies than China even though its population is 150 times smaller.*

Israel’s story—through its unique history, geography, and response to adversity—is also the story of its evolution as a developer of solutions to problems that not only affect Israel but also the world’s most vulnerable populations. The ingenuity of the Jewish state has always been intertwined with its ability to

provide food, water, and security throughout its borders—from the northernmost regions to the arid southern deserts.

In Israel’s quest to address regionalized needs, the state bore a central responsibility and role in cultivating innovative solutions and did so alongside pioneering entrepreneurs. A significant number of market-shifting technologies and initiatives quickly grew into global companies. Chapter 2 showcases several such companies.

Today, Israel’s water, food, and agritech innovation are concentrated in a vibrant and growing cluster of veteran Israeli companies, alongside startups, research labs, and institutions, all supported by a robust government infrastructure. Israeli ‘innovation for good’ clusters are characterized by cross-sector collaborations that address the challenges of water and food vulnerability and security.

Chapter 3 reviews the cluster context in greater detail.

Israel is poised for market leadership in new and emerging fields, including biotech and vehicle safety. The final chapter offers additional guidance for investors who are focused on social and environmental impact and interested in learning more about on-the-ground opportunities to partner with Israel-based companies.

Success in this area stems from a healthy balance between a centralized regulatory infrastructure and government-administered financial incentives. The result is a decentralized, broad, and diverse base of opportunities for cutting-edge initiatives.

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A Note From BDO Israel



The purpose of this document is to describe and highlight Israeli Corporate Social Responsibility (CSR) in relation to global standards, noting its unique local character, innovations, and areas of excellence. Here, we outline values, circumstances, and challenges that have influenced the evolution of CSR in Israel, focusing on the trends shaping and growing the field. You will see significant progress in several arenas, making Israel an increasingly attractive target for socially responsible investors (SRI). Also outlined in the following pages is evidence of Israeli's alignment with global CSR standards and conventions and its flourishing and innovative local CSR activity.

Four key factors, illustrated through case studies and examples, create the conditions for Israel's emergence as an increasingly attractive Target for Responsible Investment. The four factors include: 1) growing activity/involvement led by businesses; 2) increasing systematic/systemic transparency; 3) growing dialogue/engagement with international CSR communities; and 4) widened availability of accessible investment tools.

New opportunities exist for start-ups focused on sustainable solutions that meet or exceed UN Sustainable Development Goals in areas such as enhancing food, water, and energy security.

This document was commissioned by the International Christian Chamber of Commerce (ICCC) and ARISE – Alliance to Reinforce Israel's Security and Economy. It was submitted by Maala – Business for Social Responsibility in Israel. Maala is regarded as the CSR standards-setting organization in Israel and is an affiliate of a global network of organizations promoting sustainability and CSR around the globe: Global Reporting Initiative (GRI), Business for Social Responsibility (BSR), World Business Council for Sustainable Development (WBCSD), CSR 360 and more.



Innovation refers to the potential to positively transform an idea into a product or process that advances SDGs while achieving positive social or environmental change via socially and financially sustainable approaches.



Chapter 1:
GLOBAL GOOD: Social and Environmental Sustainability



Driving toward global sustainability requires the convergence of two significant trends: broad acceptance of United Nations Sustainable Development Goals (SDGs) by international humanitarian organizations and citizen change makers, and a global demand to develop and deploy scalable solutions that address growing humanitarian and ecological crises.

The SDGs provide the private sector and other global actors a shared roadmap outlining the acute and widespread global need and desired outcomes. Formalized in 2015, the SDGs represent a global leadership consensus on prioritization of critical humanitarian goals. The list of 17 goals covers prominent issues such as: ending poverty and hunger; ensuring health and well-being, providing access to education and training; achieving gender equality; delivering water management, sanitation solutions, and energy access for all; and promoting inclusive growth, resilience, and sustainability. Each goal breaks down into sub-goals that list specific challenges and solutions.

Innovation in this context refers to the potential to positively transform an idea into a product or process that advances SDGs while achieving positive social or environmental

change via socially and financially sustainable approaches. International development and humanitarian assistance professionals recognize an increasing need for innovation.

The World Economic Forum describes social and environmental impact “as the application of innovative, practical, sustainable, business-like approaches that achieve positive social and/or environmental change.”¹

Financial incentives are a key part of the effort to ‘innovate for good.’ An estimated \$2-3 trillion is invested in the SDGs every year; in some sectors, it is estimated in the billions and even more. Government stakeholders—including the government of the United States, the largest bilateral donor—have raised the profile of their support for international entrepreneurship, as markets for sustainable and sustainability-promoting products and services have gone mainstream. Today, 54 percent of consumers report a desire to buy more sustainably.² On the other end of the spectrum, at the base of the economic pyramid, a demographic of between 2.5 and 3.7 billion of the lowest-earning people in the world, who are largely excluded from formal markets, represent an untapped demand for basic humanitarian products and services.³

SDGs At a Glance

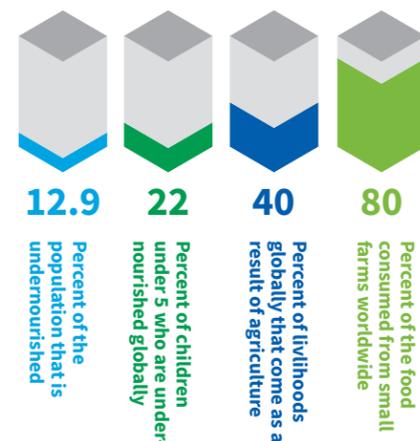
This paper will explore SDG no. 2 (Zero Hunger) and no. 6 (Clean Water and Sanitation). Click on the [image](#) below for more detailed information on SDGs.



Hunger & Food Security⁴

An estimated 821 million people were undernourished in 2017 and the majority live in developing countries, where 12.9 percent of the population is undernourished. Poor nutrition causes nearly half (45 percent) of deaths in children under five—that's 3.1 million children each year. Moreover, 149 million children under 5 years of age, or 22 percent of the global under-5 population, were still chronically undernourished in 2018.

Agriculture is the single largest employer in the world, providing livelihoods for 40 percent of today's global population; it is the largest source of income and jobs for poor rural households. Nearly 500 million small farms worldwide, most still rain-fed, provide up to 80 percent of the food consumed in a large portion of the developing world.



Growing populations and the increasing frequency and intensity of droughts and floods add to the challenge of maintaining food security.⁵ Based on World Bank data, agriculture can help reduce poverty, raise incomes, and improve food security for 80 percent of the world's poor.⁶ Limited land and water resources mean that there is a growing need for solutions to protect crops and maximize the yield and quality of agricultural products.

Hunger & Food Security Goals for 2030:

- End hunger and ensure access to safe, nutritious and sufficient food all year round, for all people, particularly the poor.
- Double the agricultural productivity and incomes of small-scale food producers.
- Ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production.

- Increase investment through enhanced international cooperation—in rural infrastructure, agricultural research, and technology development—to enhance productive agricultural capacity in developing countries, particularly in underdeveloped countries.

Clean Water and Sanitation⁷

Water scarcity affects more than 40 percent of the global population and is projected to rise. More than 1.7 billion people are currently living in river basins where water use exceeds recharge. Nearly 3 in 10 people lack access to safely managed drinking water services and 6 in 10 lack access to safely managed sanitation facilities. Each day, nearly 1,000 children die due to preventable water and sanitation-related diarrheal diseases. Approximately 70 percent of all water taken from rivers, lakes and aquifers is used for irrigation. However, between 1990 and 2015, the proportion of the global population using an improved drinking water source has increased from 76 to 90 percent.

Clean Water and Sanitation Goals for 2030:

- Achieve universal and equitable access to safe and affordable drinking water for all
- Substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater
- Implement integrated water resource management at all levels
- Expand international cooperation and capacity-building support to developing countries in water- and sanitation-related activities and programs, including water harvesting, desalination, water efficiency, wastewater treatment, recycling and reuse technologies.

Doing Well by Doing Good

The private sector is looked upon to help meet the goals through its power of innovation and access to resources. As these two basic needs—food and water—have a major impact on people's lives, the case studies presented in this paper will also touch upon some of the other SDGs, including SDG 1: No Poverty; SDG 3: Good Health and Well-being; SDG 8: Decent Work and Economic Growth; SDG 9: Industry Innovation and Infrastructure; and SDG 10: Reducing Inequalities.



Chapter 2: Israeli 'Innovation for Good'



Israel's sustainability ecosystems emerged from unique circumstances that have contributed to the strength of its private sector and continued growth in this area. **This chapter discusses three prominent characteristics that constitute an Israeli 'innovation for good' triangle.**

Innovation Ecosystem

The first is a clear Israeli capacity for improvisation and entrepreneurship, which is embedded in a broader Israeli 'innovation DNA.' This tendency is amplified in a small and dense country with high connectivity between sectors and fields, cultivating a risk-taking and non-hier-

archical culture. It is incentivized by government, military, and market investment, particularly supporting research and development. Indeed, in global rankings of top innovation ecosystems, Israel consistently ranks among the world's top locations for entrepreneurs and venture capitalists. Recently, the World Economic Forum's *2017-2018 Global Competitiveness Report* ranked Israel third best in the world both in "capacity for innovation" and "quality of scientific research institutions." The country was rated sixth in the availability of scientists and engineers.

With more than 90 Israeli companies listed on Nasdaq (and 30 listed companies in the

bio-medical sector), Israel has the largest number of startup companies per capita in the world, 12 Nobel prizes in science and research, and the highest concentration of engineers and R&D spending in the world. Israel ranks second among OECD countries for R&D expenditure per capita after Switzerland, investing almost three times more than the OECD average in R&D.⁴ Bill Gates has said, "Innovation going on in Israel is critical to the future of the technology business."⁵

Overcoming Adversity

The second characteristic influencing Israeli 'innovation for good' emanates from the country's experience contending with challenges to its basic ability to survive and thrive. Israel, as Harvard University's Professor Ricardo Hausmann has commented, developed a "striking" penchant "for taking problems, like the lack of water, and turning them into assets." As a case in point, Israel leads the world today in recycling wastewater and is the only country in the world whose desert is receding.⁶

Indeed, with the young state's dramatic mobilization of resources to help people address their problems, Israel cultivated a highly incentivized and robust multi-sector infrastructure focused on food, water, and physical security. It continues to have a significant global impact. Indeed, through its experience overcoming adversity and transitioning from being a developing to a developed country, Israel has created distinct and applicable innovations that benefit people around the world facing similar crises.

Global Impact Commitment

Finally, Israel's historic commitment to serve as a 'light unto nations' profoundly influences a spirit of sharing and making a positive impact on humanity. This commitment manifested in the discourse and activities of Israel's founding leadership, who shared a view that beyond assuring its own survival, the Jewish State must also fulfill a moral mission of serving others.

In 1902, Theodore Herzl wrote in *Altneuland*, a founding document of modern political Zionism, that, "once I have witnessed the redemption of the Jews, my people, I wish also to assist in the redemption of the Africans."

Early Israeli leaders perpetuated this spirit in word and action, making assisting developing

countries a central priority. Specifically, former Prime Ministers David Ben-Gurion and Golda Meir wrote extensively on the issue, with Ben-Gurion discussing assistance as a "great historic privilege, which is also a duty, of... helping to solve the gravest problem of the 20th century—the central problem of all humanity in our time," and Meir explaining that Israel's foreign assistance program "typifies the drive towards social justice, reconstruction, and rehabilitation that is at the very heart of Labor-Zionism – and Judaism" and is "a continuation of our own most valued traditions and an expression of our own deepest historical instincts."

Israel's establishment of the Center for Cooperation of the Israeli Ministry of Foreign Affairs (known by the Hebrew-language acronym of MASHAV) as a part of its foreign ministry in 1958 was a milestone in this regard. It is emblematic of the state's early commitment to export 'soft power' by delivering social and environmental solutions that address basic needs and global problems. During its first 10 years, Israel's development cooperation program trained more than 10,000 individuals from 90+ countries and sent more than 4,000 technical assistants to 62 countries. By 1964, the Israeli ratio of technical experts working on development projects to total population was twice that of the OECD-DAC average. Its budget, relative to the size of Israel's economy, was comparable to that of the major, developed-country donors of the time. It continues a longstanding partnership with private-sector institutions and in 2015 sponsored a UN Resolution promoting agricultural technology that won broad support.

Profiles: Israeli Companies at the Intersection of Acute Global Needs and the Israeli 'Innovation for Good' Triangle

Along with cutting-edge state research institutions and a vibrant startup scene, strong veteran Israeli companies, many of which were founded at the beginning of Israel's modern statehood or even in pre-state times, serve as innovation hubs. They regularly invest resources, lend their brand and positioning to local collaborations, share knowledge, and cultivate innovation.

Some prominent examples of current market leaders have evolved from state-owned companies tasked with delivering on basic needs, efforts that were centrally controlled by the Israeli government. Others embody classic startup-to-institution development. All are constrained by the growth limitations dictated by the small size of the Israeli market and share an imperative to export their solutions.

In that context, many still-thriving organizations, which arose from the need to provide for the resource-challenged state's food and water security, have acquired greater global relevance as deserts expand and populations grow. In highlighting Israeli private-sector exemplars, this chapter features Israeli fields and companies that have generally existed for decades. All have accumulated a noteworthy track record of making significant contributions while addressing threats to basic needs in SDG-aligned fields.

Netafim



The Basics: Netafim provides simple and affordable technology to enable mass adoption of smart precision irrigation for farmers of all sizes, from large-scale agri-producers to small operations. **The drip irrigation pioneer and market leader since its founding in 1965, Netafim continues to develop innovative irrigation solutions** from driplines to automated Nutrigation systems and today holds a more than 30 percent share of the global drip irrigation market.

Netafim was established when an Israeli water engineer invented a device that changed the course of irrigation forever—a drip-based tube that slowly releases water precisely where it is most needed. The engineer, Simcha Blass, partnered with Kibbutz Hatzerim, a small agricultural community in Israel's Negev desert that contributed its manufacturing capabilities, experience, and agricultural knowledge. Together, they created Netafim's initial production facility in 1965, the first of its kind worldwide. The Kibbutz community understood that adopting a sustainable and efficient irrigation system was critical to its agricultural success. Both partners recognized the potential of drip irrigation to revolutionize the field of irrigation and fertilization, and to optimize water conservation and increase crop yields.

Netafim's drip irrigation solutions represented a paradigm shift toward low-flow agricultural irrigation and it rapidly spread worldwide. Each decade brought new innovations from Netafim as it continued to address changing requirements and demands across the globe. To meet this challenge, Netafim embarked upon a new phase in 1990: "from Kibbutz-based socialism to capitalistic management and corporatization; from local to global; and from the dripper product to a one-stop, end-to-end shop for sustainable, green-tech irrigation solutions." In line with this new mission, Kibbutz Hatzerim sold part of its stake in Netafim to partner with international organizations.

Local presence and global growth: Since 2017, Netafim has been privately owned by Mexichem (80%) and Kibbutz Hatzerim (20%). The deal valued the Mexichem acquisition at \$1.5 billion. Today, Netafim maintains annual sales of about \$800 million and an over 30 percent share of the global drip market, while continuing to grow in major territories.¹² It comprises 28 subsidiaries, 16 production plants, and more than 4,000 employees worldwide, and operates in over 110 countries across the globe.¹³

Still, just a few steps from Netafim's home in Kibbutz Hatzerim, the factory for its drippers runs several shifts a day with many of the employees—Negev Bedouin, Russian, and Ethiopian immigrants, and native-born Israelis—commuting to work from around the Negev region.¹⁴

According to Netafim CEO Ran Maidan, "The agricultural market in general, and drip irrigation in particular, sits at the heart of a number of important global issues. These include increasing demand for food, due to rapid world population growth, while the planet's water and arable land resources are finite. At the same time, the agricultural sector is the world's main consumer of water. As a result, there is a growing demand for better and advanced irrigation solutions and greater agricultural efficiency. These trends, along with Netafim's unique global presence and innovative, high-quality products, present us with a significant growth opportunity."¹⁵ In recent years, Netafim's strategic growth has focused on building on its traditional expertise with small agricultural holders and upscaling to mega-projects involving third-party anchor stakeholders such as governments, financial institutions, and NGOs in developing markets.¹⁶

Netafim is recognized in the global humanitarian community for its commitment to positively impacting the world. Over the years, Netafim has provided more than 150 billion drippers, and more than 10 million hectares worldwide are irrigated by Netafim technology. Netafim is a member of the UN CEO Water Mandate and UN Global Compact (UNGC), partnering in a global effort to address long-term water challenges affecting the entire world. It was named the 2013 Stockholm Industry Water Award (SIWA) Laureate for its contribution to sustainable water management. In 2017, Netafim was inducted into the International Green Industry Hall of Fame (IGIHOF) for its contribution to sustainable productivity by offering innovative irrigation solutions that enable farmers to grow more crops with fewer resources and lower environmental impact. Examples of Netafim solutions implemented in different areas around the world include:



- **Karnataka region, India:** the largest community irrigation project in the world. The \$60 million Ramthal (Marol) project covers nearly 30,000 acres of farmland, helping some 6,700 farmers from 22 villages improve their productivity and livelihood, while saving 50% in water consumption.¹⁷
- **Gori, Georgia:** Netafim, in partnership with MASHAV and USAID, distributed irrigation kits and lettuce seedlings to create a new source of income and improve the livelihoods of vulnerable internally displaced persons in the area of Gori through small-scale agricultural production. This first project is part of a wider plan of action aimed at increasing local agricultural production by introducing Israeli best practices and training.
- **Paraguay:** Netafim, in partnership with Israeli government agencies and Paraguay's local Federation of Production Cooperatives, provided Paraguayan agricultural producers technology to achieve greater crop yield using half the water. "Through this project, small farmers in San Pedro will have access for the first time to drip irrigation systems. Producers will use it for growing vegetables such as tomatoes, sweet peppers and carrots, and will be assisted by the federation," reported the Israeli Embassy in Asuncion.¹⁸ ■

ADAMA Agricultural Solutions (ADAMA)



The Basics: **ADAMA**, Hebrew for 'earth' or 'soil,' helps farmers overcome the challenge of producing more with fewer resources by providing tailored solutions that protect crops from weeds, insects, and disease. ADAMA herbicides, insecticides, fungicides, plant growth regulators, and seed treatments improve the quality and quantity of crop yield. ADAMA partnerships with research institutions and technology companies ensure the solutions are adaptive and innovative.

With a heritage of more than 70 years and roots in the Negev, the company arose out of Israel's two leading crop protection companies founded in 1945 and 1952. These institutions merged in 1997 and became known as ADAMA in 2014, with the launch of its global brand. Partnering with research institutions and technology firms to deploy cross-cutting and cutting-edge solutions, ADAMA is a market leader reaching farmers in more than 100 countries.

ADAMA provides farmers with tailored, differentiated products from its portfolio, one of the world's largest and most diverse, created out of 270 active ingredients and more than 1,000 mixtures and formulations. Indeed, ADAMA's product ideation process starts with the needs of the farmers and goes through the company's advanced R&D labs in Israel and in the communities that ADAMA technologies serve, with teams throughout the world conducting field trials.¹⁹ As a result, ADAMA has one of the largest crop protection sales and marketing networks in the world, with nearly 60 subsidiaries located across every continent, and selling to more than 100 countries.²⁰

ADAMA, with its main R&D and manufacturing facilities still in southern Israel, continues to innovate, collaborating with research institutions and agritech companies to provide farmers quantifiable data to improve agronomic decision-making, reduce operating costs and uncertainty, minimize potential negative environmental impact and agronomic risks, and increase the efficiency of products.

The company expanded its global footprint in the 1970s and 80s, engaging in key agricultural markets such as France and the UK and, in the 1990s, it established its European headquarters and significantly expanded its Latin American presence. In the 2000s, ADAMA was joined by 25 additional companies in the Americas, Asia, and Europe through partnerships, acquisitions, and organic expansion.

In 2011, ChemChina (the China National Chemical Corporation) acquired a 60 percent stake in ADAMA, and in 2016 it acquired the remaining 40 percent from the IDB Group, becoming ADAMA's sole shareholder. In 2017, ADAMA returned to the public markets, combining with Hubei Sanonda Ltd., a leading Chinese crop protection producer. ADAMA Agricultural Solution's bonds are publicly traded on the Tel Aviv Stock Exchange.

Today, the company comprises approximately 60 subsidiaries, more than 7,000 employees, 21 production sites, and seven development centers worldwide. It also has a direct presence in each of the top 20 agricultural markets. ADAMA is one of the largest companies in the \$65 billion global crop protection industry, with a long-term historical growth rate three times the average of the sector, and sales in 2018 reported at \$3.9 billion.

Examples of ADAMA's solutions and work implemented around the world:

- ADAMA India's farmer service center directly answers farmers' questions, fielding 29,000 calls from 23 Indian states in 2015. Farmers describe disease symptoms or pests they are encountering and an operator guides them with solutions.
- ADAMA Argentina met directly with farmers in more than 50 cities to discuss solutions for their daily crop problems.
- ADAMA has teamed with Phytech, an Israeli agritech firm that is bringing the Internet of Things to the plant world, to deliver a plant-alert system to farmers in North and South America. According to Phytech CEO Sarig Duek, ADAMA's "grower-focused approach will ensure the successful implementation of the technology for the benefit of growers worldwide." An ADAMA senior vice president added, "This collaboration with an innovative company like Phytech is a powerful example of how ADAMA, with its global, farmer-centric commercialization platform, is uniquely positioned to bring simplicity and the best of Israeli innovation to farmers around the world."²¹ ■

TAHAL



The Basics: **TAHAL** is a leading global provider of sustainable infrastructure development projects in emerging markets worldwide. It designs and implements solutions for the effective development of new and existing water resources; increased water quality and availability; safe water supply for domestic, industrial and agricultural usage; enhanced management of existing water resources; and reduced water loss and increased water revenues. TAHAL specializes in planning and design, management and implementation, and maintenance of large-scale projects.

TAHAL was established in 1952 as a state-owned company with the mission of designing the Israeli water grid. Its first major project was the National Water Carrier of Israel in 1964, which transferred water from the Sea of Galilee in the north of the country, through the highly-populated center, and down to the arid south. In the early 1960s, based on the experience of planning of Israel's water grid, the company initiated projects outside of the state, serving Israel's foreign aid missions to developing countries. By the early 1990s, TAHAL supplied 50 percent of the drinking water in Israel.²² In 1996, the company was privatized.

TAHAL has since executed hundreds of projects for governments, municipalities, public organizations and private corporations in more than 60 countries worldwide. It employs approximately 1,000 professionals with specializations ranging from civil engineering disciplines, agriculture, and agronomy, to finance and systems analysis.

TAHAL water resource development projects begin with feasibility studies and a comprehensive survey of a region's needs and water potential. Its services include the design of regional and national water supply systems, prevention of water source pollution, conveyance and storage systems, agricultural planning, project construction management, and operations.²³

TAHAL's worldwide projects help to provide clean and safe water to millions of people worldwide, reduce environmental impact, and increase economic benefit.

TAHAL - WINNER OF 2019 GLOBAL IMPACT AWARD

TAHAL joined six individuals, NGOs, and other Israeli ventures that, as Israeli President Reuven Rivlin described, "excel in making a positive impact in the developing world" and were presented with the inaugural "Global Impact Awards."



Examples of TAHAL's solutions and work implemented around the world:

- TAHAL's partnership with the government of Angola on the country's largest agricultural project—50,000,000 square meters of agricultural settlement in the heart of Angola. CEO Saar Bracha explains, "We are a company that has been present in African countries since the 1960s, and ironically, many of our projects that are underway today are based on a master plan that TAHAL put together in the 1960s and 1970s. This project is the president's national project that is meant to convey a message... we will employ thousands of locals here, and we will train an entire generation of farmers who will operate the site. Angola is building this place. We are the planning and management company."²⁴
- TAHAL is helping Rwanda improve its agricultural and energy sectors by introducing advanced technology in water supply and management, micro-irrigation, and sewerage treatment. TAHAL will focus on training personnel, providing expertise in irrigation and livestock, and will improve storage facilities in the country. Ninety percent of Rwanda is dependent on agriculture, which comprises 40 percent of the country's gross domestic product.²⁵ ■



IDE Technologies (IDE)

The Basics: IDE is a water-industry leader developing some of the world's most advanced thermal and membrane desalination plants and providing small to large cost-effective desalination solutions, through products as well as project management, operations, support and financing. It is best known for large-scale membrane and thermal desalination, including some of the largest plants worldwide (e.g. in China, India, U.S., Australia, and Israel), and for industrial water treatment plants that deliver a reliable, sustainable and economical solution across all industries.

IDE was founded in the early 1960s as a state-owned company and the only desalination company in the world, based on the vision of David Ben Gurion, the first prime minister of the state of Israel. Its purpose was to address Israel's critical water scarcity by making fresh water from the abundant seawater.

Israel's government collected a group of scientists, many of whom were new immigrants to Israel who barely spoke Hebrew, and they developed the first desalination technologies. In the mid-60s, IDE began commercial development of groundbreaking thermal desalination solutions based on a process first invented by IDE founder Alexander Zarchin.

From the beginning, one of the main goals of the company was to export knowledge and build desalination plants in other countries. The first export contract was signed in 1966 with Italy, in 1968 with the Canary Islands in Spain, and 1969 with Iran.²⁶

IDE created two main technologies, membrane desalination and thermal desalination solutions, to make salty and polluted water safe for human consumption and crops. It developed them into economic, green water treatment solutions for municipalities and addressed industrial needs in the areas of desalination, industrial water, and wastewater treatment.

IDE's track record spans 400+ plants in 40 countries across more than four decades and its mega-installations in multiple countries worldwide. IDE delivers approximately 3 million m³/day of high-quality water worldwide. IDE production costs are among the world's lowest and it can provide an average family's water needs for roughly \$300-500 a year. It is the largest and greenest desalination water provider in India, China, and the U.S.²⁷

IDE stands out in its environmental impact. The desalination process requires high energy consumption which has a significant bearing on the cost, due to energy production and power grid load. IDE's success is based on the efficient and effective production process of advanced membrane technology and the ability to produce more at night when energy prices and electricity grid loads are lower. Since the plants use CO₂ (carbon dioxide) as part of the desalination process, there is a low carbon footprint.

In 2005, IDE completed the Ashkelon plant in Israel, a game-changing milestone that reduced the price of desalinated water, making it, for the first time, a cost-effective alternative for water-challenged regions. Israel's largest desalination plant sells desalinated water to the Israeli government for about 60 cents per cubic meter, which is lower than traditional water purification methods. Using highly efficient pumps, the plant also consumes less energy than similar desalination stations around the globe. Today, 70 percent of drinking water in Israel is desalinated water. In a region where water is scarce, and neighboring countries are without regular water supply, Israel has solved its water problem, ensuring a regular, constant supply not only for households, but also for agriculture and industry.²⁸ ■



Israel Chemicals Ltd. (ICL)

The Basics: ICL develops and deploys integrated solutions for fertilization. This includes highly efficient and precision-tailored fertilizers customized for crops and soil and various climatic conditions. **Mounting evidence suggests that a critical way to meet rising food demand, while conserving biodiversity and combating climatic trends, is to produce as much food as sustainably possible from the land we already farm.**

Specialty fertilizers allow for the more precise application of foundations and micro-nutrients critical for the development of plants (phosphorus, potassium, and nitrogen) while reducing environmental impacts.

ICL's transformation into a leading player in the global agricultural market is a model of Israeli success and a source of pride.²⁹ The history of ICL and its transition from state-controlled entity to private enterprise traces the story of the State of Israel. Influenced by a socialist ethos as a young state, national agencies that drove Israeli innovation in the country's earliest phase established ICL in 1968 as a government-owned company. In 1975, the company expanded by consolidating additional government-owned entities, including Dead Sea Works.

Today, ICL is one of the key global market players in the agriculture, food, and fertilizer industry. ICL is a global company whose products meet the key needs of world development and population growth. ICL runs a global operation with mining and production sites in Israel, Europe, North and South America, and China, employing approximately 13,000 people worldwide. It is a public company whose shares are dual-listed on the New York Stock Exchange and the Tel Aviv Stock Exchange (NYSE and TASE: ICL). Shareholders include the Israel Corp. (45.93%) and the public (54.07%).

ICL's first global impact innovation, introduced more than 50 years ago, changed the industry. ICL's [Osmocote Controlled Release Fertilizers](#) (CRF) are granules with an organic resin coating whereby one application of nutrients is enough for a long time. Today, CRFs are used all over the world and nearly 30 years of trials have proven that CRFs can reduce fertilizer use by a rate of 20 to 50 percent, minimizing destruction to soil health by 40 to 55 percent. ICL remains a CRF market leader. In recent years, ICL innovation has produced technologies that are better for the environment and have a more rapidly biodegradable coating than conventional fertilizers.

Today, ICL strives to leverage its assets, R&D capabilities, and know-how to foster the innovation and growth potential of innovative agriculture solutions. The company is working to enhance its market leadership across its three core mineral value chains of bromine, potash, and phosphate. To advance this goal, ICL launched a new technology incubator and open-innovation arm, ICL Innovation, in 2012. This initiative will explore solutions such as creating farmer-centric solutions based on digital innovation and developing new applications, such as new bromine- and phosphorus-based flame retardants, magnesia and salt products, and solutions for energy storage.

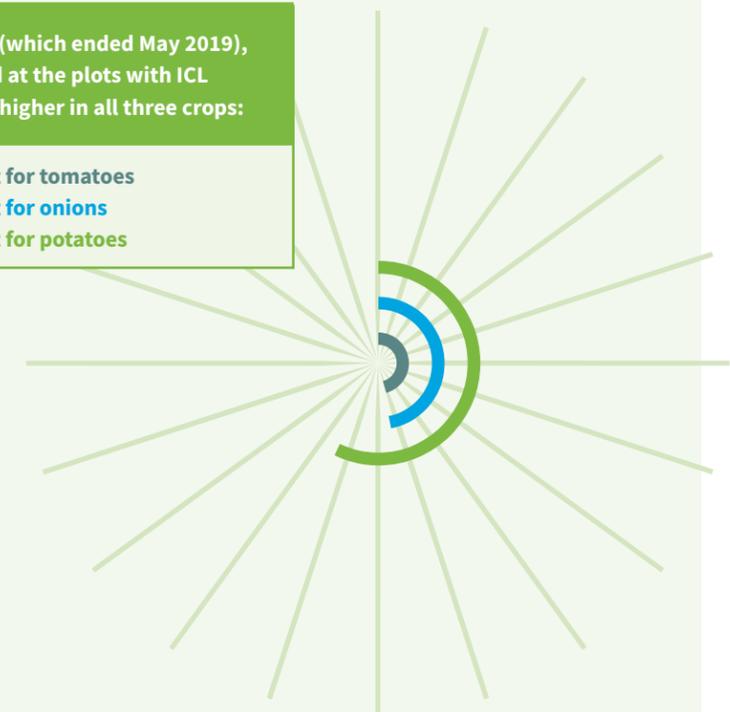
ICL, a producer of approximately one-third of the world's bromine and one-sixth of the world's potash, is a leading global provider of pure phosphoric acid, all of which are essential components for the pharma industry. Its bromine-based materials and phosphates contribute to a more energy-efficient and environmentally friendly planet. Agricultural products that ICL produces help to feed the world's growing population. Millions of people in more than 180 countries benefit from healthier, higher quality, and more available food thanks to fertilizers produced by ICL.

Examples of ICL's solutions and work implemented around the world:

- ICL is involved with and supports the goals of the [International Potash Institute](#) (IPI), a non-governmental and nonprofit organization with worldwide reach. The institute's mission is to "develop and promote balanced fertilization for higher yields and more nutritious food ensuring sustainable production through conservation of soil fertility for future generations."
- For more than a decade, ICL agronomists have worked with agronomists, researchers, and government agencies around the world to conduct potash-based agricultural research, convene informational farmers' meetings, and provide training services to developing countries such as India, Bangladesh, Sri Lanka, China, the Philippines, Brazil, and Mozambique.³⁰
- ICL is one of a select group of companies partnering with United States Agency for International Development (USAID) in its Feed the Future Tanzania Mboga na Matunda (Fruit and Vegetables) program, designed to increase the productivity and profitability of small horticultural farms in Tanzania.
- In its first year (which ended May 2019), yields obtained at the plots with ICL practices were higher in all three crops: an average increase of 46 percent for tomatoes, 47 percent for onions, and 57 percent for potatoes. Given the success of the project, USAID extended funding another year.³¹
- ICL is a key partner in the international effort to use data derived from digital soil fertility mapping to develop and provide Ethiopian farmers with new fertilizer blends adapted to local soils.³²
- ICL was given special authorization to have subsidiaries sell water purification tablets to the UN mission in Syria to rehabilitate the war-torn country's water sources.³³ ■

In its first year (which ended May 2019), yields obtained at the plots with ICL practices were higher in all three crops:

- 46 percent for tomatoes
- 47 percent for onions
- 57 percent for potatoes





Emerging Innovation Powerhouse: Spotlight on Mobileye

The Basics: Mobileye is a developer of vision-based advanced driver-assistance systems (ADAS), providing warnings for collision prevention and mitigation. The company is a global leader in the development of computer vision and machine learning, data analysis, localization, and mapping technologies for Advanced Driver Assistance Systems and autonomous driving solutions.

Mobileye addresses the need to improve road safety by minimizing driver error, which is the catalyst behind the majority of automotive collisions. The company's solution is a general system for private and commercial vehicles that triggers an alert: if the vehicle leaves the driving lane without use of the turn signal; if imminent collision with a pedestrian or cyclist is ahead during daylight; if the distance to the vehicle ahead becomes unsafe; and if the driver exceeds speed limits. Mobileye also developed a collision-avoidance system for large commercial and municipal vehicles specifically designed to help trucks and buses safely navigate an urban environment. The system features early detection and system adaptation based on driver behavior, environmental changes, and crowdsourced data.³⁵

Mobileye was founded in Jerusalem by a computer scientist at the Hebrew University of Jerusalem, and its headquarters and main R&D center are located in Jerusalem.³⁶ Mobileye technologies were first installed in cars in 2007 by BMW, Volvo, and GM. Four years later, several more automobile companies joined in, including Opel, Citroen, Ford, and Hyundai. In 2017, Mobileye was acquired by Intel for \$15.3 billion USD, marking the largest acquisition of an Israeli company to date.³⁷

More than 40 million vehicles worldwide are equipped with Mobileye technology and more than 25 automobile manufacturers rely on Mobileye technology to make their vehicles safer, including: BMW, Audi, Volkswagen, Nissan, Ford, Honda, and General Motors.³⁸

Associated benefits include:

- Fleet organizations worldwide have experienced significant reductions in collisions and associated costs.³⁹
- Drivers adopt safer driving habits.
- Available data states that 2018 recorded the lowest number of road casualties in years. One of the main reasons for this is the fact that road safety systems such as Mobileye have been installed in many vehicles.⁴⁰



Chapter 3:

The Israeli 'Innovation for Good' Ecosystem – The Emergence of Clusters



An economic cluster is a highly interconnected and dynamic network of companies and institutions concentrated in geographic areas around a major field or industry. More than a century of research has focused on the benefits of clustered economic activities. Clusters drive competition, attract financial resources, encourage new business opportunities, and dramatically improve performance since suppliers, experts, and collaborators are in close proximity.

The Israeli business landscape is highly adapted to clustered economic activity, which accelerates innovation and growth. A small country with few natural resources, Israel feeds off the clusters' growth-accelerating network benefits, which are especially advantageous for small and developing initiatives. Belonging to clusters is a lifeline for gaining recognition, attracting foreign investment, and engaging global and domestic key players.

Israeli 'innovation for good' clusters are economic ecosystems designed to transform original ideas into sustainable products or processes addressing basic human needs. They emerged from strong government mobilization, incentivization, and regulation, creating innovation that helps Israel survive and thrive amid complex challenges. Each cluster is rooted in a regional logic. Israel, a small country similar in size to New Jersey, is organized around a set of basic shared needs and challenges, drawing from a common pool of assets and burdens. The majority of prominent regional influencers can relate to Israel's desert climate, population density, and geopolitical isolation.

Israeli 'innovation for good' clusters are organized as networks, connected through hubs and mobilized by catalysts, including startups, investors, professionals, government entities, and research institutions. A strong cross-sectoral infrastructure has promoted growth within these clusters. Key components include:

- **Private sector** – The hubs of Israeli innovation in terms of addressing humanitarian goals are the longstanding companies and institutions pioneering solutions in their

fields. These groups play a critical role in connecting the vibrant startup ecosystem, government actors, and global investors. The case studies detailed in Chapter 2 showcase private-sector companies (some of which started as state-owned companies) that have developed innovative solutions to pressing global needs. Startups further push the envelope to grow and diversify the cluster.

- **Government** – Historically, the state has played a central role by creating a regulatory environment conducive to acceleration of social and environmental sustainability. In recent years, new agencies have joined traditional foreign affairs structures to support these clusters.

Examples of this include Israel's Innovation Authority, an independent publicly funded agency created to serve the local and international innovation ecosystems that have partnered with private-sector companies to cultivate innovation hubs. Also, Israel's Ministry of Environment joined the effort to push forward Israeli innovation by addressing SDGs. One example is rolling back regulations requiring industries to only use proven working technologies; in the past, this discouraged new technologies and Israeli entrepreneurs from field tests. In 2019, the Ministry of Environment and Ministry of Foreign Affairs coordinated a comprehensive report to the United Nations addressing Israel's contribution to the SDGs under the theme of "Harnessing Innovation to Leave No One Behind."⁴¹

- **Organizations** – A landscape of supportive initiatives, including incubators and accelerators focused on social impact and environmental sustainability. As will be described in this chapter, an abundance of organizations, including research hubs, academia, NGOs, joint initiatives, and established conventions all play a role in invigorating the clusters and expanding their scope.

	Need (# of people affected)	Israeli Ecosystem	Global Prioritization
Water, food security	More than half of planet	More than 400 companies in Israel.	
Water	Physical water scarcity- 1.2 billion Economic water scarcity ¹ - 1.75 million ¹	Israel is a world leader in desalination and wastewater treatment - 85% of wastewater recycled in Israel; its water management sector consists of approximately 200 world-class companies; \$1.5 bn exports 2010. ¹	SDG: Access to safe drinking water
Food	Food scarcity - 850 million people ² affected worldwide in urban and rural areas	Israel self-sufficient in agricultural production in arid environment. ¹ Israel invented drip irrigation, has expertise in saline water irrigation, greenhouse technologies, dairy production, seed development, bio-organic agriculture, crop protection, aquaculture, and desert agriculture.	SDG: Reduce hunger

Through building a country in the absence of abundant natural resources, with only 20 percent arable land, and in semi-arid conditions, Israelis developed a wealth of innovations in critical fields. Today, Israel is a world leader in addressing water security needs and is cultivating a promising ecosystem of food and agricultural innovation.⁴²

Water Security

Water innovation and technology were critical to the survival of the state from its inception.

Israel's success in this area stems from the emergence of a robust, multi-sector cluster focused on providing solutions for water needs. At the core of that is a national strategy originating from the early days of the state of Israel and evolving ever since. The main elements of this strategy are:

- **A clear legal framework** (based on the 1959 Water Law) provides that water is owned by the public and managed by the government.
- **Integrated water management** comprising administrative control of water use (including consumption, allocation, production, pollution, and pricing).
- **A regulated water economy** – in Israel, water price reflects its real value and bears a cost for the household, industry, or agriculture end-user; this encourages saving and enables efficient and effective national management.
- **A water-saving society**, cultivated through years of proactive efforts to educate Israelis coupled with Israelis' direct experience of the water shortage problem in Israel. It is very common to hear stories of parents scolded by their children for wasting water.

A landscape of supportive organizations and institutions further consolidate Israel's water cluster and accelerate its growth:

- **Significant research institutions** include The Stephen and Nancy Grand Water Research Institute located at the Technion - Israel Institute of Technology, and the Zuckerberg Institute for Water Research at the Ben Gurion University of the Negev Blaustein Institutes for Desert Research.
- **Additional organizations** include the Israeli Water Association of professionals seeking to remain on the leading edge of scientific, practical, technological aspects of water management in Israel; Keren Kayemeth Lelsrael, which contributes by providing 40 percent of the water used in Israeli agriculture, and helps to expand this technology worldwide.
- **The Watec platform** is an initiative of the Ministry of Economy to expose Israeli technologies globally and boost the water ecosystem in Israel. Running for more than a decade, Watec is acknowledged as a premier global exhibition and conference on water technology and renewable energy.

To further develop the cluster, the Ministry of Economy and Industry founded Israel New Tech with the belief that the Israeli water and renewable energy sectors have the talent and capability to be strong growth industries for the country. They will play an important part in establishing the "next-generation oasis" for the world's rising needs. This pioneering national program currently has the support of many other Israeli government agencies and will help advance the water and renewable energy sectors by supporting academia and research, encouraging implementation in the local market, and by helping Israeli companies succeed in the international arena.

These elements create fertile ground for a thriving water security cluster, including approximately 350 innovative companies in water management, desalination, irrigation, and urban

water solutions. Israel's water cluster boasts established private-sector actors that are leaders in the field; in total, exports from the sector have doubled between 2006 and 2009,⁴³ reaching \$1.5 billion in 2010.⁴⁴ A convening powerhouse for the business sector is the Water Industries Forum in the Manufacturers Association, convening major manufacturers, service providers, and technologies that are directly or indirectly connected to the water industry.

Food Security

Sustainable and innovative food-tech solutions—focus on maximizing land used, cutting food waste, and developing food products. The case studies in Chapter 2, including ICL, Adama, and Netafim's innovative water irrigation solutions, played a pivotal role in catalyzing Israel's food-tech sector. Most recently, it has made significant advances in greenhouse technologies, dairy production, seed development, bio-organic agriculture, crop protection, aquaculture, and desert agriculture. Throughout its history, Israel developed a vibrant agriculture sector that led to self-sufficiency in agricultural production.

In the field of agriculture, the government of Israel has devoted formidable resources—from the world-famous Volcani Center specializing in arid-zone agriculture, to the Center for International Agricultural Development Cooperation (CINADCO), a training and demonstration center exclusively devoted to capacity building for agricultural professionals from the developing world. The Israeli government and other partners invest approximately \$300 million annually in agricultural research.²³ Underscoring the Israeli government's commitment to supporting agritech innovation, the Israel Innovation Authority offers R&D support for promising agritech companies, granting 20 to 50 percent of approved R&D budgets to aid the development of new products and technologies. Recently, Minister of Economy and Industry Eli Cohen discussed "marking the next goal – the food tech industry," and "turning Israel into a superpower in the food technology sector."⁴⁵

Today, the food tech industry comprises 750 active startups and other firms in the food tech and agritech sectors, with \$189 million investments in 2017 and nearly \$765 million raised to date, with 26 exits.⁴⁶ In 2018, Israel food company WeissBecker was acquired for \$80 million, Frutarom for \$7.1 billion, and SodaStream for \$3.2 billion, and Israeli food tech startups took in \$117 million in total

funding during 2017 alone.⁴⁷

Leading complementary research institutions in Israel play an important role in accelerating the cluster. Specifically, research institutes focused on desert agriculture include Ben-Gurion University's Jacob Blaustein Institute, the Weizmann Institute of Science, the Arava Center for Sustainable Agriculture, and Arava R&D, which is funded by the Jewish National Fund (JNF).

Key examples of the cluster in action include:

- **Food Tech Israel** - An initiative founded by the Israel Initiative 2020 and the Ministry of Economy to create a global hub of innovation and food tech in northern Israel. In support of this vision, Israel's Innovation Authority has announced plans for a new food-tech incubator in the area. Key actors in the incubator: Sparks FoodTech, owned by the food and beverage corporations Tnuva and Tempo, which are both leading veterans in their respective fields that operate across value chains, along with American venture capital fund Finistere, whose investors include leading global players in the food and agriculture markets, and OurCrowd, a leading equity crowdfunding platform for investing in global startups. A tender to establish a local joint food tech campus to include a micro-industry site, research institute for food innovation, and innovation communities, will be published soon.
- **FoodTech IL** - An annual event bringing together entrepreneurs, researchers, academic institutions, startup companies, established brands, investors, and service providers for networking and collaboration opportunities. The 2019 event is expected to attract 1,500 international attendees.
- **Alpha Strauss** - Israeli food tech community that links research institutes, researchers, inventors, entrepreneurs, investors, and food companies to drive collaborative innovation..
- **The Kitchen** - Food tech incubator that provides Israeli food tech entrepreneurs financial, technical and business support, along with opportunities to engage potential investors in their initiatives. Created by Strauss Group in partnership with the Israel Innovation Authority, the food tech ecosystem cultivated by The Kitchen has resulted in the establishment of hundreds of enterprises.⁴⁸



**“I think it’s a question now
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generation to do again what
it did in the tech revolution.
But this time, to do it for
impact — doing good and
doing well at the same
time.”**

- Ronald Cohen, UK Venture Capitalist



Chapter 4: **How to Invest and Stay Updated**

The rich Israeli ‘innovation for good’ ecosystem has gained recognition from the international development community and has attracted the interest of many investors. They receive updates through a number of knowledge and investment platforms, including venture capital funds and crowdsourcing initiatives that either focus on sustainable investments or have sustainability as a part of their portfolios.

The connection between investments and sustainability seems to be getting stronger, and as noted by Sir Ronald Cohen, one of the leading venture capitalists in the UK who in recent years has been focusing on impact and sustainable investments in the UK and Israel, “I think it’s a question now of inspiring the millennial generation to do again what it did in the tech revolution. But this time, to do it for impact—doing good and doing well at the same time.”⁴⁹

Defining terms

What is sustainable investment?

Sustainable investment, also known as socially responsible investment (SRI), is an investment discipline that considers environmental, social, and corporate governance (ESG) criteria to generate long-term competitive financial returns and positive societal impact. From 2016 to 2018, sustainable investing enjoyed a growth rate of more than 38 percent, increasing globally from \$8.7 trillion in 2016 to \$12 trillion in total assets under management at the end of 2017. More than one out of every four dollars under professional management in the United States today—or 26 percent of the \$46.6 trillion in total assets under management tracked by Cerulli Associates—is involved in SRI.¹

What is impact investment?

The Global Impact Investing Network (GIIN) defines impact investments as investments made into companies, organizations, and funds to generate social and environmental impact alongside a financial return. Impact Investing has emerged as a shift from the decades-old notion that addressing social challenges is restricted to government or philanthropic endeavors. On the contrary, investments in businesses that provide solutions for social issues provide diverse and viable opportunities for investors, including fund and wealth managers, insurance companies,

institutional investors, development finance institutions, and philanthropic foundations.¹

How to invest and connect

As described in previous chapters (specifically Chapter 3, which discussed clusters relating to thematic issues), there are various channels to follow, take part in, and invest in. This chapter will share some of the leading investment tools, venues, knowledge sources, and governmental and non-profit organizations involved in this sector.

Investment Platforms

- **OurCrowd** is a leading equity crowdfunding platform for investing in global startups fueling innovations that change lives, alongside VCs and institutional co-investors.⁵⁰ In early 2019, OurCrowd launched, together with Social Finance Israel, an impact fund focused on venture-backed businesses solving some of the world’s greatest challenges. The fund will invest in companies with demonstrated alignment with the UN’s 17 Sustainable Development Goals.
- **Fundit** is an online investment platform created as a collaboration between a leading Israeli bank, providing expertise in capital markets, and an Israeli crowdfunding site for entrepreneurs. Fundit’s interactive platform enables companies and entrepreneurs in any field to raise money from the public, in exchange for an allotment of shares or interest-bearing bonds. During 2017, Fundit raised capital for deals valued at over 50 million shekels, some of which has already been repaid to investors with a profit.
- **Israel Clean-tech Ventures** (ICV) is a venture capital fund that partners with entrepreneurs using technology and business model innovation to transform markets in a resource-constrained world by focusing on sustainable solutions.
- **Impact First Investments** (IFI) is an investment platform combining social impact with Israeli high-tech firms. All IFI companies have anchored their solutions or operations in Israel, and each aims to solve global social and environmental challenges as defined by the SDGs.
- **TA-Maala SRI Index** – This Tel Aviv Stock Exchange (TASE) index is the main tool in Israel for responsible and ESG-minded investments.

It is based on the Maala ESG rating.⁵¹ The TA-Maala SRI index has outperformed other major benchmark indices in the past 10 years, indicating that investment in responsible Israeli companies brings social value as well as an above-average financial return.

- **Bridges Israel** is an impact investment fund that invests in Israeli businesses to generate competitive financial returns alongside significant measurable social impact. Bridges Israel is an independent affiliate of the UK-based Bridges Fund Management, targeting Israel’s underserved populations and the Israeli “tech for good” opportunity.
- **Social Finance Israel** (SFI), the leading developer of Social Impact Bonds (SIB) in Israel, launched Israel’s first three SIBs. The first SIB reduces the dropout rate among computer science students in higher education, the second aims to prevent the onset of type 2 diabetes among pre-diabetics, and the third aims to enhance educational attainments in mathematics for Bedouin students in the Negev. SFI is also a driving force behind the developing impact investing sector in Israel, working with lawmakers, community development organizations, foundations, fund managers, insurance companies, and others to devise and administer investment vehicles that share characteristics of impact investing.

Governmental Initiatives

- **Israel Innovation Authority** is an independent publicly funded agency created to provide tools and funding platforms addressing the dynamic and changing needs of the local and international innovation ecosystems. This includes early-stage entrepreneurs, mature companies developing new products or manufacturing processes, academic groups seeking to transfer their ideas to the market, global corporations interested in collaborating with Israeli technology, Israeli companies seeking new markets abroad, and traditional factories and plants seeking to incorporate innovative and advanced manufacturing into their businesses. One of its divisions deals with societal challenges, including enhancing social welfare and quality of life through technological innovation.
- **WaterLine** is a podcast that aims to bring the latest scientific advances and technological solutions while exploring economic models

and identifying key players in the global effort to secure water sources, create efficient water usage, and make water safe for everyone.

- **Social Impact Israel** is a blog that shares Israeli activity from the innovative ecosystem of Israeli startups and organizations and their ongoing contribution to the Sustainable Development Goals (SDG). It covers a variety of sectors in Israel, including the government-public sector, the private sector, non-profits, and organizations that work to create significant social impact inside and outside of Israel.

Non-Profits and NGOs

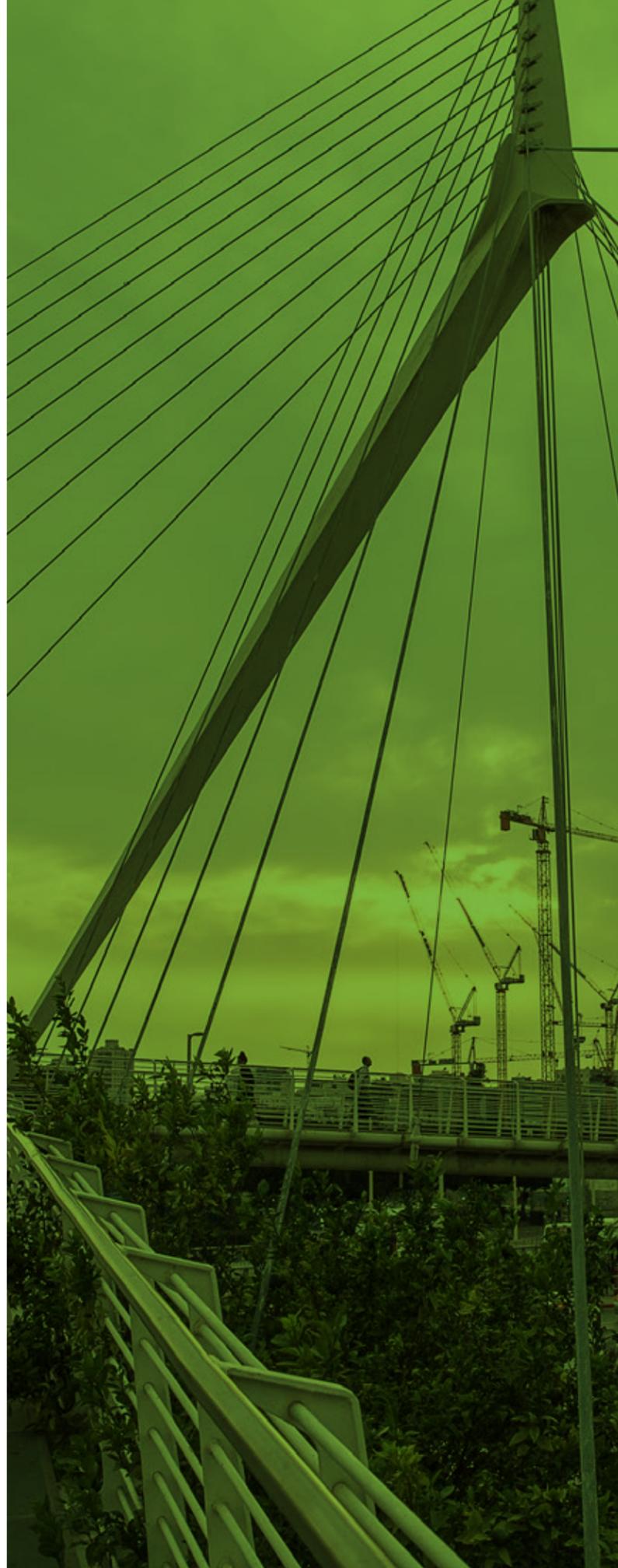
- **Start-Up Nation Central** is an independent nonprofit that connects business, government, and NGO leaders from around the world with Israeli innovation. It offers Israeli innovators access to high-potential and previously inaccessible markets, through highly customized business engagements, and through the Start-Up Nation Finder—an easy-to-use, up-to-date, free online platform for discovering and connecting with thousands of relevant innovators. Start-up Nation Central accumulates knowledge and generates in-depth insights about Israel’s innovation sector, sharing these with its clients and partners. It produces reports and additional assets at regular intervals throughout the year regarding specific sectors and the ecosystem as a whole. The organization offers Start-Up Nation Central visits to interested parties from corporate, government, academia, NGOs, and investors.
- **Israel Venture Network** (IVN) is a venture philanthropy network of high-tech entrepreneurs, business executives, venture capitalists, corporations, and philanthropists from Israel and the US. IVN’s focuses include social businesses engaged in lowering the cost of living, regional economic development, education, and technology.

Venues and Conferences

- **Watec Israel Exhibition and Conference**, a premier global exhibition and conference on water technology and renewable energy, has built and shared a growing body of important knowledge, showcasing a range of revolutionary technologies and solutions over a decade of successful conventions gathering thou-

- sands of international participants.
- **Food Tech II** – An annual event bringing together entrepreneurs, researchers, academic institutions, startup companies, established brands, investors, and service providers for networking and collaboration opportunities. The 2019 event is expected to attract 1,500 international attendees.
 - **TechForGood** aims to establish the world's leading social-tech network, addressing social challenges through innovative technological solutions that generate wide-scale impact, along with high financial revenue. TechForGood provides the entrepreneurs taking on these challenges with professional support, expertise, and access to funding opportunities.
 - **ARISE Business Matchmaking Summit** connects faith-based business networks from around the world, which share interest in ethical commerce based on Judeo-Christian values, to the Israeli economy. ARISE emphasizes business as the strongest practical platform for peaceful coexistence in the Middle East and advances economic development for marginalized sectors in Israel and the Palestinian territories. ARISE events are carried out in collaboration with the Israel Export Institute, the Israel Federation of Bi-National Chambers of Commerce, the Israel Manufacturers Association and the Israel Innovation Institute
 - **Our Crowd Global Investment Summit** highlights the incredible power of breakthrough technologies to make a real and lasting difference in the world. The summit focuses on, among other topics, how global corporations are leveraging startup tech to remake industries, markets, and the world we live in. It also highlights the impact of innovation in taking on global challenges through tech, including debates addressing environmental and social crises.
 - **Maala 'Innovation for Good Life' Conference** is the main annual gathering for the sustainability community in Israel. The conference attracts some 800 participants from Israeli and global businesses, investors, civil society, and government agencies, and allows extensive insight and dialogue on business sustainability in Israel. It also includes a designated track on ESG investments.

The scene in Israel is ever evolving and growing. Maala and ARISE welcome you to stay in touch and learn about updates and new opportunities in the field.



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An aerial photograph of a large agricultural or aquaculture facility. The image shows several large, rectangular green ponds arranged in a grid-like pattern, separated by earthen embankments and paths. The surrounding landscape consists of rolling green hills and fields, some of which appear to be planted with crops. The overall scene is lush and green, suggesting a well-maintained and productive environment.

ARISE Business Matchmaking Summit connects faith-based business networks from around the world, which share interest in ethical commerce based on Judeo-Christian values, to the Israeli economy. ARISE emphasizes business as the strongest practical platform for peaceful coexistence in the Middle East and advances economic development for marginalized sectors in Israel and the Palestinian territories. ARISE events are carried out in collaboration with the Israel Export Institute, the Israel Federation of Bi-National Chambers of Commerce, the Israel Manufacturers Association and the Israel Innovation Institute

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