

ANNUAL DONOR REPORT 2016

Do it for the People

**ADAM
TEVA
V'DIN**

**אדם
תבוא
ודין**

OUR PEOPLE

Executive Director: Amit Bracha, Adv.
Scientists: Sarit Caspi-Oron, Dr. Boaz Mayzel, Hugit Shammai, Dr. Arye Wanger
Attorneys: Eli Ben Ari, Tammy Ganot, Leehee Goldenberg, Tal Granot, Asaf Rosenblum
Urban Planner: Yael Dori
Green Alert: Lina Glibovsky
Media & Social Media: Yael Edelist, Tomer Jabotaro
Fundraising: Hayley Shaham, Fran Ran
Membership: Roni Larom
Finance & Administration: Nessi Ashkenazi, Iris Zar
Volunteer: Lauren Blanchard



LEADING THE PEOPLE



"Israel is a country that had almost nothing. The land is not rich. We looked around and saw we had nothing except people. So Israel focused on people"

Shimon Peres

In 2016, environmental protection in Israel is at a crossroads. The Start-Up Nation is feeling the pressures of rapid population growth as demands on the country's dwindling natural resources grow. Like Shimon Peres, we look around and see people - people who deserve thriving, healthy and resilient communities.

*However, in the rush to find quick-fix solutions, reduce red tape, and accelerate any development plan, election promise or political advantage, these **people, our people**, are being sidelined. Reforms which Israel is obliged to carry out as a member of the OECD are being used as an excuse to undermine hard-fought environmental protections and civil society values. These fundamental protections and values are essential to the fabric of Israeli life as well as the very existence of the State and its people.*

***In response to this new reality, we are committed to put the focus back on the people.** In the pages of this report, you will see how you have helped our dedicated team devise people-centered, integrated policies which focus on the present and future, not only on budget bottom-lines or the next round of elections.*

You have helped to:

- ☉ **Put the people back at the top of planners' priorities** as the government tries to address housing demands (pages 3-4).
- ☉ **Inspire active environmental citizenship** as Israelis stand up for their right to take part in decisions affecting their environment, health and quality of life (pages 5-6).
- ☉ **Promote healthier communities** by holding the government and polluters accountable for cleaner air in Haifa, improved waste management in underserved East Jerusalem and reduced chemicals in food-related consumer goods (pages 7-8).
- ☉ **Manage and conserve Israel's resources for future generations** from the preserving the Dead Sea and Mediterranean to promoting clean energy and recycling solutions (pages 9-10).

While our achievements strengthen our faith in our approach, Israel's ever-changing environmental challenges constantly remind us of the need to think bigger and push harder.

Your support makes our work possible. Please again show your support by contributing now.

***Do it for the people!** Together we are making a clean, safe, healthy and resilient Israel the new reality.*

With sincere thanks and best wishes,

Amit Bracha, Adv.
Executive Director



PLANNING FOR THE PEOPLE

Our ambition: Put the people back at the top of planners' priorities

Israel's most pressing social, economic and environmental challenge remains the country's rapidly growing housing needs. The government is pushing for speedy housing solutions. But planners fail to see the people as they introduce a series of shortcuts, loopholes and fast-track committees. These quick-fix reforms raise serious environmental, health and social concerns for future homeowners. Addressing the public's need for pocket parks, heritage sites, open spaces and transportation strengthens our cities and improves Israelis' quality of life.

BEACHES FOR RECREATION & TOURISM

The golden rule has been upheld: Israel's public beaches will remain preserved for recreation and tourism. Our legal and planning expertise minimized the damage of a controversial law which aims to 'boost' tourism at the expense of beach-goers' open access to the coast. As an incentive to entrepreneurs to build more hotels, the law allows for 20% of new hotels to be sold as private residences. Our advocacy, coupled with strong public protest, ensured that the law will not apply to beachfront hotels. This is a significant achievement because Israel's limited shore (122 miles long) doesn't have room to accommodate private beach residences.



"Adam Teva V'Din is doing fantastic work to protect our beaches. They worked tirelessly behind the scenes. Together we secured a bill that makes sure that Israel's beaches remain open to the public"
- Yael German, MK and former Minister of Health, at Knesset Plenum ahead of vote on 'Hotel Law'

OPEN SPACES FOR QUALITY OF LIFE

Israel's population has grown tenfold since the founding of the State. In the rush to meet housing needs, planning authorities are replacing existing zoning plans with a consolidated version which drastically reduces environmental protections and will irreversibly reshape Israel's landscape. As a result, 50,000 acres of currently protected green lungs and beaches will be built over. Using our special legal standing, we turned to the High Court of Justice to stop the approval of the new plan due to conflicts of interest, planning violations and lack of due process.



CLEAN-UP FOR NEW HOMES

Plans to build 3,000 new homes on severely contaminated land in Herzliya, a former Israel Military Industries (IMI) site, are being accelerated despite our 2015 High Court victory mandating full remediation before housing begins. The site is contaminated with toxins and carcinogens from the manufacture of military hardware and the findings of environmental risk surveys could affect the location of key elements of the new neighborhood such as schools and parks. The Herzliya housing plans, which are being rushed through a special fast-track committee, also fail to provide transport solutions for the new neighborhood. Such a planning failure will affect the quality of life of current and future residents. Together with local activists, we have turned to the Tel Aviv District Court to halt the planning process until environmental risk surveys and remediation have been completed.

"Former holding tanks for hazardous chemicals are buried in the fields where the new neighborhood is planned to be built. You can easily notice hot spots where the chemicals are seeping to the surface. How can homes and schools be built here without proper clean-up? It's utter negligence!" - Dror Ben Ami, Herliya community activist



TRANSPORT FOR CONNECTED COMMUNITIES

As one of the most densely populated countries in the world, Israel is ideally suited to support a robust public transit system. In reality, Israel's roads are gridlocked and the use of public transport has plummeted from 64% in the '70s to 24% today. Vigorous public transport solutions are needed to encourage Israelis to travel by public transportation instead of private cars. Yet planners are ignoring transportation needs and are removing prerequisites for basic infrastructure as they advance hundreds of new neighborhoods. We are promoting a bill which will require planners to integrate public transport solutions when planning new communities, including pedestrian and bike paths.





STRENGTHENING CIVIL SOCIETY

Our ambition: Empower Israelis to participate in decisions affecting their environment, health and quality of life

CIVIL SOCIETY PROTECTS PUBLIC INTERESTS

The government's proposed deal for quickly extracting offshore natural gas propelled Israelis to the streets in a call to defend their social, economic and environmental rights. In a historic ruling, the High Court of Justice suspended the contentious deal due to an illegal stability clause, which was the heart of our petition. The clause would have prevented future laws regulating offshore environmental protection, such as our pending Marine Management Bill.

The Court accepted in full our petition, submitted together with other organizations from Israel's civil society, and ensured that protecting Israel's marine environment remains a top priority. The Court sent a strong message to decision makers: Civil society has the power to protect the interests of the Israeli public.

"The Court made sure that the door remains open for new laws concerning the management of the Mediterranean, a precious environmental and economic resource" - Leehee Goldenberg, Adv.



Democracy is more than just voting. It's about everyday life; it's about standing up for your rights and taking actions to improve environmental conditions. As a Western democracy, Israel must uphold the environmental rights of all Israelis with the same vigor as other human rights.

"For 25 years you good people, activists of Adam Teva V'Din, have worked to protect the virtue of our land, the soul of our land. By supporting the work of Adam Teva V'Din, you are helping to improve the lives of Israelis throughout the country in a powerful and meaningful way" - President Reuven Rivlin

25 YEARS OF ENVIRONMENTAL PROTECTION

In a festive fundraising event, more than 500 supporters - donors, philanthropic partners, founders, past and present ministers and members of Knesset, leading figures in the business sector, community partners, generations of Adam Teva V'Din staff and honored guests, joined us to celebrate our 25th anniversary. President Rivlin wished us well in a warm video greeting, emphasizing the leading role we have in protecting Israel's environment for future generations. The finale was a show-stopping performance by Shalom Hanoch - an Israeli cultural icon. We were deeply moved by the show of love and goodwill from our friends and supporters.



ENVIRONMENTAL DISASTER LEADS TO GREATER TRANSPARENCY

"What was not transparent must be made transparent," ruled the Deputy-President of the High Court of Justice in response to our petition to remove an outdated status of secrecy surrounding the Eilat-Ashkelon Pipeline Company (EAPC) after the company caused a major crude oil spill (5,000 cubic meters) in the southern desert. For decades an anachronistic confidentiality order, dating back to 1968 when EAPC had financial and diplomatic ties with Iran, has shielded the company from government and public scrutiny. Although times have changed, EAPC is still immune from environmental standards and planning and building laws. Our petition has led to heightened transparency surrounding all environmental and planning aspects of EAPC's operations - activities which directly affect the public's health and environment.



SECOND GENERATION SUSTAINS ENVIRONMENTAL ACTIVISM

Nahariya, on the northern coastline, has long suffered from poor local governance, rocket fire from neighboring Lebanon and widespread asbestos contamination. Adam Teva V'Din is now working with the second generation of local activists to improve a proposed urban development plan to strengthen the community's future growth. The community activists want to have a say in how the plan will affect their hometown and are objecting to four major red flags: New homes adjacent to a former un-remediated asbestos factory and a polluting industry, a disconnect between existing and new neighborhoods, and destruction of the much-loved Achziv beach.

"The plan will weaken older, more established neighborhoods. It's far away from schools, healthcare facilities, shops and other day-to-day services" - Tom Fisher, community activist



PROMOTING HEALTHIER COMMUNITIES

Our ambition: Hold the government and polluters accountable for cleaner and safer air, water and food and give families the tools to protect their health and quality of life

Israel's environment is where we live, work and play. Environmental protection is not a luxury - it is a matter of survival. Strong environmental protections are the building blocks for healthy, safe and vibrant communities. It is the super glue which makes Israel the place we know and love.



CLEAN AIR FOR HAIFA

Plans to expand Haifa's worst industrial polluter, Israel Oil Refineries ("Bazan"), have been suspended. Haifa, Israel's third largest city and home to a mixed population of 500,000 people, has been recognized as the country's pollution hotspot for decades. Sick of breathing in toxic cocktails of filthy air, Israelis are standing up for Haifa's right to clean air. The threat of our pending legal action and intensified public protests convinced the National Planning & Building Council to convene an extraordinary meeting. In an unprecedented decision, plans to expand Bazan's petrochemical complex were suspended pending further review, giving vulnerable communities in Haifa hope for a new era of environmental protection.

"As authors of Israel's Clean Air Act, we convinced the Council not to rubberstamp the expansion plans and to consider the air pollution of the whole region and the impact of increased industrial activities on the neighboring communities" - Amit Bracha, Executive Director

EQUAL RIGHTS FOR EQUAL CITIZENS

The neighborhood of Shuafat, in East Jerusalem, has suffered from prolonged neglect. Despite the separation fence which surrounds the neighborhood, Shuafat is under the jurisdiction of the Jerusalem Municipality. However, residents don't receive basic services provided to all Jerusalemites - a situation which heightens preexisting tensions and unrest. Garbage collection has been outsourced, resulting in haphazard waste collection and lack of oversight. Piles of uncollected trash are either burned or residents are forced to pay for collection at their own expense. This is a severe sanitation hazard and direct damage to the residents' quality of life. When the Municipality repeatedly ignored the residents' concerns, our solid waste experts stepped in. We proved numerous failings and miscalculations in the City tender, including limited services which met the needs of only a third of the neighborhood's residents.



Thanks to our intervention, representatives from Shuafat, Adam Teva V'Din and the City are devising a new waste collection plan, including oversight mechanisms and public participation.

"Shuafat is completely cut off from the rest of Jerusalem. The Municipality knows where to find us for the taxes we owe, but not for the services we are entitled to receive" - Jamil, resident of Shuafat

SAFER POLICIES, SAFER FAMILIES

We have developed new working relationships with the Ministry of Health & Ministry of Agriculture to build trust as we propose changes and new approaches to environmental health. Our revised private member's bill, "Reducing the Risks of Pesticide Use", accelerated official review and amendment of pesticide policies and frameworks. Thanks to direct advocacy before the Ministry of Health, we leveraged improved standards in glass, ceramic and children's food contact utensils. Our next step will be to prepare new legislation to create a kid-friendly, chemical-free environment for Israeli families in line with U.S. and European models.



HEALTHY PUBLIC DEBATE

Israeli parents are hungry for credible information to make informed decisions and secure healthy homes for their children. Over 7,500 Israelis joined our special interest group of advocates who want to see better oversight on environmental health issues. Our public awareness campaign "Not on My Plate" advocating for chemical-free plastic products and other food-related utensils, offered parents practical, consumer-friendly tips. Our "Double Standards" Report, highlighting the differences in standards applied to the production and oversight of food for the Israeli market compared to those produced for export to Europe and beyond, sparked a vigorous online debate on social media channels.





CARING FOR FUTURE GENERATIONS

Our ambition: Manage and conserve Israel's resources for future generations

PROTECTING THE MEDITERRANEAN

The Mediterranean is a vital component in Israel's economy, defense, tourism and transportation sectors. However Israel has no regulative framework to manage and protect this essential resource. Our Marine Management bill, based on eco-system based approaches, aims to fill this legislative void by establishing a Marine Management Authority. The pending bill is being led by the heads of three prominent Knesset Committees: Interior & Environment Committee, Finance Committee and Economics Committee. Their valuable endorsement is key as the bill moves forward in the Knesset. We are also engaged in an ongoing dialogue with business stakeholders who will mutually benefit from a Marine Authority, including the largest natural gas corporation, Noble Energy. Together we are identifying opportunities and obstacles in order to ensure the most effective framework to protect the Mediterranean and put Israel in line with the marine environmental standards of our European neighbors.



How we manage Israel's environment today, determines how our children will experience it tomorrow. An environmentally-sound economy promotes cleaner and more efficient industries, more jobs, innovative technologies and brings Israel in line with accepted standards of the Western World. However, environmental considerations are often sidelined, leading to irreversible consequences for the national landscape, natural resources, public health and quality of life. In order to put Israel on the path to a sustainable future, stakeholders from the public, business and government sectors must couple economic growth with environmental security.

CHANGING THE ENERGY PARADIGM

The energy economy has been sidetracked from expanding solar energy and energy efficiency by the prospect of a decade of offshore natural gas. We are leading change by developing tools to help Israel meet targets for a diversified energy economy. One legislative bill we drafted will boost non-commercial rooftop solar energy by offering tax relief to householders providing power to the national grid. In the High Court of Justice, our petition spurred the government to integrate energy efficiency measures within the national greenhouse gas reduction plan, to be published at the end of 2016. And we are developing a model 'negawatts' policy that places a value on energy not used to encourage businesses and institutions to save power.



SolarEdge Technologies, Inc.



KEEPING THE DEAD SEA ALIVE

The Dead Sea is drying up at an alarming rate. The relentless degradation is not as a result of climate change or drought, but rather due to decades of government neglect and mismanagement. The Dead Sea Works, a mineral mining company, is pumping unrestricted amounts of water without water extraction permits or government supervision.

Our legal and scientific team has turned to the special Water Tribunal to limit the amount of water extracted from the Dead Sea and improve oversight in order to correct the imbalance of water extracted vs. water replenished.

"Visitors can see for themselves the drastic changes in landscape, retreating shores, sinkholes and extensive damage to agricultural land and roads. 30% of this damage is caused by the Dead Sea Works" - Sarit Caspi-Oron, water scientist



INVESTING \$260 MILLION IN RECYCLING

\$260 million (1 billion NIS), collected from various environment-related fees and fines, are earmarked for strengthening Israel's burgeoning recycling sector. These designated funds, from the Maintenance of Cleanliness Fund, play a vital role in financing local authorities' waste-separating activities. However, the government recently attempted to divert the recycling funds to the general budget in a move which would have halted Israel's ten year investment in recycling. Thanks to our advocacy and pressure, the plan was cancelled - safeguarding funds which are essential to the future of Israel's recycling economy.

FINANCES & SUPPORT

OUR FINANCES

Income 2015

Foundations	\$997,000
Donors & members	\$393,200
Cooperative projects	\$52,700
Other misc. income	\$171,800
Total	\$1,614,700

Expenditures 2015

Personnel	\$1,037,200
General operating expenses	\$307,000
Office rental, maintenance	\$197,800
Outreach, events & publications	\$103,700
Total	\$1,646,400

Figures reflect the official audit for 2015 conducted by Ziv Haft/BDO, Certified Public Accounts (Israel). An English-language version of the condensed balance sheets are available on our website: www.adamteva.org.il/english

OUR SUPPORTERS

Foundations

Our projects are supported by grants from philanthropic U.S., European and Israeli foundations, including:

Beracha Foundation
Charles Brown Foundation
Environment & Health Fund
Galileo Fund
Jacob & Hilda Blaustein Foundation
Plum Foundation
Signing Anew
The Morningstar Foundation
The Sam & Bella Sebba Charitable Trust

Donors & Members

Israelis support Adam Teva V'Din as members and through social media-based fundraising campaigns. **Americans** provide undesignated general support through the Friends of Israel's Environment.

More and more Israelis are showing their commitment to create a safer, healthier, more livable environment:

- 📌 24,000 likes on Facebook
- 📌 37,000 newsletter subscribers
- 📌 730 donations to our emergency summer crowd-funding campaign
- 📌 75% donor retention rate
- 📌 41% of income from recurring monthly donations



DONATE

- 📌 Make your donation today
- 📌 Increase your impact with a recurring monthly gift
- 📌 Honor someone special with a tribute or memorial gift
- 📌 Donate appreciated stock or securities

Adam Teva V'Din - IUED is a registered non-profit organization (#58-017-786-3). Contributions are eligible for tax deduction under Section 46 of the Israeli Income Tax Code. Donate online adamteva.org.il/english or send your check to 48 Yehuda Halevy Street, Tel Aviv 65782 Israel.

Friends of Israel's Environment (FIE) is a non-profit 501 (c) (3) organization. Federal ID # 58-1959151. Contributions are eligible for tax deduction. Donate online israelenvironment.net/donate-now or send your check to Friends of Israel's Environment (FIE), c/o Evan Kaizer, 4182 Beck Avenue, Studio City, CA 91604.

STAY INFORMED

israelenvironment.net (U.S.)
adamteva.org.il/english (Israel)

Sign up for our **newsletter** to keep your finger on the pulse of important developments in environmental protection.

BE A DIGITAL ADVOCATE

Use the social media platforms you use every day to spread the word:

- 📌 Like and share our posts on **Facebook**
- 📌 Re-tweet our news on **Twitter**

Strong and sustainable environmental protection is the foundation for a thriving economy, healthy and safe communities and a vibrant democracy and civil society. By supporting the work of Adam Teva V'Din you are helping to improve the lives of Israelis from all sectors in a powerful and meaningful way.

Here's how YOU can help

INVOLVE YOUR COMMUNITY

hayleyl@adamteva.org.il

Promote Israel in a new way at your **synagogue's Israel Action or Green Committee or at community events**. Our advocacy work reflects our shared Jewish values of Shmirat Ha'Adama, Tzedek and Arvut Hadadit. Deepen your congregation's connection to Israel by:

- 📌 Sharing our green news in your community bulletin
- 📌 Invite Adam Teva V'Din to meet your congregation to hear firsthand how environmental protection strengthens Israel

EXPERIENCE A DIFFERENT ISRAEL

hayleyl@adamteva.org.il

Explore Israel through fresh eyes! On your **next trip to Israel**, meet the community partners you have helped, get insider insights from Israel's leading policy makers, opinion leaders and experts and go behind the scenes of Israel's landmark sights to examine and understand key environmental opportunities and challenges.



Mike Gildesgame (second from left) with Adam Teva V'Din team and community partners



Barry Levenfeld (right) with Amit Bracha at 25th Anniversary celebration

Dear Friends,

On a recent study visit to Israel with Adam Teva V'Din, I was privileged to experience firsthand the organization's exciting and effective advocacy work. Together with the team, I traveled the country and saw for myself the environmental challenges and opportunities Israelis face today.

The way in which Israel, for which I care so deeply, is changing - cranes and construction are everywhere - is eye-opening and highlights the new environmental dilemmas arising from rapid economic growth. I met with some of Adam Teva V'Din's community partners: Their commitment and resilience symbolize the Israeli fighting spirit. The expertise and passion of Adam Teva V'Din's top-notch professionals and their ability to inspire other Israelis to join them is convincing that change is doable.

The Friends of Israel's Environment is proud to help enhance the lives and health of Israelis, both Arab and Jewish, through strong environmental policies and democratic values. Your continued support enables Amit Bracha and his team to carry out this vital work.

Mike Gildesgame

President of Friends of Israel's Environment (FIE)

Mike Gildesgame has been actively engaged in developing and implementing environmental policies and managing natural resource programs in the U.S. and overseas.

He is a trained mediator and works with social justice organizations in the Boston area.

Friends of Israel's Environment

- Mike Gildesgame, Boston, MA - President
- Howard Learner, Chicago, IL - Vice President
- Evan J. Kaizer, Los Angeles, CA - Treasurer
- Daniel Rosenblum, New York, NY - Secretary
- Arthur Kreiger, Boston, MA
- Jonathan Zasloff, Los Angeles, CA
- Philip Warburg, Boston, MA
- Viva Hammer, Silver Spring, MD

Honorary Friends

- Honorable Henry Waxman, Washington, DC & Los Angeles, CA
- Honorable Alan Sieroty, Los Angeles, CA

Friends of Israel's Environment (FIE) is a non-profit 501 (c) (3) organization. Federal ID # 58-1959151. Contributions are eligible for tax deduction.

Friends of Israel's Environment (FIE), c/o Evan Kaizer, 4182 Beck Avenue, Studio City, CA 91604.

Dear Friends,

Over the last decade as a board member, I have seen Adam Teva V'Din transform from being a lone voice in the wilderness.

Once ignored by courts and policy-makers, today Adam Teva V'Din is an environmental leader, whose advice and counsel are sought by businesses and by the government, and whose court actions strike fear into those who are targeted. In 2016, Adam Teva V'Din is the premier actor on the stage of environmental justice.

Over the years I have been most impressed by the professionalism and dedication of the staff. These are special, talented people, all of whom could be earning far more money in the private sector, who are devoting themselves to making Israel a better place to live.

Barry Levenfeld, Adv.

Member of Israel Board and former Chairman

Barry Levenfeld, Adv., is a partner in the International Department of the law firm of Yigal Arnon & Co. and has been a member of Adam Teva V'Din's Board for over 10 years.

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OUR VISION

A safe and healthy environment for future generations.

OUR MISSION

We use the power of law, science and advocacy to address environmental concerns which impact on the human, lived-in environment. Our agenda includes reducing chemical exposure in the everyday environment; incorporating environmental considerations in economic decisions; balancing urban development with environmental and social considerations, and empowering communities to take part in decisions affecting their environment, health and quality of life.

*www.israelenvironment.net (U.S.)
www.adamteva.org.il/english (Israel)*