



## Environment Conference 2050

**Moderator: Ms. Karnit Goldwasser**, Director, Environmental Services Company Ltd.

**Breakfast (8:00 – 8:45)**

**Greetings (8:45 – 9:00)**

**Greetings Moderator: Advocate Yechiel Kasher, Prof. Yuval Levy & Co.**

- Prof. Yuval Levy, Partner and Founder of Prof. Yuval Levy & Co.
- Mr. Jay Shofet, Executive Director of The Green Environment Fund
- Prof. Aharon Shay, Rector of the Tel Aviv University
- Adv. Aharon Bruchin, Chairman of Environmental Services Company Ltd.

**First Session: Environmental Regulations – Challenges and Obstacles** (9:00 -11:00)

**Part 1 – Presentation of Challenges and Obstacles, international aspects and modes of implementation–** (9:00 -10:00) (Conducted in English)

- Discussion Moderating and Presentation of Academic Research : "Challenges and Obstacles of Environmental Regulations" - Adv. Tzipi Iser Itsiq, Director of The Center for Environmental Protection, School of Law, Netanya Academic College
- **Keynote Speaker:**  
Enforcement and Inspections: Journey Towards Change in UK- Better Regulation Delivery Office  
Mr. Gordon Maddan, Better Regulation Delivery Office, Ministerial Department for Business Innovation & Skills, UK
- **Keynote Speaker:**  
Environmental Regulation Effectiveness – Lessons from Defra and Wourld Bank Group Experience  
Mr. Donald Macrae, Consultant in Policy and Regulation World Bank



**Part 2 –Discussion on Environmental Regulation – Israeli Perspectives (10:00 – 11:00)**

Moderator: Dr. Gilad Golub, CEO and Chief Chemist, Environmental Services Company Ltd.

**Participants:**

Adv. Alona Shefer (Karo) – General Director, Ministry of Environmental Protection

Mr. Asher Greenbaum – CEO, Israel Chemicals

Dr. Eli Abramov - VP of Global Resources, Makhteshim Agan Group

Mr. Shlomi Besson – VP, Environment, Safety and Security, Zen Group

Mr. Amir Hayek – CEO, Manufacturers' Association

Prof. Yehuda Kahane, Head of the Akirov Institute for Business and Environment, Tel Aviv University

**Research for Thought: "Strategy of Product Model - company services, sustainable usage of resources and reducing environmental impact"** Tzroya shebach, The Porter School of Environmental Studies, Tel Aviv University (11:00 - 11:10)

**Extended Coffee Break (11:10 - 11:40)**

**Research for Thought: "The Palmachim Struggle - Media Representation and Organizational Aspects of Public Environmental Struggle,"** Shay Cassirer, The Porter School of Environmental Studies, Tel Aviv University (11:40 - 11:50)

**Second Session - Environmental Communication - What's New? (11:50 – 13:35)**

Moderator: Ms. Karnit Goldwasser, Director, Environmental Services Company Ltd.

- **Keynote Speaker:** Key Trends That Are Helping To Embed Sustainability Into The Heart of Business

Mr. Jo Confino - Executive Editor, The Guardian; Chairman and Editorial Director, Guardian Sustainable Business (UK) (11:50 - 12:20).

- Presentation of Ifat Media Com. Data - Environment in the Media (12:20 - 12:30)
- **Opening Lecture:** The Role of Media in Promoting Environmental Protection - The Civil Society Aspect-  
Prof. Dan Rabinowitz, The Porter School of Environmental Studies, Department of Sociology and Anthropology, Tel Aviv University (12:30 - 12:40)



- **Discussion** : (12:40 – 13:10)  
Ms. Miki Haimovich – Journalist; Leader, No Meat Day campaign  
Ms. Galit Hemi – Editor, Calcalist  
Mr. Aviv Lavie - Environmental journalist  
Mr. Avi Weiss – CEO, Channel 2 News
- Presentation of Public Opinion Survey by the conference's organizers, Dr. Rina Degani – Chair, Geocartography Knowledge Group, (13:10 - 13:20).
- **Lecture**: Adv. Kobi Bar Lev, Prof. Yuval Levy & Co. - Innovations in Environmental Enforcement (13:20 -13:35)

#### Lunch 13:35 to 14:30

**Research for Thought: " Electronic Waste in Israel - Analysis of Material Flow "**, Lev Rosenstein, The Porter School of Environmental Studies, Tel Aviv University (14:30 - 14:40)

#### **Third Session Towards Municipal Elections - The Environmental Challenges** (14:40 - 16:10)

Moderator: Mr. Naor Yerushalmi – Executive Director, Life & Environment

- **Opening Remarks**: Adv. Amit Bracha, Executive Director, Israel Union for Environmental Defense (IUED) (14:40 – 14:50)
- **Keynote Speaker**: Successful Cooperation between the Private Sector and Local Authorities: case study on waste management  
Mr. Mauri Leponen, CEO, ECOSIR Group, Finland (14:50 - 15:05)
- **Keynote Speaker**: Solid Waste Management in the Netherlands, Strategic Planning and Conclusions  
Mr. Jeroen Kool, Strategic Waste Management Consultant, Royal Haskoning DHV, Netherlands (15:05-15:20)
- **Exposure of the IUED report** : "Obligations, Reporting and Transparency of Information as a Tool for Evaluation and Implementation of Environmental Policy" - Mr. Gilad Ostrovsky, Science Department , Israel Union for Environmental Defense (15:20 - 15:30)
- **Discussion** (15:30-16:10)  
Mr. Shlomi Lahiani - Mayor of Bat Yam  
Mr. Yehonatan Yasur – Mayor of Herzliya



Mr. Yoram Horowitz - Senior Deputy Director for Local Authorities - Ministry of Environmental Protection

Adv. Kobi Bar Lev, Prof. Yuval Levy & Co.

Mr. Gilad Ostrovsky, Science Department , Israel Union for Environmental Defense

**Research for Thought: "Measuring Environmental Reporting - the Israeli Case"**, Yoela Ganem, The Porter School of Environmental Studies, Tel Aviv University (16:10 – 16:20)

**Environment Conference 2050 hosts the newly elected Knesset Members to present their Environmental Vision** (16:20 - 17:00)

Moderator: Mr. Ophir Pines Paz, former Minister of the Interior, Head of Institute for Local Government, Tel Aviv University

**Participants:**

MK Tamar Zandberg (Meretz)

MK Dov Khenin (Hadash)

MK Eitan Cabel (Israel Labor Party)

MK Stav Shafir (Israel Labor Party)

MK Ayelet Shaked (Habayit Hayehudi)