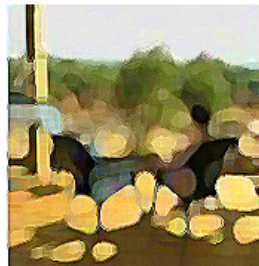




# Leapfrogging the Western Galilee

A Taste of the Regional Narrative

October 2010



הסוכנות היהודית לארץ ישראל  
Jewish Agency for Israel

מכון ראות  
THE REUT INSTITUTE

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PARTNERSHIP WITH ISRAEL  
Central Area Consortium  
Western Galilee

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# **Leapfrogging the Western Galilee**

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## **Executive Summary**

### **Project Background - Fulfilling the Israel 15 Vision**

The Western Galilee has been selected to be one of the vanguard regions fulfilling the Israel 15 vision, and the 'Regional Leapfrogging Project' in the Western Galilee project is the first step in this process.

Making a socio-economic leapfrog and turning Israel into one of the 15 most developed countries in the world is a national challenge. Its essence should be closing the gaps in the quality of life between Israel and rich countries. The basic assumption that underlies the fulfillment of the Israel 15 vision is that a nationwide leapfrog in the quality of life will be possible, among other things, through leapfrogs in the quality of life in various regions in the country.

### **The Approach - Enhancing the Region's "Inner" Competitiveness**

A unique regional-development model, which had been developed by *Praxis Institute* and is based on the 'Competitive Regions' approach, was used in the project. The approach that underlies the model strives to enhancing the competitiveness and attractiveness of the Western Galilee, while realizing the potential of local assets to the full (by 'assets' we mean natural, cultural, communal, knowledge-based and more).

### **The Process**

Months September 2009 to May 2010 saw the accomplishment of Phase A of the project, the purpose of which was to create a new narrative for the region. The narrative was developed in collaboration with entrepreneurs from different areas of activity (the business sector, social activism, education, culture, tourism, agriculture and environment protection) residing in the region, out of the principle that those creating the story should also be those who will lead to its realization. The narrative relates to several potential clusters reflecting socio-economic entrepreneurship that need to be developed in the region in order to stimulate a leapfrog.

## Executive Summary

### Products

The process has yielded three main products:

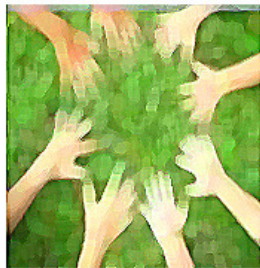
1. The new narrative, expressing both the basic difference between communities in the region and the fields they have in common, comprises three themes:
  - The Western Galilee as a region of creative tourism.**
  - The Western Galilee as the region of wellness and healthy living.**
  - The Western Galilee as a region for growing future scientists and engineers.**
2. Mapping regional entrepreneurship clusters, the creation of which will lead to realizing the narrative's potential.
3. Mapping enterprises in the region - a geographic map of the region's enterprises according to the three narrative themes.

### Moving Forward

The next steps are intended to establish a 'regional table' for formal-leadership representatives and leading entrepreneurs in the region, who are relevant to progress. The purpose of the 'regional table' will be to create regional entrepreneurship clusters to realize the narrative. Members of regional entrepreneurship clusters will be obligated to promoting synergy between the activities and enterprises in the region that are of relevance to the narrative, and will inspire the initiation of new activities. Our assumption is that realizing the narrative's potential through regional entrepreneurship clusters will have a leapfrog effect on socio-economic activities; this will enhance the communities' internal cohesiveness and the region's perceived image and will also significantly improve the quality of life for the region's residents.

# The Western Galilee

# Our Narrative



# Leapfrogging the Western Galilee

## Our Narrative



# Leapfrogging the Western Galilee

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## Our Narrative

So, where do we start? *Let's Start Healthy*. The Western Galilee is the place **to lead a healthy life**. It can also be the door that leads you towards a healthy life anywhere else. It starts with eating right - from the ground to the plate. A Mediterranean diet, based on olive oil and products that come from the Galilee. The food is grown as naturally as possible - without chemicals, based on centuries of experience combined with new technologies. This is complemented by dietary supplements - medical herbs, natural medicines, natural food supplements and skin nourishing products - the natural cosmetics based on olive oil and herbs grown in the Galilee. All these can be found and consumed in the region in stores or as part of workshops and tours. Based on the knowledge and experience gained in the Western Galilee, new industries can be developed to address markets worldwide - these are the **wellness** industries. The same as with the Dead Sea products, which have become a synonym for top-quality cosmetics, so will the Galilee, which is already well-known around the world, will be identified as a source of wellness products.

The physical needs are only complimented by spiritual needs - the wonderful scenery that makes you relax and forthcoming for activities for the body and the soul by specialists, healers, teachers, mentors, advisors and instructors that reside in the region. They can introduce unique and even new and original methods of enhancing the quality of life - through the body, the spirit and what's in between.

Western Galilee is also **a region of creative tourism**. Each visitor in the Western Galilee can take part in numerous activities that involve art, creation and learning, and get a taste of the multicultural and historical experience that this region has to offer. The diversified communities and religions, combined with a large number of artists and artisans, natural scenery and agricultural techniques - all of which create a mosaic of people and cultural scenery offering visitors endless experiences. Regional entrepreneurs will translate this wealth into workshops and other touristic products, offering participants the opportunity to take part in a deep, inspiring and enriching experience based on all those fields and cultures.

# Leapfrogging the Western Galilee

## Our Narrative

This is a huge leapfrog from the industrialized 'site tourism', where we, as tourists, were a captive of a predetermined map, saw exactly what thousands of other tourists saw before us, took the same pictures they took and were offered the same experiences. As opposed to that, a tourist visiting the Galilee will listen to Druze folktales and will hear about the history of Arabs in Akko and the Jewish settlements in the region prior to the Establishment of the State of Israel. He/she will be able to take part in a workshop on environmental struggles, produce goat cheeses and gain some acting experience in an active theatre workshop. He/she will win the opportunity to experience the Galilee in a way that is unique to the region to one's own style and interest.

But that's no all. The Western Galilee is not only a multicultural mosaic of Arabs and Jews, but it also serves as the grounds for building a sense of a multicultural fellowship between researchers - scientists and engineers, teachers and students, who will together seek knowledge and develop new technologies to save life and enhance the quality of life and the environment. This is **the region of future engineers and scientists** - school students thoroughly exploring with their instructors scientific and technological issues, the possibility of initiating innovative projects and different approaches to teach complex subjects.

A sense of a multicultural fellowship between researchers can spread throughout the entire Western Galilee, where so many different and unique settlements are found - a kind of European Union (sort of speak) within Israel. This will be possible if every school, city and kibbutz establishes one research and development laboratory - having a unique topic of its own: water revitalization in Evron, maritime sciences at Ort Darsky Comprehensive High School in Akko, generation of electricity from olive waste in Julis, solar electricity and international trade in greenhouse gases at the Sulam Zor school in Gesher Haziv, local economic system in Regba, robotics in Misgav, astronomy in Cabri, packages and perishable products in Kfar Masarik, medical equipment in Nahariya, development of technologies for people with disabilities, and much more. These incubators will train and encourage the younger generation to become scientists, engineers and engage in 'green collar' jobs.



# Leapfrogging the Western Galilee

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## Our Narrative

These 'incubators' will oversee joint programs on new applications in the region and group work on sharing knowledge and joint development; the purpose of these activities will be to enhance and preserve the quality of the environment and of life through the application of appropriate technologies - simple and cheap solutions that are also suitable for small places and small communities.

The incubators will be shared by school students, teenagers, university students, teachers, parents, retired engineers and scientists and volunteers from the region, from Israel and from abroad. This way men and women in different ages, holders of different nationalities from different communities and cultures will map out new and unique requirements and needs. The process of problem solving will also be unique since it will be based on multiple outlooks in an attempt to reach innovative joint solutions.

The socio-economic progress in the Galilee will draw its uniqueness from Jewish, Druze and Arab sources alike. The new menu that will be created, the set of spiritual and physical treatments that will draw from a combination of all those traditions - will be unmet anywhere else around the world. For this reason, the tourist experience will be of such uniqueness, the same as in the villages in the Chiapas region in Mexico and in the Provence region in France, both of which are incomparable to other regions elsewhere.

The ability to understand the needs of different communities and various perspectives of the same problem, whether the problem is related to the transfer of energy, water purification, transportation, planning or packaging design, will be at the center of the unique capability of the Galilee's future engineers and scientists to become leaders on an international scale.

# Leapfrogging the Western Galilee

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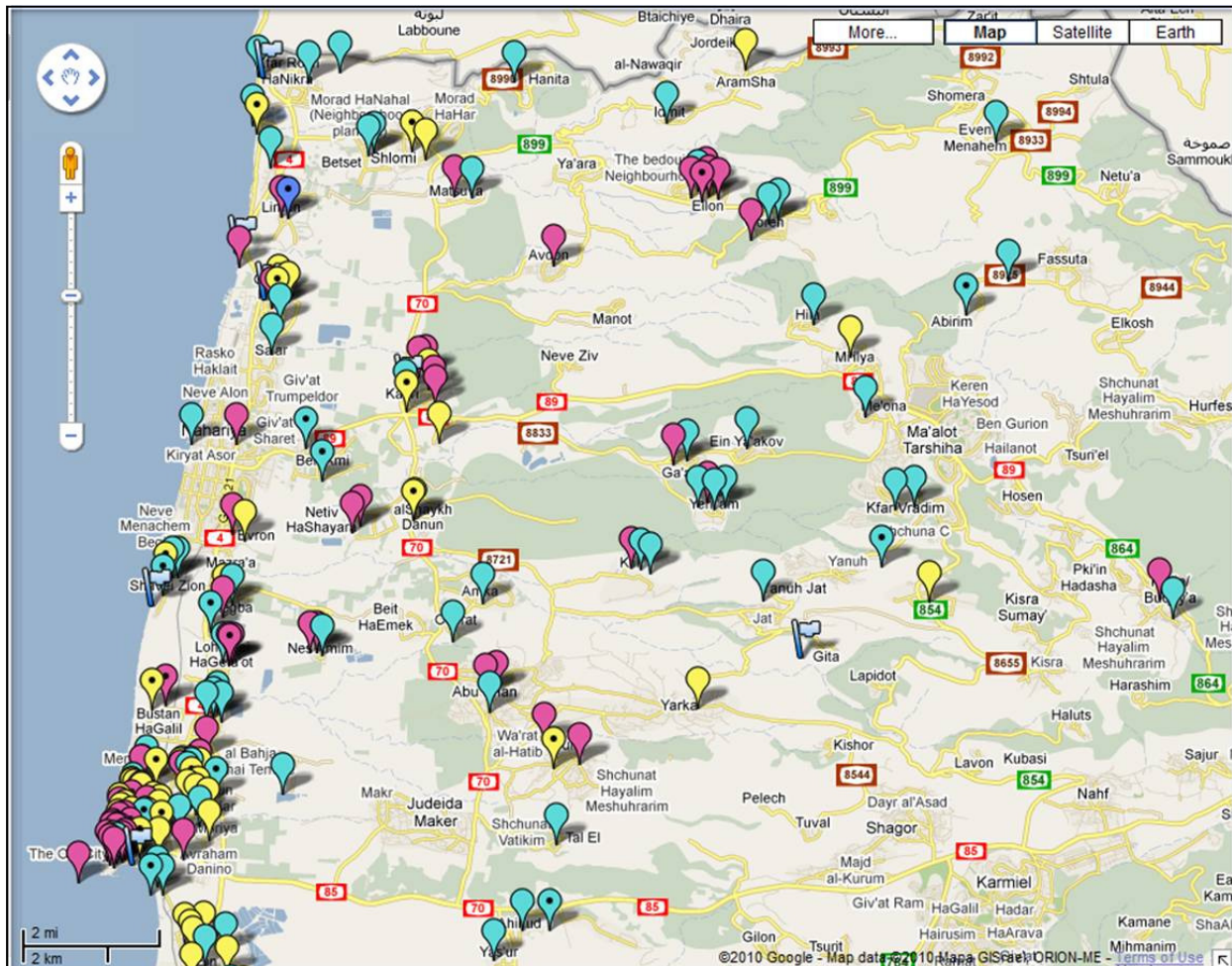
## Our Narrative

Western Galilee's new narrative can be told as a proverb on olive oil. The same precious resource that fueled the ancient world drives the entire region forward on all levels as well - oil is one of the basic ingredients of the new/old wellness industry. Food, cosmetics and hygiene - all benefit from its unique features. It is also the source of new medications for diseases that future engineers and scientists will have to deal with and of new and revolutionary fuels made from olive waste, which can reduce the negative implications of oil use. The extraction and processing of oil in various ways serve as the grounds for experience-based tourism, which will allow visitors in the region to see, taste and extract oil in various sites and contexts.

The Galilee offers each resident and visitor a personal form of self expression, combined with a healthy lifestyle based on the region's traditions, and professional opportunities for any scientist, laborer, exporter, engineer or local host. Its cultural diversity enables the regional system to exist, progress and lead the wellness league, the creative-tourism league and the league of future engineers and scientists.

# Leapfrogging the Western Galilee

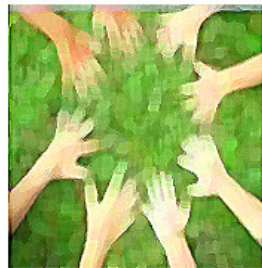
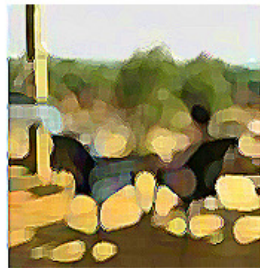
## A 'taste' of the Regional Entrepreneurship Map: In the Eye of the Narrative



- Wellness enterprises
- Creative tourism enterprises
- Future scientists & engineers enterprises

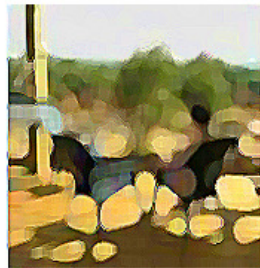
## The Western Galilee

# Telling the Tale of a Region: Three Stories



The Western Galilee

# The Region of Creative Tourism



# Leapfrogging the Western Galilee

## In a nutshell

Creative tourism offers visitors an opportunity to realize their artistic potential through active engagement in workshops, courses, and experiences, which are typical of the region and its communities. This type of tourism enables visitors to actively experience the region's tourist attractions.



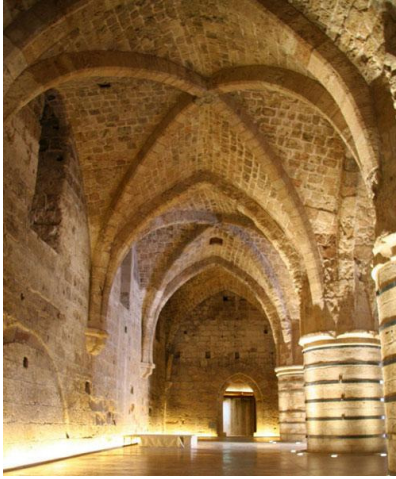
Creative tourism is considered to be the third wave in the global tourism industry, following the first wave of recreational tourism (clubhotel tourism) and the second wave of cultural tourism (visiting museums and historical sites).

Creative tourism offers interactive experiences that emphasize the tourists' personal development. It is sought after by people around the world seeking originality and authenticity. These people would like to have close interactions with the local culture.

The Western Galilee is the home of many coming from the "creative industries" - artists and artisans, teachers and instructors. The Creative Tourism cluster will join their creativity with that of tourists and visitors that are thrilled by new ideas and experiences. The Creative Tourism cluster will invite visitors and tourists to take part in various creative workshops held on unique locations in Akko and on locations overlooking the unique settlements throughout the Western Galilee. The idea is to turn every possible space in Akko into "an art incubator" or hold there a creativity workshop - creativity through cooking, handcrafts, theatre, dance, and music. This also applies to pictorial villages, such as Klil and Peki'in, and every moshav, mitzpe, or kibbutz, such as the artisans' workshops in Gesher Haziv, the etching workshop in Kabri, and the Home of the Kupferman Collection and the Humanism Center in the Ghetto Fighters kibbutz. Visitors can come for one day, a weekend, or two weeks and fill their day with creation workshops based on their fields of interest.

# Leapfrogging the Western Galilee

## In a nutshell



Akko is the creative capital of the region. It has a certain mystique, darkness, suspense, excitement, visible and hidden characteristics, walls and gates, ancient history, and for centuries attempts were always made to conquer it. The old city offers fascinating, powerful, and creative locations, which are beyond imagination - locations that artists only dream of having within their reach. Throughout the years artistic events have been held in the city the purpose of which was to put an emphasis on ancient architecture; in these unforgettable events space was play-

ing the leading role.

At a subsequent stage it will be possible to add Akko (as the representative of the entire region) to UNESCO's network of creative cities, which connects between cities worldwide (such as Austin, Bologna, Edinburgh, Santa Fe, Asuan, Sevilla, and Montreal) that would like to share experiences, ideas and work methods that are recommended for their cultural, social, and artistic development.

The creative-tourism activity cycle in the Western Galilee might comprise of the following activities: A major international event once in every two years, such as an art biennale in Akko; at least four festivals will be held annually; a medium-size event will be held four times a year; and each week dozens of workshops will be available for visitors to attend. The Creative Tourism website of the entire region will include dozens of possibilities on a regular basis and of course updates on new or one-time events.



## In a nutshell

Tourism is too important to be left in the hands of marketing people. One of the important implications of this understanding is that the region itself should reflect creativity in the way that unique tangible cultural resources are developed (such as traditions or local skills) and turned into experiences for visitors. Hence, it is not only for tourists to be engaged in creative activities. This is a creative system of collaboration between visitors and producers, developers and instructors. The cluster will focus on practical ways of enhancing this form of collaboration. For instance, the challenge of the Creative Tourism cluster will be coming up with standards for activities and workshops in every field, supporting workshop instructors, producers and developers, and establishing collaborations between entrepreneurs and professionals in the region so as to offer high-quality workshops and mainly turn existing tourist 'gigs' into high-quality creative services.



## What makes this appealing?

The movement of creative tourism develops from the bottom as part of a deep social change that is taking place nowadays, in which people consume less massive-production products and look for different ways to express themselves. This can be noticed in the "bloggeration" phenomenon, in which more and more "ordinary" people express themselves in blogs, or the revolution that has taken place in music, where people express their personal preferences through songs that they download to their I-pod. This also has to do with the increased importance of design choices in our lives and their popularity. Creative tourism might also become a powerful in itself owing to this tendency since it allows for another form of self expression, which relates to this tendency and enhances it.

Looking through the eyes of someone from abroad (Kansas City or London) - the Galilee is unique because it is a sort of "cultural Toscana" - arts and heritage in a rural environment - since not many places in the world have this to offers - culture, history and coexistence of Druze, Arabs, Christians and Jews living together or side by side. In Akko we see a mosaic of people and outfits - the veil of the Muslim woman, the head cover of the religious Jewish woman and the dancer's outfit. Events for artists and feminine arts can attract various crowds to Akko from all over the world and even from Arab countries.

Creative tourism also addresses tourists looking to experience authentic hospitality. From the old city of Akko to the block in the northern part of the city, where that housewife who likes to cook lives, whose husband is good at telling stories, whose brother is a fisherman and whose son is an artist. The entire region offers heartily hospitality - through premium tourism products and hospitality to a historical exploration of cultures with a thirst for sharing and learning. This region is unique for its artists and diversified and unusual culture - a vanguard culture which is connected to the region's symbols of excellence, such as Ga'aton and Keshet Eilon; this type of tourism can address Israeli tourists and foreign tourists from communities abroad looking for Israeli success stories.

## What makes this appealing?

All this attracts tourists to come for longer vacations, including seasonal tourism in reasonable prices, so they can rent a house and all the family members can find enriching workshops and activities that leave their mark on participants, eco-adventure, musical experiences and new aspects on agriculture and cooking. This enables them to come, learn and experience together with people that have a talent for playing, writing, dancing and painting, in a cheerful and enjoyable way. Not all places can offer this. The region of Western Galilee has so much music, inspiration and creativity to offer, that anyone who comes to experience this wealth will want to come back again and again.

## **What are the challenges?**

***Creating platforms to encourage entrepreneurs and local enterprises and remove unique barriers towards creative tourism*** - there are several difficulties that need to be resolved if we want first-tier entrepreneurs to prop up a creative-tourism project (e.g. restoring an ancient building, or taking on a project that involves heavy bureaucracy). Paving the way towards the completion of these projects requires help. Therefore one central challenge is creating the mechanisms that enable and assist creative entrepreneurs to start creative-tourism enterprises. This also involves taking measures to deal with bureaucratic impediments, getting assistance in regard to ownership over intellectual property and copyrights, establishing connections within the creative-tourism industry, presenting success stories for new entrepreneurs to learn how to push things forward, and making training options available - a management school offering courses on tourism management and business entrepreneurship. Later on an organizational change in the municipality will be required as well to facilitate opportunities for smaller enterprises in the field.

***Establishing workshops and creative-tourism products that meet international standards while maintaining the region's character*** - one of the central challenges of creative tourism is maintaining a balance between the need to make a professional leapfrog in regard to creative-tourism enterprises and maintaining the enterprises' local authenticity and sense of place. Akko, unlike most of the cities on the Creative Cities and Creative Tourism maps, lacks the urban character and rhythm in its essence. This does not mean that it should be transformed into such a city, but part of the work methods, the professional standards and 'vibe' that exist in other urban centers should be adopted and combined with the local scene, in order for creative-tourism enterprises to be able to compete on an international level. For this reason entrepreneurs might need to join forces or hire and train people in their enterprises to keep standards high. The challenge is understanding how to infuse the 'know-how' that already exists in other parts of Israel into the process of creation of local job opportunities in Western Galilee with a sustaining effect (i.e. in such a manner that lasts throughout the year and don't

## What are the challenges?

just disappear once a creative event is over). The enterprise's physical environment should meet high standards as well; thus, investment should be made in necessary infrastructures, spaces should be prepared to accommodate activities, equipment and devices should be attained. Sometimes the creative-tourism product is simply visiting an authentic home and meeting the cook, the artists and the storytellers residing inside. There is no need for an investment of huge resources, but rather to make sure the authentic experience does not fade away or becomes a 'commercialization victim'. In order for a visit to a Druze village not to be summarized as just seeing the Druze baking flat bread (pita) eaten with Labanne cheese, creative-tourism should encourage experiences that enable visitors to get to know the villagers through the common language of music and art.

***Connecting enterprises to create new experiential products*** - the challenge here is



extracting the good things from each enterprise and using them to create a better inclusive image; developing new creative-tourism products to honor and represent each one of the communities in the region. In the Galilee, Arab and Druze communities as well as Olim from Russia still

tend to keep their assets for themselves. But if they share their assets with others - we will be able to offer richer and more appealing experiences.

## What are the challenges?

*Placing Akko on the global map of creative tourism and creating 24/7 entertainment possibilities* - another challenge is turning Akko into a creative city with a regional, national and international reputation - a loadstone, an international appealing tourist center; for instance holding an art biennale or positioning the city as an international festival center. The challenge is turning Akko Festival into an international festival the same as in Avignon, where a festival is held for an entire month and preparations are made throughout the year, as part of which artists and performers move to the city as 'resident artists'.

This will require local entrepreneurs in the field of arts and local wage workers to make long-term preparations. Since a significantly high level of professional standards will have to be met, it is advised to use the knowledge that is available in other cities that have held biennales, such as Tel Aviv, Bat Yam and Herzlia, but the local authenticity should still be maintained. A central challenge will be to reach potential target audiences overseas and contacting possible target audiences in order to place Akko on the global map of artistic and creative scenes.



Another element that is missing in Akko is entertainment options around the clock, so a regional center or even a national center for entertainment should be established in the old city. At first the center might be located in the 'festival garden' due to the beauty of its spaces that can host hours of escapist wandering, and since festivals and theatre performances have been held there in the past. This initiative could encourage the opening of Jazz clubs, theatres and cafes and serve as an

# Leapfrogging the Western Galilee

## What are the challenges?

entertainment umbrella allowing for a local creative scene to develop, on the remains of past attempts that gradually disappeared. The challenge will be attracting to the rejuvenated entertainment center in Akko people from all over Israel and people from the region itself, thus meeting the entertainment needs of different audiences in the region since today it is hard to get them to come to most of the events.

Akko also lacks creative-tourism attractions relating to historical events. For instance the Crusades - hundreds of thousands of people around the world find crusades interesting but the old city of Akko is yet to exploit the entire potential of this need.



## What can you experience in the Creative Tourism Cluster?

*Tastes and Scents from the Galilee*



*Intensive Art*



*Heritage and Multiculturalism*



*Touch, Motion and Spirit*

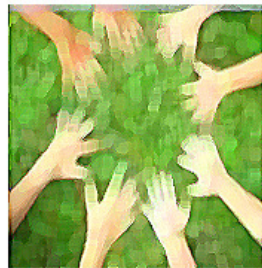
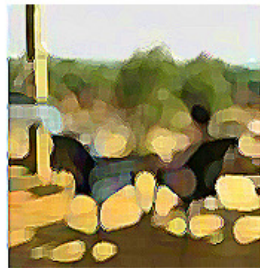


*Eco-Adventure*



The Western Galilee

# The Wellness Region





# Leapfrogging the Western Galilee

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## In a nutshell

The Wellness industry, with a global annual \$ 600-billion turnover, has managed to survive the global economic crisis quite well. Health and a healthy lifestyle have remained the top priorities of consumers and healthcare markets as they continue to expand to include additional regions in the world. Today there is a clear trend: yachts, cars, and computers are losing their importance and are pushed aside by health-related topics. People want to buy wellness products to maintain and enhance their health, be more beautiful, slow down aging, and prolong youth.

The Western Galilee holds 3,000-year-old knowledge, since the days of the *Asher tribe* and until those of *Grandma Jamila*, many herb experts and pharmacists reside in the region, possessing knowledge about the secret of olive oil, medicinal herbs, natural cosmetics, healthy food, and natural healing. The objective is to combine between farmers and gardeners, who extract the most natural and healthy products from the soil, and experts and researchers, who study the secrets and unique attributes of plants and natural oils, with technology professionals and manufacturers, who concoct the newest combinations between knowledge of past generations and latest science developments. This is intended to provide every consumer in Israel and abroad with food and cosmetic products that are free of poisonous additives and preserve the scent, taste, color, and knowledge that come from nature, and tradition of the Western Galilee in past generations.

However a healthy lifestyle does not merely refer to what we put into our body, but also to the support from the community throughout life, to physical exercise and spiritual activities that contribute to the health of our body and spirit, to taking time to relax and looking for adventures in nature, and when in need benefiting from treatments and healing options provided by a large selection of experts and methods available in the Western Galilee. The objective is to turn the Western Galilee into a Centrum for people that would like to lead a healthier life or introduce wellness options to their families.

# Leapfrogging the Western Galilee

## In a nutshell

*The Western Galilee wellness cluster* will offer new job opportunities for technology experts, researchers, and developers, who will focus on developing new methods for maintaining a healthier environment, cleaner and more natural agriculture, and health products that prevent diseases and even have curing qualities; this in turn will offer rehabilitation options and a healthier lifestyle for every age group (senior citizens, pregnant women, athletes, people who exercise regularly, physically challenged people, etc.).



*The Wellness cluster* will also offer tourist attractions in a sunny region:

- Healing/therapeutic tourism, which combines medical treatments at the *Western Galilee Hospital* for people from around the world;
- Diversified "body and mind" tourist packages, which offer everyone a vacation that is purely based on relaxation, treatments and massage, enjoying the view of the sea and the mountains, healthy and tasty food, and a variety of activities the region has to offer.
- Eco-adventure tourist packages, which offer a physical and adventurous experience in nature.

*The Wellness cluster* will hold national conventions, establish a tourist center, and will form a knowledge base on specific topics (for instance, olive oil, natural cosmetics, and healthy food). Hence, combining tradition and ancient knowledge available in the region with science and technological innovation will enable the region to make a leapfrog and join the league of wellness regions worldwide, which includes the Swiss Alps, Austrian Tirol, central Finland, and other locations.

## *The Wellness Region*

## **What makes this appealing?**

### **Potential residents**

Living in the Galilee is living within the wealth of life-long communal and health-related activities. It is easier to market residence in the region through the topic of healthy living - this forms a common denominator that instead of refocusing on past conflicts drives towards progressive narratives that connect between people: food, agriculture, health, environment, community and family.

### **Consumers of healthy food and health products**

Unlike the general population in the region, Western Galilee has a nucleus of people already consuming organic food out of an ecological-environmental outlook. This population acknowledges that the more natural herbal products become, with as less processing as possible, and the fresher and more available food becomes in certain seasons, so will the consumption of dietary fibers, antioxidants and micronutrients found in herbal food, increase. If you would like to consume healthier food without raising the family's living cost, you need to consume food and products that are manufactured locally. This is possible in the Western Galilee since there are numerous cultivators and manufacturers of natural food in the region and because fresh locally-grown seasonal food is available with minimum processing. Health products and natural products locally manufactured and consumed enable a healthier and inexpensive lifestyle that has no negative effect on the environment and even contributes to additional job opportunities for residents.

But this is not just about the promotion and development of food and dietary products, but also about a range of related services such as holistic therapists, alternative medicine, ecological guidance and energy-efficient products that prevent pollution. These can become the fertile ground for an economic activity under the framework of the wellness regional story.

## **What makes this appealing?**

### **Entrepreneurs**

*The Wellness cluster* will enable to investigate and develop additional wellness fields for different target audiences worldwide - out of the perception of health as the new global narrative. This process will see an increase in the need to create relevant services and products, such as seminars and workshops on ecology, alternative treatments, green construction, energy-efficient products and alternative dietary treatments. This is the range of activities to which many entrepreneurs can enter from this field and from related fields.

Wellness entrepreneurship in the Western Galilee can draw from the environment, from fresh food, from agriculture, from human capital and even enjoy a logistic benefit since raw materials here are abundant. For instance, products that are based on olive oil, which constitutes a significant part of the Mediterranean diet and is even used as a raw material for many anti-aging cosmetic products and soaps - here you can find most of the olive crops in Israel. Additional raw materials, such as medicinal herbs and spices, are abundant here as well. Furthermore, the region already comprises all target audiences - communities residing in the region and tourists and visitors from different countries and cultures, among whom it is possible to find potential customers for diversified wellness enterprises.

### **Visitors from Israel and tourists from abroad**

The region offers its visitors an end to end health experience. No more isolated health farms, but something that is taking place throughout the entire region. Not just for those that can afford it but for everyone, in every age and also people with special needs - each person will choose his or her own wellness experience for the body and the soul, and will also be able to experience new things each time. So we can say goodbye to the regular pattern of the Jacuzzi and the same old 'Israeli breakfast'. Every entrepreneur will be able to give wellness his or her own interpretation and invite people to come, experience and learn from it. This is the third wave in the tourist industry, following standardization and quality assurance. Now it is necessary to go beyond meeting high standards, into bearing the brand of healthy and creative experience and being the first region in Israel to march forward and provide visitors with vacations that have an added value.

## What makes this appealing?

For tourists from around the world, the wellness experience in a sunny region of agriculture, mountains and sea is the ideal vacation, whether for a one-time therapeutic experience or as a 'lifestyle changing experience' - they will be given the best services in the wellness field in a wonderful weather along the coast.

### **The Third-Age market**

The increasing life expectancy of population worldwide has created an age group of consumers, who would like to slow down time as much as possible. This process has led to the development of different products in the field of cosmetics and technology, hence giving birth to the anti-aging market. The turnover of anti-aging products in Europe is more than EUR 38 billion a year. Cosmetic companies play an important role in this market, since anti-aging products are the largest market segment in the European skin-treatment industry. The anti-aging industry, however, is far more than just another segment of the cosmetics industry. Many companies do not stop at promising that their customers will look younger, but actually

attempt to stop the aging process with vitamins, hormones, antioxidants, medications and more.

Olive oil, the Galilee's medicinal herbs, the fruits and vegetables (whether traditional crops or avocados and mushrooms) and the Mediterranean diet combined with traditional, natural and ancient knowledge on one hand and medical, technological and scientific knowledge on the other - enable the development of products that are unique to the Western Galilee and can meet anti-aging requirements across the world. In addition, third-age residents who would like to reside in the region will enjoy its healthy food and a variety of locally-manufactured wellness products, in addition to the region's flora, coastline, ideal weather, natural scenery and not less

important - supportive communities, communal activities and services, and the possibility of becoming a part of a lively, multi-aged community that lives in the region and develops it.



## What are the challenges?

### *Eating right - straight from the field*

Even though in the long run it will be possible to reduce manufacturing and transport costs in the industry of local healthy food, in the short run cost considerations should not be overlooked to enable the local-food economy to develop, as part of which the transport of products from the wholesale market in Tel Aviv should stop. At the same time, awareness to local products should be raised and local consumers should realize that local products are healthier and that purchasing them contributes to the region. For this reason false mindsets in regard to organic food and other organic products should be addressed (e.g. it's more expensive and its dietary significance equals that of regular food).

Such an effort would also promote small local businesses such as boutique dairies. Such businesses cannot maintain an independent marketing campaign so they need to cooperate - for instance adding their products to those offered by bigger food companies.

Another challenge is expanding the local food industry to tourists and local residents alike - encouraging potential customers to eat more local food and eat at restaurants that serve organic food. Currently there aren't any restaurants in the region that serve organic food since local residents hardly visit such restaurants, so whenever the scope of tourism declines they cannot sustain themselves. Nonetheless, developing the field of healthy food can help such restaurants to survive even when the number of tourists decreases, and even to help attract more tourists to the region all year long.



## What are the challenges?

### *Well-tech - natural cosmetics and medicinal herbs*



In order to achieve excellence in the field of well-tech, that is the manufacturing of wellness products, engineers and scientists should collaborate with practitioners of natural and traditional medicines and local farmers and manufacturers. The challenge is to come up with new ideas in shared fields.

Another challenge is developing new and healthier products with an emphasis on a pollution-free environment, green agriculture (agro-ecology) and meeting high medical and scientific standards. The standards need to be acceptable alike in Israel, Europe, and the United States and in other potential markets to

which locally-manufactured products could be exported.

For instance, the anti-aging industry is very profitable and at times money is transferred "beneath the counter". Since aging is not considered to be a disease, many anti-aging treatments are still not financed by insurance companies but by the customers themselves. Payments are mostly in cash and sometimes a single treatment or doctor appointment can cost thousands of dollars. Many of the supplements and products sold by therapists to customers aren't considered to be medications, so they don't undergo the FDA's testing and authorization procedures. As a result, many refer to these products as a form of fraud. In order not to encourage frauds in this field and to prove that products that originate in the region are of high quality, the products will have to meet the relevant standards.

## What are the challenges?

### *Therapy and cure for the body and soul*

In order for the region to be able to compete against other wellness regions around the world, the highest possible standards should be met with the aid of knowledge centers that will distribute professional information about treatments and wellness facilities. By doing so, knowledge will not remain in the exclusive possession of a selected few who strive towards uncompromising perfection, but will assist local businesses to "catch up" with other more experienced professionals. These individual professionals should be located and their knowledge and standards should be distributed by means of specialist centers.

Another major challenge is connecting between creative therapists and business-development professionals. How do you connect between therapists and marketing and business professionals? How do you make local entrepreneurs start such businesses?

In order to stimulate the process, the first target audience is marketers in the tourism business. The challenge here is to replace the current perception that rotates around 'a Zimmer with a Jacuzzi' with the idea of a family vacation that offers new habits and ideas that can be applied back home. An "end to end" ecological Zimmer, without wastes and plastic materials, where just organic food is served and tourists are given healthy food to take to their trips with their children. This will be offered as part of an appealing package. This initiative will also encourage the consumption of healthy food in other tourist sites across the country. Such knowledge could also be exported - for instance in the form of a *Galilean Mediterranean diet* - and developed into a unique wellness product that originates in the region - a wellness experience based on Druze, Canaanite, or biblical origins. The important thing is to make sure not to develop another conventional spa, but a facility that reflects the region's uniqueness. The objective is to be included in National Geographic's list of 100 top wellness sites in the world. In other words: to start playing in the major league.



## **What are the challenges?**

### ***Eco-adventure - supportive infrastructure with minimum ecological footprint***

In order for residents and visitors to enjoy nature through eco-adventure activities that this region has to offer - walking, cycling, sailing, diving, mountain climbing, wind gliding and camping - it is necessary to build the appropriate infrastructure, which will have no negative effect on nature and the environment. For instance, diving-related enterprises that are intended to meet international service standards must guarantee that divers have safe access to sea, teach about the region's unique maritime fauna and make sure that maritime ecological systems are unharmed. It is important to meet international standards in regard to safety, preservation of the environment, aesthetics and professionalism in order to sustain the wellness theme - an environment in which man can experience nature and take part in the most exciting outdoor physical activities. One of the major challenges will be to connect between entrepreneurs to allow for the joint use of infrastructures. This in turn will make the use of local resources easier.

### ***A healthy environment***

The region is rich with natural resources and is unique for its diversified scenery - rivers, sea, valleys and mountains. In order to emphasize the region's natural resources in tourism-related marketing, sites and ecological systems that were damaged due to industrialization and urbanization should first be restored. At the same time, the sites that have not been damaged or have already been restored should be kept clean and unharmed, otherwise attracting tourists to the region will be a lot more difficult.

The Western Galilee is also perceived as an attractive region to reside in owing to its environmental characteristics. For this reason it's important to keep the Western Galilee free of pollutants in the air, sea and land. The central challenge in this regard is preventing pollution in the coastline, in open territories and in rivers by way of promoting technological solutions in factories, requiring that high regulatory standards be met and establishing local pollution-prevention systems. This is intended first and foremost for the benefit of the local residents, who deserve to live in a healthy environment, but is also intended to attract visitors from elsewhere.

## What are the Challenges?

Another challenge is raising environmental awareness in populations that hardly deal with this issue. This is done by clarifying the connection between environment protection and regional progress, including more job opportunities and enhanced quality of life.

### *Supportive communal identity*

A central challenge which the project and even the region's population will have to confront is the creation of a regional identity that embraces regional diversity and provides space for different cultures and communities. Nonetheless, the system will have to come up with an inclusive wellness theme. The question remains - how can a new identity be formed so as not to give up communities and communal relationships, but nonetheless adjust to the new wellness reality?



How can regional communities connect, and how can communities and settlements be provided with better infrastructures, services and administration, so as not to ignite hostility between them? There are many obstacles along the way, but there are also people who are willing to take the task on. It is important to integrate this theme of Wellness in the individual story of each community but at the same time maintain what makes each community unique.

In addition, initiatives that promote life-long communal support, such as sheltered homes for third age residents or support centers for first-time parents will need to be encouraged and promoted to make it possible to sustain themselves as business enterprises.

## **What are the Challenges?**

### ***Entrepreneurship***

One of this project's principle courses of action is establishing joint-enterprises for them to be able make progress, to support each other and promote the entire region - a whole that is bigger than the sum of its parts. To attain that a way should be found to introduce all the possible wellness projects to entrepreneurs in order to break through each enterprise glass ceiling, create continuous synergy and overcome common obstacles. Since activities in the region have not taken place under the framework of such an inclusive factor, the regional story should be told to local entrepreneurs and personal connections between them should then be created.

An additional challenge is encouraging new initiatives in the region that focus on wellness and on expanding the local market of wellness services and products.

## Fields of activity in the Wellness Cluster

*Therapy and cure for  
the body and soul*



*Eating right - straight  
from the field*



*Well-Tech*



*Eco-Adventure*



*Life long  
communal support*

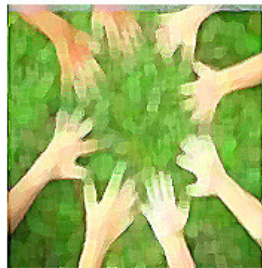
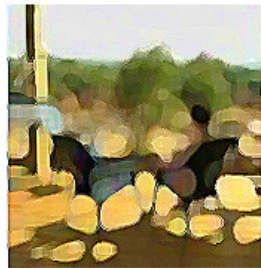
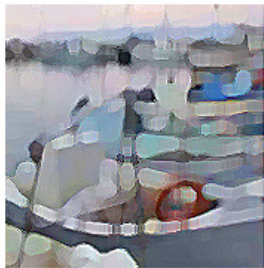


*Natural cosmetics and  
medicinal herbs*



The Western Galilee

# The Region of Future Engineers and Scientists



# Leapfrogging the Western Galilee

## In a nutshell

*The Future Engineers and Scientists cluster* will group professionals and entrepreneurs in the fields of formal and informal education, research, and industry in order to develop and apply **new methods of developing the research skills of the younger generations in Western Galilee**. Programs encouraging students (with special attention on girls) to study science and technology thoroughly, collaborations between factories and research institutions, joint projects made in schools and learning incubators - will all share with students their experience and knowledge based on the understanding that education and scientific-technological professions are the key to the success of future generations.

By establishing the cluster, we intend to turn the Western Galilee into a region in which youth dream of becoming science and technology heroes, becoming the inventors of tomorrow, finders of future solutions, saviors of the world.

The Western Galilee is especially ready for this cluster mainly because of its natural scenery, which requires environmental protection, because of its multiple tongues and cultures, and because of the values and beliefs of the region's residents, both young and old. One of the cluster's points of emphasis will be the field of **Appropriate Technologies** - a search for practical solutions in response to human needs and according to environmental, cultural and economic conditions - simple solutions that are suitable for small places as well.

In addition to instructors, researchers, and engineers, who will oversee research incubators in various fields, the intention is to qualify residents (Arab and Jewish) to become skilled workers in environmentally friendly industries (green-collar workers); thus, the more appropriate technologies are applied in the region, the more rewarding green-collar jobs will become.

# Leapfrogging the Western Galilee

## In a nutshell

The Western Galilee will become a region in which a school will not merely be an educational institution, but will also serve as a training, development, and research incubator in a certain field, such that is attended by students from the region (on scholarship or payroll), pensioners, volunteers from the *Technion*, from other scientific and technological institutions, and from the industry, volunteers from abroad, who come for several months to live in a kibbutz (or a Druze village for instance) to contribute from their experience in a certain field, school teachers, and of course students from across the region that choose to engage in what is close to their heart. This cluster of cross-sector educational enterprises can definitely compete on an international level and constitute a central resource for the promotion of entrepreneurs, students and the entire region.

The incubators can be adopted by non-profit organizations, research institutes, schools, factories, and higher-education institutions, in the region or in other regions in Israel and even by Jewish communities abroad. *Consortium community* members will take part in the activities performed in the incubators and will not only serve as members in related committees, thus the Partnership's activities will be enriched with contents that will increase the number of expected delegations and visits.



*Region of Future Engineers and Scientists*

# Leapfrogging the Western Galilee

## In a nutshell

The application of appropriate technologies and a multicultural sense of fellowship between researchers in development incubators are intended to form collaboration between Arabs and Jews living in the region in order to encourage mutual understanding and awareness to the needs of regional communities. In addition to the technological-scientific incubators, the region can promote the establishment of incubators in the field of humanities to focus on history and research of local cultures, peace, humanistic practices and necessary everyday skills for physically challenged populations. Such incubators will research the unique and diversified needs of the local population in communities in the region, whereas technological incubators will manufacture solutions based on ecological, social, cultural and employment-related considerations.

The success story of the professional-development incubators together with the success stories on the application of appropriate technologies in the region will emphasize the possibilities the Western Galilee has to offer in terms of services, education, quality of life, and environment protection. This way the region will attract families that would like to make sure their children get the best education there is.



*Region of Future Engineers and Scientists*



# Leapfrogging the Western Galilee

## What makes this appealing?

It's appealing to raise children in a region that invests so much in the next generation. You can live away from central Israel and still know that your children are given the best opportunities to realize their potential to the full - whether it is contribution to society and mankind or their personal development, either way they will have the option of joining the forefront of science and engineering as adults.

The recent five years have seen an annual increase in the local population of 200 families. These families mentioned the following reasons for their decision to move to the region: first - high-quality education; second - nature, scenery and settlement preservation; third - the community.

The cluster of future engineers and scientists offers each student in the region innovative educational possibilities. Each student can focus on what attracts him or her the most in research and development in order to preserve nature and the local scenery, to preserve the settlements and encourage supportive and united communities. The development incubators will engage in fields of engineering and appropriate technologies, developing innovative social and green solutions, preserving architectural structures, researching social sciences and more. This is about an educational system that fully supports the next generations from junior high and high school, through national service, and allocates university and college graduates to the incubators, where they will have an opportunity to connect with others, find job opportunities in the region and learn what it takes to succeed later in life.

This encourages new businesses to develop as well. In such a creative and fertile place, imagine what conversations over a cup of coffee would be like - between parents, between teenagers and scientists and between industrialists and scientists. Through conversations, exhibitions, workshops, visits, competitions, advertisements and newspaper articles about what teenagers are discovering and developing, new enterprises, companies and business opportunities start to appear, paving the way to the development of training and educational programs and to the creation of additional business and job opportunities.

# Leapfrogging the Western Galilee

## What makes this appealing?

Educational and development incubators can affect local communities, businesses, farmers, municipalities and individuals from all tiers of society: adults, children and teenagers. A development incubator that focuses on *Biodegradable packaging* can have an effect on businesses in the region and raise the awareness of the students' parents to the subject. Development incubators focusing on *Local economy* can promote trade and economic initiatives between communities and encourage students' families to buy locally-manufactured products. Development incubators that focus on *Grey water* can help implement related solutions in homes. Development incubators that focus on *Green energy* can help local entrepreneurs unit to form an electricity-generation site that will sell electricity to Israel Electric Company.



*Region of Future Engineers and Scientists*

## What makes this appealing?

The attractiveness of the idea to establish incubators for the future engineers and scientists can make people in the region feel they are involved in something that is important to them and to their environment, whether by taking part in innovative educational initiatives as part of the development and research incubators for youth or by the actual application of *Appropriate Technologies* in the region based on projects that their children introduce. The attempt to introduce something new, the sense of innovation and active participation can attract people from other regions as well. People will want to take an active part and contribute from their time to promote educational innovation that's beyond socio-environmental action.

The joint efforts of communities and sectors and the application of *Appropriate Technologies* can attract volunteers from abroad. In the old days they used to come "to volunteer in the kibbutz" for a few months to get a taste of the Israeli experience based on the values of the socialist labor movement. Today this experience can be introduced through a society in which *Appropriate Technologies* are jointly developed in the field of agriculture for different communities in the region, groups and individuals alike, to preserve nature and communal values. Furthermore, if the local training programs meet international standards in this field and collaborations between international institutions and local incubators are successful, the region will attract students from all over the world looking for cheaper training programs than those in Europe or the United States or students looking to base their professional outlook on local values.

## **What are the challenges?**

The Future Engineers and Scientists Cluster has the objective of ***joining an international league of countries that are applying innovative Appropriate-Technology solutions and preserving the environment and the quality of life***. This objective introduces the following challenges that local enterprises will face:

***Harnessing foreign educators, university lecturers, researchers and developers, pensioners and volunteers.***

Enterprises such as that of Moshe Reich (ACHVA) are blessed but scarce. We should try to identify where other entrepreneurs and enterprises that have the potential of leveraging the entire region are, and try to involve as many professionals and motivated entrepreneurs as possible. This requires systematic organization that will attract university investigators and lecturers that can use the incubators for their research, volunteers from abroad that consider the region to give them the opportunity to take part in relatively cheap training programs in a more interesting environment, and pensioners that used to work in the Technion and moved to the region from Tel Aviv and Jerusalem and would like to volunteer in regional development projects.

***Involving industrialists who we want to take part*** - another aspect of support in the incubator project is the participation of industrialists, who we need to encourage endorsing research and development incubators. The challenge here is finding a way to attract and recruit leading entrepreneurs and industrialists in the region to support a project that is not only based on business considerations, but on values as well. The objective is making such entrepreneurs understand that growth in the field of research and development incubators can rely on skillful local employees, who will be far more loyal to the local corporations, and promote the image of the entire region as the place for green industries.

# Leapfrogging the Western Galilee

## What are the challenges?

***Develop training programs for green-collar employees*** - the most important aspect of training programs that are intended for green-collar employees is education. Incubator teams will point to the subjects that need to be elaborated in the school curriculum in order to provide students with the most suitable knowledge to prepare them to such occupations in the future. Moreover, intensive training programs will need to be prepared for older residents in the region that would like to change their career and turn to green-collar occupations. Such programs should be run in collaboration with incubators. Such projects require government funding, which needs to be considered. Other sources of financing are international organizations and well-known entrepreneurs, for instance scholarships distributed by the European Union or the International Energy Agency. It is in the interest of such organizations to support the development of green energy in partnering countries, especially when projects involve both Arabs and Jews.

***Making sure that students are offered equal opportunities*** - the development-incubator project should be run with caution so as not to broaden the gaps between good students that come from wealthy families and weaker students or students abandoned by the system. For this reason the opportunities offered as part of the incubator project should be equally accessible. Examples of possible courses of action include programs that enable each student to take part in an incubator project for one year following which another student takes his or her place, or programs that enable weaker students to take part in the manufacturing process and at the same time be involved in other aspects of the project.



*Region of Future Engineers and Scientists*

## What are the challenges?

***Administrative and bureaucratic support*** - some of the anticipated difficulties related to organizational requirements. Overcoming them requires mechanisms to deal with what might first be regarded as trivial matters but might nonetheless hamper the incubator project. Examples of such mechanisms include transportation solutions for students, since today there is no public transportation for every student that lives in the region and especially in distant rural regions, so not everyone can come to development incubators. Furthermore, incubators should be given support as part of the bureaucratic interaction with government institutions and ministries - forms, tax-related procedures, legal records, etc. Another element is business promotion to enable the incubators to be as less dependent on external resources and use revenues of business enterprises as much as possible.

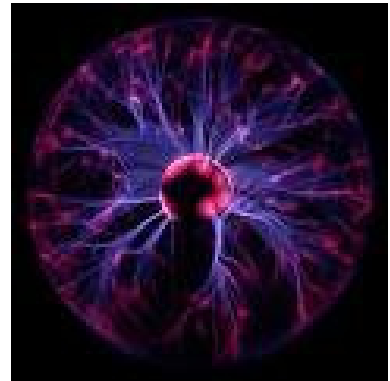


## Fields of Activity in the Region of Future Engineers and Scientists

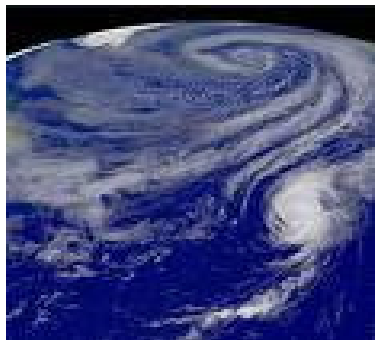
*Environmental Technology*



*Physics and Mathematics*



*Oceanography and Earth Sciences*



*Social Sciences and History*



*Biotechnology and Medicine*



*Engineering and Computers*



# Leapfrogging the Western Galilee

## Entrepreneurs who participated in the process:

- **Cheli Maman** – Owner of a company for weight-loss and support groups.
- **Yariv Poter** – Member of the "Ometz" group, Akko.
- **Albert Levi** – Entrepreneur and manager of 'AkkoNet' – the city's web-portal.
- **Aya Kipershlek** – Office manager for CEO of Nahariya Hospital, and member of the medical team of Partnership 2000 – West Galilee.
- **Pini Salame** – Owner of 'Pinchas & Gaston', boutique hotel in Liman & Shavei Zion, and partner in a local catering company.
- **Rony Ronen** – Architect and co-owner of 'The house in Abirim' boutique hotel.
- **Tal Ronen** - Architect and co-owner of 'The house in Abirim' boutique hotel.
- **Yaron Hemel** – Director of the Manor Kabri Association, which includes a middle-school and a high-school.
- **Gilad Shiba** – Director of 'Keshet Eylon' violin international center.
- **Simcha Stein** – Former Director of 'Beit Lohamei Hagetaot' (Ghetto Fighters House Museum).
- **Orit Reich** – Director of the Man-Environment Dialogue Center in the Galilee.
- **Gali Raz** – Director of Tourism Public Corporation of Mateh Asher.
- **Albert Ben Shlush** – Executive Producer of The Akko Festival.
- **Moni Yoseph** – Director of the Theatre Center in Akko.
- **Abdo Mata** – Tour guide and actor in Akko.
- **Uri Weber** – Director of the Strategic planning unit, in Mateh Asher Municipality.
- **Ben Mayust** – Director of the Economic Development Corporation, Akko.
- **Dr. Randa Abbas** – Education lecturer, Julis.
- **Henri Bitton** – Director of the Center for entrepreneurship Enhancement, Western Galilee.
- **Orit Katzenstein** – Manager, Shavey Zion.
- **Dr. Norman Luberant** – Physician in the Nahariya Hospital.
- **Dr. Steven Folder** – Expert in natural medicines and herbs, founder of the NGOs 'Tovana', Middleway' and 'Citizens for the Environment', Klil.
- **Ezer Fishler** – Environmental Planner and Geo-Morphologist, Director of 'Tzalul', Akko.
- **Lea Haliwa** – former Principal of Kiryat Hinuch – Ort Akko, High school.
- **Yoram Israel** – Director of Asher Reservoir corporation, Gaaton.
- **Nira Braunstein** – Director of the Economic Development Corporation of Mateh Asher, Evron.
- **Michal Koren-Meler** – Entrepreneur, Kabri.
- **Avi Ovental** – Deputy director of the Mateh-Asher Municipality, Evron.
- **Rami Hochman** – Director of 'Beit Lohamei Hagetaot' (Ghetto Fighters Museum).
- **Yoseph Nabuani** – CEO of Sentogal, R&D center, Julis.
- **Yehuda Shavit** – Head of the Mateh-Asher Municipality.
- **Iliya Morani** – owner of boutique hotel 'Akkotel', from Meiliya.
- **Yossi Fitusi** – Artist and activist, initiated the civil pact, Akko.
- **Itzik Arazi** – CEO of 'Ettem Engineering' – Engineered Mechanical Seals, South Industrial Zone – Akko.



# Leapfrogging the Western Galilee

## Entrepreneurs who participated in the process:

- **Ahmed Samania** – Director of community Center, Sheich Danon. Employee of the Mateh-Asher Municipality.
- **Dr. Sfeya Amin** – Owner of the 'SRAB Group for rehabilitation' and tourist entrepreneur, Akko.
- **Mickey Shmelzer** – CEO of SZP factory in Shavei Zion and former CEO of the West Galilee College.
- **Raya Kelisman** – director of the center for humanistic education, Beit Lohamei Hage-taot.
- **Dani Birenboim** – Owner of 'Trek-yam', outdoor tourism.
- **Israel Shahar** – former superior of Galilee and Golan regions in the Jewish Agency.
- **Rami Bonen** – Owner of 'Pico Parts', Gesher Haziv and cultural entrepreneur in Nahariya.
- **Adham Jamal** – Deputy Mayor, Akko.
- **Dr. Janan Falah Faraj** – founder of the 'Akko women's vision' association, head of the institute for peace, the Arab College Haifa.
- **Evelyn Rashti** – Nurse, Mizra and member of the 'Akko women's vision' association.
- **Jada M'houl** – Pedagogic Center, Akko.
- **Michael Iluz** – CEO of Teva Naot.
- **Sandi Iluz** – Director of Erez College, Shlomi.
- **Masad Barhoum** – Director of West Galilee Hospital.
- **Jalal Hatami** – Deputy Secretary-General of the World Bahai Community.
- **Yigal Serebro** – VP of Human Resources, Rafael Advanced Defense Systems.
- **Ohad Segev** – CEO of Akko Municipality.
- **Raya Strauss** – Chairperson of Partnership 2000.
- **Shalom Simhon** – Minister of Agriculture.
- **Ilan Openheimer** – Penguin restaurant, Nahariya and Adalina restaurant in Kabri.
- **Avi Tiller** – CEO of Bar-Lev Industries Park next to Ahihud.
- **Ramal Salah** – Owner of Factory for nylon and degradable wraps for fruit.
- **David Nahmani** – B&B entrepreneur and gallery owner.
- **Prof. Gideon Fishman** – President of the West Galilee Academic College.
- **Susan Nirens** – VP of 'Kivunim' Association for special needs youth.
- **Hila Ben Dori** – Director of Municipalities Environment Association, West Galilee.
- **Gila Eder** – Chairperson of the Senior Citizen Association, Mateh-Asher.
- **Uri Yirmias** – founder of 'Helena' and 'Uri Buri' Restaurants and the "Armon" compound, Akko.
- **Moshe Reich** – Founder of the Center for Physics studies for high school students.
- **Yitzhak Be'er** – Co-owner of 'Teva-Ez' Dairy, Ben-Ami.
- **Dana Meliniak** – Director of 'Ma'avaram' employment center, Mateh-Asher.
- **Uri Arnon** – Deputy to head of Mateh-Asher Municipality.
- **Rami Raz** – CEO of 'Milo'ot-Bar', Gesher Haziv.
- **Dalia Fayerman** – Principle of Shazar School, Chairperson of Partnership 2000 West Galilee.
- **Yehuda Ben-Simon** – Dean of students, West Galilee College, Head of regional development in Partnership 2000 West Galilee.