



From one Congress to the Next | 2010-2015

KKL-JNF Activity Report for the Members of the 37th Congress



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From One Congress to the Next 2010-2015

Dear Members of the Congress,

Welcome to the 37th Zionist Congress of the Jewish People.

The KKL-JNF was established at the fifth Zionist Congress and has worked since the day of its inception to fulfill Herzl's vision, who said: **"...Were I to sum up the Basel Congress in a word – which I shall guard against pronouncing publicly – it would be this: At Basel I founded the Jewish State. If I said this out loud today I would be greeted by universal laughter. In five years perhaps, and certainly in fifty years, everyone will know it..."**

With the establishment of the Jewish National Fund as the executive arm intended to realize this vision, the Fund began to purchase lands and plant groves and forests. In the first decade of its existence, the Fund greatly assisted in the establishment of the first Hebrew city – Tel Aviv. Even during the period of the Riots, the JNF was designated an important and significant role in purchasing lands and establishing settlements in strategic areas which helped in increasing security and strengthened the political position of the Yishuv prior to the debates on the Partition of Mandatory Palestine.

With the establishment of the state, David Ben Gurion coined the phrase: **"The state is not the end in and of itself – it is a means to an end – the goal of Zionism"**. These words quickly became a reality via the Jewish National Fund, which had expanded its operations, mobilized its resources and fully committed itself to achieving the new goals of the young state.

In 1961, the KKL-JNF signed a covenant with the Government of Israel. Within the framework of this covenant, management of KKL-JNF lands was transferred to the government and the primary functions of the KKL-JNF were defined, i.e. development and preparation of the land and the handling of state forests. "The land is not being sold; rather it is only being leased... in order to prevent the concentration of land in the hands of individuals."

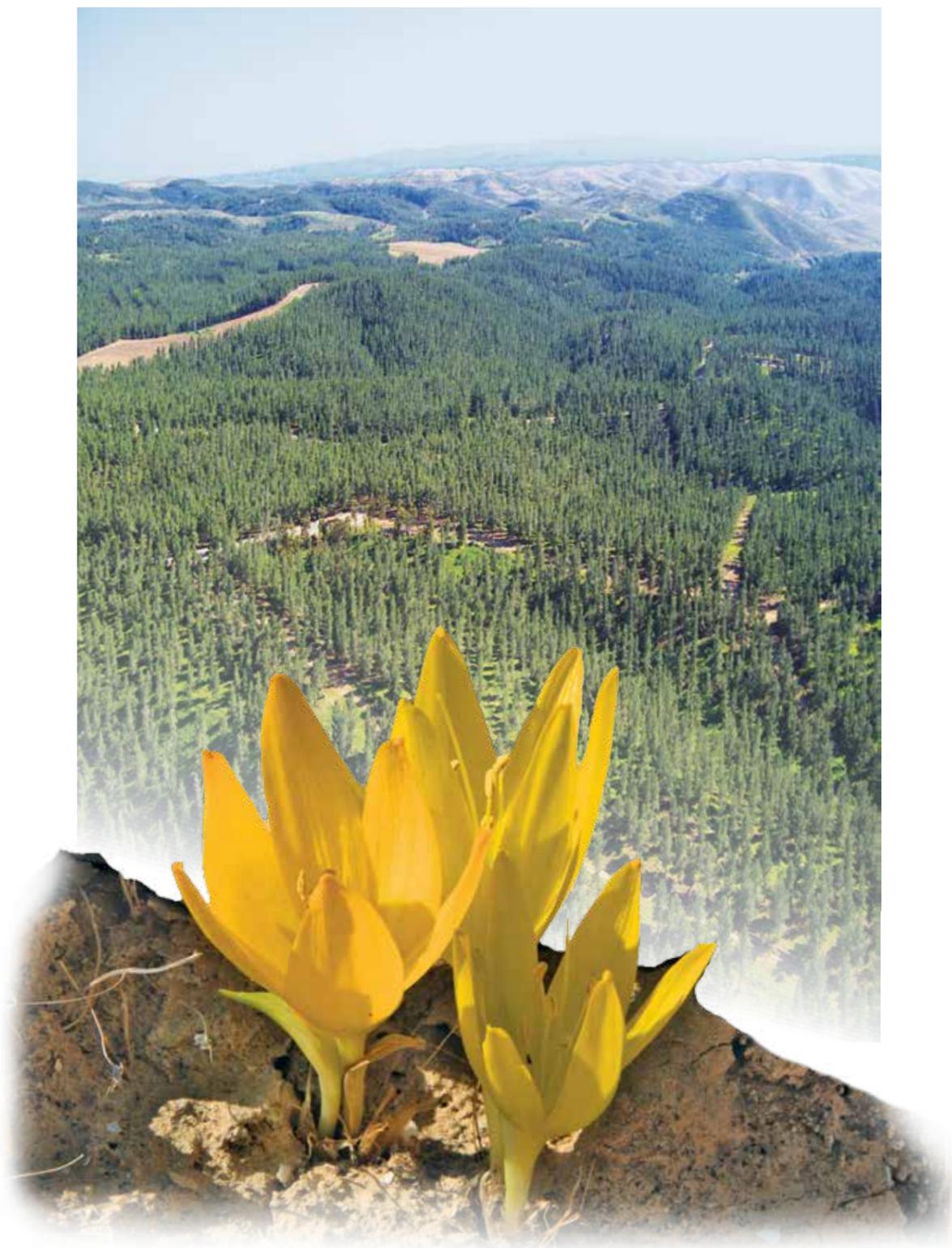
In the early 2000s, the JNF's missions were redefined. Among other things, it had

mobilized to cope with the water crisis challenging Israel through the construction of water reservoirs for agriculture as well as combatting desertification. As of the mid-2000s, the KKL-JNF has increased its activities in the fields of research and development, primarily through the agricultural research stations.

This is Zionism at its best. These are the measures that expressed – through actions – the intentions and objectives of the nation's leaders in each and every period. Just as it is today. In this manner and every five years, the KKL-JNF expands the spectrum of its works and adjusts its objectives to the objectives and decisions of the Jewish Congress as well as to the objectives and needs of the State of Israel.

We must therefore view the reopening of the covenant between the State of Israel and the KKL-JNF for discussion in this context. We are pleased to inform you that a new outline for joint activities between the KKL-JNF and the Government of Israel has just recently been set, which the government has approved and which suits the needs of the time and the objectives of the State and the KKL-JNF. We view this covenant as a continuation of the chain of Zionist activities that the KKL-JNF has expressed in its activities throughout the generations, while expanding the cooperation between the State and the KKL-JNF – which represents all of the Jewish people – in the coming years as well.

We can see a current example of the most impressive product of the cooperation between the state and the KKL-JNF in the combination of forces that led to setting up the Israeli Pavilion at the Milan Expo. The Israeli pavilion, which enjoyed a great deal of KKL-JNF support in resources and content, presented the beautiful face and the tremendous achievements of the State of Israel in the field of agriculture, the environment, technology and green energy, to over 2,000,000 visitors from around the world. This joint public diplomacy activity, which created an enormous international and media resonance, placed the Israeli pavilion among the five most well considered pavilions in the



world and put the State of Israel on the world stage it deserves.

The report hereby presented to you expresses the key achievements and accomplishments in the KKL-JNF's many and varied areas of activity for the benefit of the people of Israel and the State of Israel.

Even during these years, the KKL-JNF has integrated into new Zionist realms, maintained constant relevance and tightened the bond of many Jews around the world to its Zionist activities and to the Land of Israel. Among other things, we can point to a series of actions, including: Defining more efficient coordination mechanisms with the State and with the KKL-JNF offices abroad – in order to increase the Diaspora Jews' identification with Israel and increase the involvement of young leaders; Safeguarding the image of the KKL-JNF against manifestations of antisemitism directed at KKL-JNF offices and the State of Israel throughout the world; Increasing cooperation with foreign countries and international organizations, such as the

UN and the European Union, forging new relationships and continuing our partnership with green organizations in Israel and the world in order to maintain the KKL-JNF's position as the world's largest Jewish green organization.

In addition, it should be emphasized that the KKL-JNF itself is also undergoing renewal and reorganization processes at present, intended to enhance its activity and adjust it to the new era we live in – An era of transparency. For instance, the KKL-JNF at present is already acting to set high standards and high quality of work like never before.

In summary, we wish to use this opportunity to say that the support of our friends in Israel and the world continues to warm our hearts. The moral force is what drives us to continue to create, develop and innovate. We thank our friends in Israel and the Diaspora, the Board of Directors, the Management and the dedicated employees who go to work every day to make the State of Israel a place we would want to live in as well as prepare the infrastructure for the Jewish people, who shall continue to arrive in Israel and settle it.

We wish all of the delegates, years of successful and productive activities.



Eli Aflalo
KKL-JNF Co-Chairman



Efi Stenzler
KKL-JNF World Chairman



Gael Grunewald
Vice Chairman of the Board



Meir Shpigler
General Manager



Menachem Leibovic
Deputy Chairman

Facts and Numbers

Execution of development enterprises | **NIS 1,202.9 million**

Hosting donor delegations | **407 delegations**

Execution of afforestation work | **NIS 724.3 million**

Ceremonies for donors | **3,904**

New planting areas | **54,000 dunams**

Surfers on KKL-JNF websites | **10,615,963**

New water reservoirs | **30 (at a volume of 23 million cu. m.)**

Hosting heads of state and leaders | **80**

Applicable forest research in Israel and the world | **180**

Mobile shelters donated during Protective Edge Operation | **209**

Registrations in Books of Honor | **17,700**

Number of participants in activities of the Education Department | **1,711,690**

Donors around the world | **900,000**

Settlements established | **8**

The total donations raised | **NIS 665.8 million**

Establishing of green classrooms in schools | **430**

Number of projects carried out on the basis of contributions | **665**

Number of new fire trucks purchased | **8**

Number of firebreaks that were paved near communities for fire prevention | **170**

Increase in cash flow | **253%**

Number of new Immigrants who immigrated through KKLJNF partners and with its support
25,494 (7,385 of which were settled in the Negev and Galilee)

New biking trails | **1,000 Km**

Changes and Transformations

Over the last five years, the Jewish National Fund has undergone changes and transformations, which have had a decisive impact upon the structure of the organization and its function.

JNF Becomes a PBC – Public Benefit Company

On 1st of September 2015, JNF registered at the Ministry of Justice as a Public Benefit Company (PBC). Despite the KKL-JNF being a company of the Jewish People, it acceded to the request of the State as it favorably viewed the issue of additional auditing that had been the primary motive for the move.

KKL-JNF did not object to being defined legally as a PBC and did not seek to prevent its registration as a PBC. However, it did seek to fit the provisions of the law to its character, since its registration as a PBC under the current wording of the law could compromise its ability to mobilize resources, the confidentiality of its donors, the status of its offices abroad and its regular activities.

The law also stipulates that an external auditing committee would be appointed to the KKL-JNF, being a Public Benefit Company, and indeed such a committee was appointed, headed by two retired district judges and with a CPA as a member. The KKL-JNF shall be obligated to report to the Registrar of Endowments certain transactions, such as transactions with Zionist organizations, religious denominations, the World Zionist Organization and the Jewish Agency.



The KKL-JNF shall be required, inter alia, to deliver annual financial statements to the Registrar of Endowments and it shall limit the remuneration and reimbursement of expenses of the Board of Directors.

It is important to note that years before it was declared a PBC, the KKL-JNF operated independently to create a completely transparent organization. The JNF applied to itself the spirit of the Tenders Laws and its Regulations, including those regarding public tenders. Joint enterprises and exemptions from tenders are announced publically. The JNF publishes its balances and budget on its website, which also includes an active web page for public inquiries. Any procedure for the approval and execution of projects is discussed in a forum of 30 people, which is called the Supreme Projects Committee (in the past, a more exclusive committee existed, one headed by the General Manager). The data is fed into a computerized system and the decisions are made after an orderly process, and are based upon detailed recommendations by professionals. The KKL-JNF also appointed a Board Audit Committee, which was replaced by an audit committee staffed by external personnel, in accordance with the stipulations of the Public Benefit Company Law. This trend is expected to intensify in future, following the decision of the Board of Directors. Projects shall be approved after a "Call for Proposals" procedure and the KKL-JNF shall publicize financial support and budgeting on its behalf.

KKL-JNF Signs a New Covenant with the State

Another historical upheaval that occurred during this period was the KKL-JNF's announcement that it would not renew the covenant with the Government of Israel from 1961. In accordance with this covenant, KKL-JNF transferred management of its lands to the Israel Land Administration, which represents the government; KKL-JNF for its part, undertook to deal with the preparation and development of the land. Each party was supposed to bear the costs of the management and development of its areas of responsibility. The covenant also stipulated that KKL-JNF would not bear the operating costs of the Israel Land Administration, except the costs derived from managing its lands alone. The covenant is supposed to be renewed every five years, unless either party announces its non-renewal six months prior to its expiry date.

The Government of Israel did not meet its obligations, causing the KKL-JNF expenses totaling billions of NIS. Consequently, the KKL-JNF Board of Directors instructed the professional teams to examine the implications of non-renewal of the covenant and to prepare a contingency plan for the independent management of KKL-JNF lands. After conducting extensive administrative work, which included internal and external professionals, the Board of Directors unanimously decided not to renew the covenant any longer. This decision was approved by the Zionist Executive and presented to the General Meeting of the KKL-JNF. The KKL-JNF Board of Directors notified the Government of Israel at that time of the non-renewal of the covenant and repeatedly called upon the Government of Israel to act responsibly, transfer management of its land to the KKL-JNF in an orderly fashion and regularize it in legislation, but had received no reply.

It was only in July 2015, after the formation of the 34th Government, that the government appointed the Environmental Protection Minister, Mr. Avi Gabbay, to regularize its relationship with the KKL-JNF. The minister asked that the effect of the covenant be extended by an additional month in order to study the issue and exhaust all negotiation options with the KKL-JNF. The KKL-JNF Board of Directors consented to the request.

In addition, the heads of the KKL-JNF worked to achieve an agreement with the state, and a renewed covenant between the KKL-JNF and the State has lately been signed. Under this

covenant, the KKL-JNF shall assist the state in the execution of joint national projects, and shall fund them on the basis of its income from its real estate transactions. These projects shall be added to the wonderful projects carried out by KKL-JNF with the support of the donors and the offices overseas. As part of this covenant, the KKL-JNF's independence was recognized and it will continue to operate in accordance with its own policy, objectives and goals.

Strengthening the Audit Institutions

Another significant change initiated by the KKL-JNF during the last term was its relationship to the State Comptroller. The KKL-JNF invited the State Comptroller to come and audit its activities on two occasions. On the first occasion, following the Mount Carmel Forest Fire (December 2010), the KKLJNF called upon the Comptroller to examine its responsibility and preparedness for an event such as this. The second occasion was in April 2014, when the Board of Directors requested that the state audit be applied to all the areas outlined by the executive management in a manner that would not impair its statutory status, its ability to act to fulfill its goals and its capacity to mobilize donations abroad, whether directly or via the KKL-JNF offices.

The State Comptroller is currently conducting an in-depth and comprehensive audit on the issue of the covenant signed by the State of Israel and the KKL-JNF.

In August-October 2014, during the proceedings to approve the annual budget of the State of Israel, bureaucratic and ministerial personnel within the government attempted to seize KKL-JNF assets and nationalize them, in order to use them to reduce the deficit in the State budget. This personnel claimed that the lands owned by the KKL-JNF, in the name and on behalf of the Jewish people in Israel and in the diaspora, belong to the Israeli public. In their view, the government may impose a special and unique tax upon the KKL-JNF, force it to carry out government projects and seize its de facto income. The KKL-JNF prepared legal appeals against this initiative and did everything it could to have it cancelled. Eventually, due to the dissolution of the government, the initiative was removed from the public agenda, but was raised again during the new government's discussions on the State budget. The KKL-JNF continues to act on all fronts to protect its independence and the interests and assets of the Jewish people, which were given to the KKL-JNF as a trustee.





Land Development Division

A. Afforestation

Tree Plantings – Forests in Israel cover more than a million dunams. During the last four years, approximately 54,000 dunams of forests were planted. Extensive areas were planted, mainly in southern Israel, in order to protect the state lands from invasions and trespassing.

Forest Maintenance – During the period of the report, the Department has strengthened the infrastructure of the vacation venues, roads, signage and sites visited by the public, while emphasizing safety aspects. In the area of accessibility, ongoing activity took place for the maintenance and upgrading of KKL-JNF sites, including forest roads, the signage and mapping system, picnic areas, observation points and hiking trails for pedestrians and cyclists.

The Mount Carmel Forest Fire – Five years after the fire broke out on Mount Carmel (December 2010), the KKL-JNF has completed its operations to restore the burnt areas under its management. KKL-JNF foresters cut down and cleared out the burnt trees in an area of approximately 3,600 dunams, restored ancient terraces and planted garden trees on an area of approximately 160 dunams.

As part of the lessons learned from the Carmel fire, the KKL-JNF established in the areas under its management, more than 170 firebreaks around settlements and facilities. The firebreaks separate dense forests and groves from built areas and roads. Creating firebreaks allows the firefighting and rescue forces to operate safely and efficiently. To further battle the fires, KKL-JNF has purchased eight new fire trucks that are highly traversable over forest roads as well as advanced designated firefighting equipment.

Operation “Protective Edge” – During Operation “Protective Edge” (July-August 2014), the forested areas surrounding Gaza served the IDF forces as staging areas and provided the fighters with shade during the hot summer months. The activities of the forces damaged the forest roads and recreational sites, and the KKL-JNF is working to repair the damages. At the request of the IDF and the Ministry of Defense, security afforestation efforts were renewed around the settlements surrounding Gaza and along the roads exposed to directly aimed fire.

Afforestation and Ecology Research and Development – KKL-JNF has conducted



over 180 applicative studies in cooperation with the finest researchers and the leading academic institutions in Israel. The studies, among other things, dealt with the fields of afforestation, grazing, ecology, disease and pest control, improvement of forest trees, combating desertification and preparing for changes in climate. Applying these studies in the forestry lands, will promote sustainable and optimal management of the natural resources that are under the KKL-JNF’s responsibility and management.

Long Term Monitoring and Remote Sensing – Through a recently assimilated and innovative technology, the JNF conducts long term monitoring and tracking of the dynamic in its forests. The monitoring data serves as a tool for optimal and sustainable management of the forests. The monitoring is conducted over 800 fixed plots, 240 of which are monitored by remote sensing.

B. Land Development Enterprises

Name of the Field	Total Execution (in Million NIS)
Agricultural training	89.7
Economic Infrastructure	2.7
Neighborhood Infrastructure	95.2
Roads / Highways	190.5
Recreation and tourism	457.3
Drainage	76.3
Reservoirs	159.1
Land Development Administration studies including forest and donated forest studies and	33.6
Participation in R&D	98.5
Total Execution of Developmental Enterprises	1,202.9



Agricultural and Neighborhood Infrastructure

During the last term, JNF continued with the preparation of lands for agriculture and the development of settlements, especially in the Negev and Galilee. The Land Development Administration regions prepared the ground for the establishment of settlements such as: Karmit, Shlomit and Shavei Darom, and conducted many agricultural preparations for settlements such as: Natur, Kanaf and Avnei Eitan in the Golan. The dedicated workers of the KKL-JNF engaged in landscape development and improving the quality of life in the southern settlements – Naveh, Bnei Netzarim, Shomria, Eliav and Neta, with an overall investment totaling about NIS 20 million. They worked to expand settlements in Negev Heights and the Arava with an investment of about NIS 25 million, in development of tourism to create sources of income and consolidating the settlements in the Galilee, Negev and Arava.

Roads and Highways

We continued with the wide range of activities to break and pave agricultural-security roads and scenic and forest roads. Among other things, the scenic roads in Mount Tur'an, Biriya Forest and Kadita were upgraded, while security and agricultural roads were paved in the Regional Councils of Tamar, Gush Etzion, Upper Galilee, Ma'ale Yosef, Emek Hama'ayanot and the Jordan Valley, and in the communities of Safsufa, Zimrat, Nahal Oz, Alonei Habashan, Manara, Eshbal, Margaliyot-Metula and Avnei-Eitan.

Agricultural Security Roads	70 km
Security Roads	50 km
Restoration of roads damaged in Operation Protective Edge	350 km
Scenic and Forest Roads	140 km
Municipal Parks	66

Parks, Recreation and Tourism

During the last term, 66 municipal communal parks were established throughout Israel. These parks are entertainment and recreational venues for children, teenagers and the general population. The parks improve the standard of living and the quality of the air and environment in the state. Among the prominent initiatives are the Be'er Sheva River Park, which has changed the face of the city and the entire region, the Eucalyptus Park in Beit She'an, the Botanical Gardens in Akko (which was established thanks to contributions of JNF-Canada and is expected to be inaugurated in October 2015), the Ben Gurion Forest Park in Dimona, Park Azrieli in Sderot, the Family Park in Ma'a lot, HaBanim Park in Kiryat Motzkin, HaBanim Park in Safed, Isfiya Park, "Mikolov" Garden in Katzrin and HaZayit Park in Kiryat Ekron.



Recreational and tourism initiatives were also established in afforestation areas, including the Jerusalem Metropolitan Park, Emek HaTkhelet Park, Park HaYarden and the Forest Promenade in Yokne'am Illit.

In recent years, the KKL-JNF established appreciation centers in the Forests of Ofer, Shorashim, Lavi, Biriya and in Hula Lake, constructed bird's eye lookouts named for the fallen of the Second Lebanon War and additional lookouts such as the Oron Shaul Lookout, the Lookout named for Amnon Lipkin-Shahak (the 15th IDF Chief of Staff) and the Lookout named for Liran Saadia.

The Botanical Garden in the Ilanot Arboretum – This wonderful park, covering about 130 dunams, initially served as a research site used by the Ministry of Agriculture for examining the compatibility of trees from around the world with the Israeli soil and climate. Due to a budget shortage, the Ministry of Agriculture abandoned the site, which had deteriorated over time. In 2013, the KKL-JNF took upon itself the restoration of the arboretum, making it accessible to people with disabilities and cultivating the trees. The arboretum is thriving and prosperous and an advanced interactive system that includes games and





riddles for children has been installed there. In 2014, the State declared the arboretum a botanical garden and in 2015 it won the "Israel Accessibility" Award. The Botanical Garden in Ilanot is an impressive and unparalleled success story.

Reservoirs and Streams – During the last term, construction of 30 new water reservoirs was completed, including the Sharona (3 million cu. m.), Tifrah, Nevatim, Ayelet HaShahar-Gadot, Afek, Ellon and Usha reservoirs. Currently, a large water reservoir is being constructed in Mishmarot. We have worked extensively with government agencies to restore the Na'aman, Kishon and Harod Rivers and the triangles of springs in the Valley of Springs, and drainage works were performed in the agricultural lands of

the Aravah Stream and the Dead Sea Basin, in the Negev Heights and in Mitzpe Ramon.

Biofilter – Some tens of millions of cu. m. of rain water are lost every year in Israel in the form of urban run-off to the sea. The groundwater of the costal aquifer, an important resource of the national water sector, is constantly withdrawing. Recently, in conjunction with Australia's Monash University, an initiative that examines an innovative technology called Biofilter was launched. The Biofilter allows for the purification of run-off waters that flow in the streets and its reintroduction into the groundwater, without investing energy, in order to utilize them for various purposes.

The first Biofilter experiment was conducted in 2013 in Kfar Saba. In light of its success,



two additional Biofilter systems were installed in Bat Yam and Ramla. The Biofilter is a link in the "Water Sensitive Cities" approach – A new interdisciplinary applied research program in which the KKL-JNF is a partner. The program set itself the goal of finding innovative ways of managing the urban water sector in an efficient and sustainable manner.

C. The Chief Scientist

The Office of the Chief Scientist in Land Development Administration began operating in February 2013. The Chief Scientist initiates studies in the LDA's main spheres of activity, in conjunction with professionals who work in the KKL-JNF and outside of it. After assessing the knowledge gaps in some of the KKL-JNF's spheres of activity, the Office of the Chief Scientist issued a "Call for Proposals" for research that the KKL-JNF is interested in conducting and even funding.

In the last two years, a plan of action was formulated in the field of birdwatching, which includes studies that place the KKL-JNF at the forefront of promoting knowledge. Principles were established for cooperating with additional bodies that engage in birdwatching, headed by the Society for the Protection of Nature.

There are several important archeological and heritage sites in areas administered by the KKL-JNF. A joint steering committee was established with the Antiquities authority and it was agreed to advance the construction of a national database for these sites. This database shall form the basis for a master plan for the development and preservation of these sites.

Following a three year hiatus, the publication of "Ya'ar" – the KKL JNF's professional journal – was renewed. Since then, two issues have been published – In September 2014 and March 2015.

D. Community and Forest

The KKL-JNF identified the need to promote cycling in Israel and took up the challenge and responded to the Israeli Government's call. The KKL-JNF developed cycling infrastructure in forests and open fields throughout Israel totaling approximately 1,300 km. During 2015, approximately 300 km of biking routes shall be added to them.

In recent years, recreational sites and promenades in the KKL-JNF forest have been developed and become more versatile. Accordingly, a revised safety doctrine, establishing the safety procedures demanded from the visitors on the afforestation lands, was written.



Fundraising

The Resources Division is responsible for relations with the KKL-JNF overseas offices, fundraising and marketing of projects and activities for fundraising purposes in Israel and abroad, conducting ceremonies and conferences for delegations of donors and foreign heads of state, and the inauguration of projects and their signage.

The Resources Division expanded the infrastructure supporting the fundraising and operating activities of the KKL-JNF offices in 48 countries. Since the Zionist Congress last convened, the Division assisted in the transfer of donations to Israel – in cooperation with the offices, the donors, Management and the envoys around the world – totaling NIS 665.8 million (\$179.07 million).

The donations are diverted exclusively to execution of projects. Thanks to the donations, 665 projects in the fields of water, ecology, tourism, research and education have been developed. Among other things, alternative energy centers were constructed, mostly in the Negev and Galilee, and some 1,900 forestry projects (groves and forests) were established.

During Operation “Protective Edge”, our friends in the diaspora supported us while demonstrating a touching degree of commitment and solidarity. The mobilization to donate 209 mobile shelters in a very short time was deeply touching. These mobile shelters protected the lives of residents of the south during the operation.

To strengthen ties with the donors and in order to increase fundraising, the Division produced 2,431 updates and sent them to the donors. Most of the updates were sent via electronic media, including the KKL-JNF website in English and the JPost Green Israel website. 5,230,342 internet surfers visited these websites.

The Division hosted some 80 heads of state from around the world, including the Prime Minister of Canada, the Orthodox Patriarch Bartholomew, the Prime Minister of Georgia, the Prime Minister of Belgium, the Czech Prime Minister, the Prime Minister of Serbia, the President of Sri Lanka and President of Guatemala. The heads of state planted trees in the Grove of Nations in the Jerusalem Forest, at the foot of Yad Vashem.

Events and Delegations

407 delegations of donors and supporters from around the world toured the various projects through the country. The Division conducted and performed 3,904 ceremonies for donors and produced 3,042 donation portfolios and a wide variety of marketing materials.

During 2015, in the wake of Operation Protective Edge, the Division led a visit by a solidarity delegation with many participants from 35 countries, who came to express their support and identification with the residents of southern Israel. The delegation conducted tours and visits throughout the country. During the visit, mass support rallies were held in the



209 mobile shelters were donated during Operation Protective Edge

NIS 665.8 million were donated (\$179.07 million).
With this assistance, **665** projects
and some **1,900** forestry projects were developed

8 Global UN Conferences
27 official delegations and visits

17 continuous partnerships
4 projects with the developing world

6 studies
18 international conferences / committees /
workshops and an examining survey

11 official task groups and forums of the UN





At the very beginning of Operation “Protective Edge”, the Education Department employees mobilized to assist the residents of southern Israel, both in the shelters and in the KKL-JNF facilities beyond the frontlines. The KKL-JNF placed all of its Field Centers and instructors at the disposal of the local authorities. The activities included an educational van and one-day, two-day and three-day excursions. 28,993 participants took part in the KKL-JNF activities, including children, teenagers and families that were hosted at the Field and Forest Center at Ness Harim.

We increased the number of localities that participated in the Maof and ATZIL educational projects and integrated them with the green leadership classrooms. The ATZIL activities were expanded to include new immigrants.

Another venture – “Meeting in Israel National Trail” – Is a value-based educational activity that includes a journey along the Israel National Trail, guided by KKL-JNF guides. Some 3,500 hikers participated in this venture. Some 1,000 teenagers participated in the “KKL-JNF’s Green Journey on the Routes of Revival”, who began their journey in Poland and continued with cycling tours at KKL-JNF sites in Israel.

Education and Youth

During the last term, the Education and Youth Department acted in accordance with the overarching goals and objectives established by the KKL-JNF Management: Fostering and developing young leadership, expansion and enhancement of contributory work among teenagers from Israel and abroad in KKL-JNF enterprises, broadening and deepening the educational plans in the fields of sustainable development, young leadership and ecological Zionism, and positioning KKL-JNF as the largest and leading ecological organization in Israel. 1,711,690 students, teachers and instructors took part in the Department’s activities.

During the term, the KKL-JNF’s Green Leadership Classrooms Project was launched. The project aims to empower young leadership that will act in the spirit of the KKL-JNF values, with instructors on behalf of the Education Department and Volunteers conveying dedicated content for this purpose. To date, over 430 classrooms have been stationed throughout the country. The Green leadership classrooms project also targets minority populations, with 30 instructors from the Arab Sector being trained and a study program adapted to Arab students being prepared.

During the period, the project for increasing the activity and upgrading the Field and Forest Centers of KKL-JNF has concluded. Field and Forest Centers serve as accommodations for students, teachers and outdoors instructors who use them as bases for education and recreation, congresses and training.



For the first time in its history and upon the request of the Ministry of Foreign Affairs, the KKL-JNF took a central part in the Israeli Pavilion at Expo Milano – the largest global exhibition, which was held in Milan in 2015. The central theme of the exhibition was food and nutrition (Feeding the Planet). The Israeli pavilion was chosen as one of the five leading pavilions of the exhibition (from over a hundred). The pavilion exhibited the KKL-JNF’s enterprises and the knowledge and expertise it gained. The KKL-JNF held conferences at the exhibition in which KKL-JNF professional presented their achievements. Following a conference on combatting desertification, the UN declared the KKL-JNF as world leader in this field.

During the last term, the KKL-JNF increased the scope of collaborations abroad. For example, the KKL-JNF invests in a joint venture with Haramaya University in Ethiopia. The venture is intended to locate successful strains of tomatoes and disseminate the knowledge among the local growers.

Another venture, in conjunction with the “Brit Olam” Association, the Spanish Mission, the Aravah Institute and Avarah R&D, is taking place in the Turkana County of Kenya. The venture has set itself the goal of establishing communal palm plantations for local consumption and sale. The palm plantations shall be irrigated with water drawn with solar-powered pumps. This venture was presented in Expo Milano as the flagship project of the KKL-JNF.

In another venture, the KKL-JNF established an agricultural farm for the orphans of the Rwanda Civil War.

Activities with formal entities (schools)	107,840
Activities with informal groups (youth movements)	20,161
Maof	173,638
ATZIL	7,082
Overseas	5,229
Protective Edge Activities	28,993
Young Leadership	48,185

presence of ministers and prominent public figures, at sites such as the Be’er Sheva River Park, Jerusalem and the Tel Nof Airforce Base.

During the last term, nine international conferences and events with donors, two conferences of the KKL-JNF’s global leadership in Israel and two conferences of European leadership in Europe were held. Additionally, two conferences of international delegations – one in Israel and the other in Milan – and an international event in which the Prime Minister of Canada was present were held.

During the same period, over 400 conferences and supporting events were held in Canada, Australia, Europe, the US and Latin American countries. Thousands of participants from around the world took part in these events. We inaugurated the Vidor Visitors’ Center in the Aravah, which was established with donations from JNF Australia, and we hosted a delegation of senior officials from the UN’s Food and Agriculture Organization in the Negev.

During the last term, relations between the KKL-JNF and the governmental institutions and research bodies in Canada have strengthened. Stephen Harper, the Prime Minister of Canada, accepted the invitation of the KKL-JNF Chairman and arrived in Israel as our guest of honor. Mr. Harper placed the cornerstone to the Visitors’ Center of the KKL-Hula Lake, which had been financed mainly from a contribution of the Canadian Prime Minister.

International Projects and Collaborations

During the last term, we strengthened the foreign relations and international collaborations in order to promote the environmental and sustainable aspect of the KKL-JNF and to share the knowledge and expertise that we have accumulated primarily in the fields of afforestation, combatting desertification and water.

During the last term, the KKL-JNF’s specialist purchased an actual foothold in the UN institutions and initiated collaborations, invitations to give lectures, participation in conferences and proposals to join full members in several institutions such as the Food and Agriculture Organization of the UN (FAO), the United Nations Convention to Combat Desertification (UNCCD), the United Nations Conference on Sustainable Development (UNCSD) and the United Nations Forum on Forests (UNFF).

The Real Estate Division

The Real Estate division is the organizational entity that manages and handles the KKL-JNF's real estate and assets, in accordance with the covenant signed between the Government of Israel and the KKL-JNF and pursuant to the Israel Lands law.

JNF-ILA Liaison Department

The unit was established in view of the overcharges and many mistakes made by the Israel Lands Authority in calculating the transactions it performed with KKL-JNF lands. The unit tracks and monitors the transactions and calculations and since its inception, it has managed to return NIS 230 million to KKL-JNF that were the results of miscalculation of the last five years, and another NIS 700 million for errors that occurred previously. The unit's personnel are negotiating with ILA on the return of additional sums of money.

Himnuta Ltd.

Himnuta was established in 1938 as a subsidiary of the KKL-JNF. It owns 40,000 dunams, mostly in northern Israel, which

include agricultural plots, nature reserves and forests, open and agricultural areas in villages, lookouts and cities. Himnuta's activities focuses upon acquisitions and exchange of lands to strengthen the frontier region. As part of the implementation of its policy, Himnuta is acting vigorously to initiate and promote urban building plans throughout the country. Himnuta is simultaneously promoting some 28 urban building plans in places such as Gan Yavne, Netanya, Kiryat Ono, Afula, Adi and Tzurit. These plans shall enable the construction of about 2,300 housing units.

The Assets Usage Department is working to rent out about 200 apartments owned by Himnuta. Himnuta strives to achieve maximum profitability from the assets, rents them out at prices that are no less than the assessor prices and acts to reduce maintenance costs.

In addition, Himnuta is monitoring its assets and preventing trespassing that could lead to their loss. Last year, about 17,000 monitoring visits were conducted on about 4,000 Himnuta plots.



The Economic Development Division

As part of the structural changes and based upon the strategic plan, the KKL-JNF established the Economic Development Division. The purpose of this body is to expand the KKL-JNF's sources of income and it may, inter alia, engage independently and via subcontractors in the establishment and operation of Field Centers in the KKL-JNF forests, the establishment and operation of information and refreshment stations for hikers and touristic ventures.

Additional ventures that the Economic Development Division engages in are the establishment and operation of branded cafés, and the establishment and operation of solar panels and other sources of green energy at KKL-JNF sites. All the income from these actions is earmarked for the forest and land development budget.

Since its establishment, the Division has already promoted several ventures: Signing a preliminary agreement for the purchase of waste from the crushing of trimmed foliage in forests for utilization and production of energy; promotion of a plan to install photovoltaic systems at KKL-JNF sites that are connected to the power grid; the installation of an electrical monitoring system at the KKL-JNF's main sites; a substantial reduction in the organization's water costs due to its classification as a water consumer; and promotion of the usage of recycled materials.

The Economic Development Division is currently promoting the plans to establish service centers in the forest and is intensifying its efforts and activities to collect funds from economic ventures operating in the forests and to receive restitution compensation.

Finances and Economics

The Finances and Economics Division coordinates the management of KKL-JNF budgets and accounts. Its areas of activity are the planning, monitoring and controlling of the budget, information of financial accounts, management of the financial resources and payments, funds and estates.

KKL-JNF Budget during the Period of the Report (in million NIS)

Year	Amount
2010	650.0
2011	817.3
2012	845.6
2013	917.9
2014	987.0
2015	1,012.2



Media and Public Relations

The Office of the Spokesperson exposes the activities of the KKL-JNF to the general public in a wide channels of media, and endeavors to instill the values of the KKL-JNF in Israel, the Jewish world and generally. In recent years, in view of the proliferation of means of communications, the activities of the Spokesperson's Office have expanded and penetrated the "New Media" market as well.

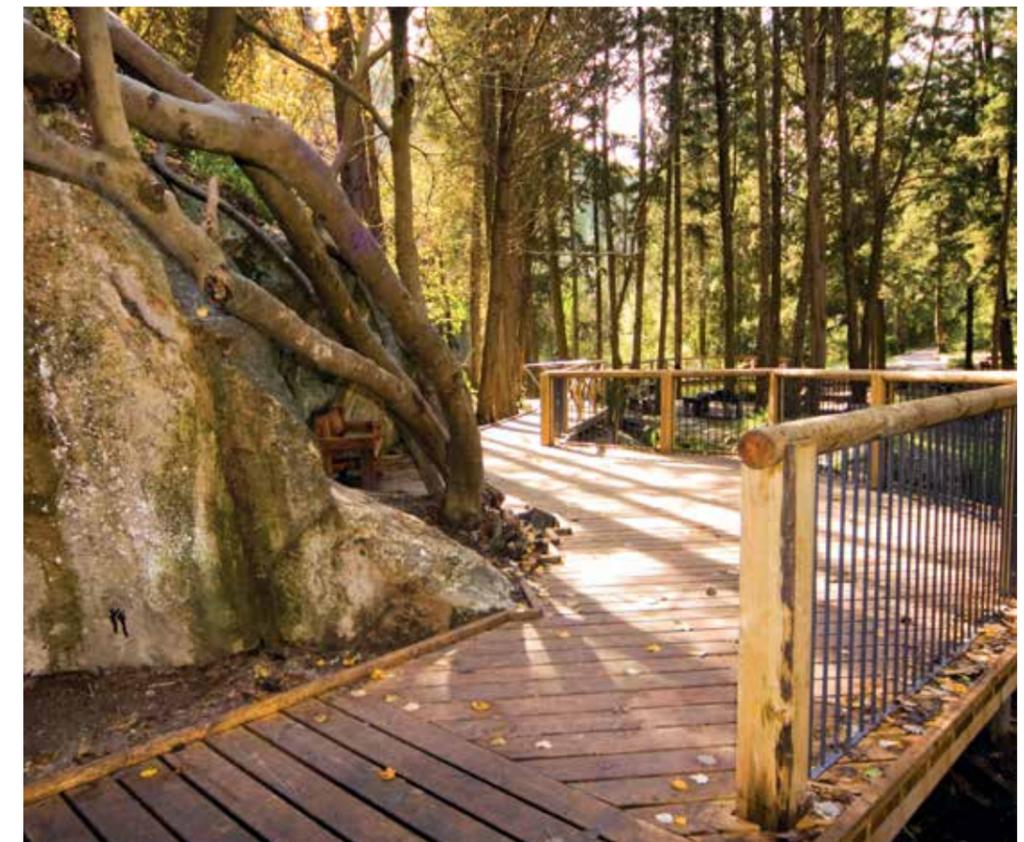
The contemporary technology and media allow the KKL-JNF and the Spokesperson's Office to transfer pictures, video clips and information directly from the field. The KKL-JNF's media presence on social media such as Facebook has been increased, a KKL-JNF page on YouTube was established and viral video clips conveying the KKL-JNF's messages in a lighthearted and up-to-date, but dignified, fashion were distributed online.



The Office of the Spokesperson disseminate information regarding KKL-JNF sites by the popular navigation application Waze. The application provides travelers on the road with real time updates on KKL-JNF sites, including biking trails, lookouts, forests and activities.

The Spokesperson's Offices have invested many resources in the international media arena and in leading media channels in the Jewish world, creating information sharing with television stations operating overseas.

The Spokesperson's Office has recently increased the exposure of KKL-JNF activities in the local media. The intention is to expose the projects to the relevant audience, which directly relates to KKL-JNF activities. Examples of this are the large projects that serve the public such as municipal parks and water reservoirs that serve regional agriculture.



Human Resources

Over the past five years, the Human Resources and Administration Department has taken a central part in the implementation of three collective agreements that were signed between the KKL-JNF Management and the workers' organization. These agreements regularize the disputes in issues relating to human resources and administration.

During the said period, units designed to adapt the structure of the organization to its goals and challenges were established within the KKL-JNF: The Economic Development Division and Engagements Department were established, the studies were unified under the Chief Scientist's Unit and an overseas public diplomacy system was established. We expect additional structural changes in the future, to adapt the KKL-JNF's structure to future work, to structural and regulatory changes and to future challenges. Examples of such changes

are the reinforcement and strengthening of the Organization's Secretarial Unit and unification of all the functions engaged in Media, publicity and public diplomacy under a single division.

In 2012, the "Journey to Poland" tradition was renewed and four delegations have set out since then. An organizational portal and employee inquiries center went online for the benefit of the employees and for information sharing. The division also continued in its activities to cultivate the human resource in studying, training and advanced educational programs, and in welfare and sports activities for employees and retirees.

The Maintenance Department carried out extensive activity related to the acquisition and assimilation of eight firetrucks and ten new trucks that are necessary for afforestation work and for the development enterprises.





Editing: Yaacov Shkolnik

Translation: Set Services Ltd.

Design: Ikan Maas Creative Branding

Photos: KKL-JNF Photos Archive

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