# The Society for the Protection of Nature (NPO)

## Board of Directors’ Meeting Protocol no. 3/2019

### Scheduled and convened on April 7, 2019, at the Society for the Protection of Nature Building, 2 Hanegev St., Tel Aviv

**Board members present**: Yossi Ben-Artzi (chairman), Yochay Shochat, Eli Hoter, Shlomit Tamari, Ranny Finzi, Yigal Shaham, Keren Or, Yaron Ziv, Hashem Hussein, Avital Gazith

**Board members absent from the meeting**: Ehud Afek, Amira Haiin Grayeb, Sarig Gafny, Gershon Peleg, Yuval Cherlow, Shlomo Chayo

**Additional participants**: Iris Hann (CEO), Attorney Galit Segev (Legal Advisor), Yitzhak Matza (Chairman, Oversight Committee), Nir Papay (Environmental Protection Department Director), Rivi Ronen (Human Resource Department Director), Jay Shofet (Director of Fundraising and International Public Relations)

**Agenda:**

1. Approval of protocol
2. Clean-up of open public spaces
3. Meeting with American Friends of the Society for the Protection of Nature
4. CEO’s report

**Discussion**:

1. **Approval of protocol**

**Yossi Ben-Artzi**: I request the Board’s approval of the protocol for Board of Directors’ meeting no. 2/2019 on February 20, 2019.

**Decision**:

The Board approves the protocol for Board of Directors’ meeting no. 2/2019 on February 20, 2019.

**2**. **Clean-up of open public spaces**

**Iris Hann:** The Society for the Protection of Nature in Israel (SPNI) is approaching this issue from two directions: (1) Littering reflects people’s relationship with nature/public spaces. A person who litters does not care about nature; (2) the connection between littering and our core work in the field of biodiversity – in the first tier, direct harm to animals, and in the second tier, organic garbage which causes an increase in animal populations, leading to outbreaks of disease and thus a hazard to public health. Like the wildflowers campaign, people are waiting for someone to do something about this issue. It looks like whoever starts will get to lead on this issue. SPNI should do this. It is an issue that can become a platform for our connection with the public. SPNI leadership has made a decision, and Yael Ilmer is leading on this issue in the organization.

**Yael Ilmer-Giron**: (Shows a presentation). The issue is appropriate and relevant for the public. We have familiarized ourselves with what is happening in the field. I know of 250 local organizations and projects which have begun to clean up litter because they are fed up with the litter in open public areas. Urban communities, youth in the framework of National Cleanup Day, the Tel Aviv municipality has started a campaign. There is a sense that awareness of littering is increasing among local governments and the general public. A cultural change must be made, inculcating the awareness that responsibility for cleanliness lies with the individual and not with the local government or the JNF or the Nature and Parks Authority, and this change needs to be brought about through education. What is needed is to create a feeling that the public space is mine, and that it is my job to keep it clean, and that ultimately this affects nature. The anti-litter campaign’s ultimate goal is that cleanliness becomes a long-term national goal, bringing about changes in patterns of behavior. Key factors in handling this issue are: public awareness, infrastructure (trash cans), and civilian enforcement. The first stage is cultural change: a public that goes out to clean up because it is tired of seeing nature strewn with litter. An operating model for the next five to ten years: educational and public relations activities among those who participate in our activities, establishing the role of the community and the individual as the change-makers, appropriate enforcement and infrastructure. How to make this happen? We need a public body to take the lead, a broad coalition of participants, a powerful campaign, and power of the public. Modes of operation: first and foremost, discourse. SPNI, as a leader of the public discourse, needs to find ways to concentrate volunteers and activists, implement and promote legislation and enforcement, support local authorities, help support public appeals, a behavioral change in education and public relations. In the upcoming months we will begin an educational project in SPNI, including coming into all existing activities, stands at nature conservation events, a program with the Council of Youth Movements, producing programs for teachers, an annual national clean-up day, and creating a public relations unit of volunteers.

**Avital Gazith:** I welcome the decision to start a clean-up campaign. It will be similar to the wildflower campaign. A few comments on what was said: “Clean leads to more clean”. Activists and volunteers need to be appreciated, a clean-up competition should be set up between local authorities, recruiting of pensioners who are looking for this type of activity, a student day at the universities and contact with the youth movements.

**Ranny Finzi**: We should join with the local authorities because they have the bylaws on littering. Every local authority has an application. I suggest looking into the possibility of connecting to their applications. At the Kinneret, the level of cleanliness is a result of enforcement.

**Eli Hoter**: An excellent idea for SPNI and for society in general. We have to keep one thing in mind, in the past many anti-litter campaigns have been tried but they failed. It is not easy to change cultural behavior. One must concentrate on who is littering, look into what public to focus on in order to create the behavioral change.

**Yossi Ben-Artzi**: Who is leading in SPNI from an organizational standpoint and are all the participants in SPNI committed? Regarding focus – what does one focus on? Focus the areas of activity. Branding, one needs to look into getting SPNI’s name out there so that our organization will be identified as the leader of the clean-up campaign. The benefit to SPNI of this campaign needs to be looked into.

**Yigal Shaham**: Regarding getting our name out there, I suggest publishing a telephone number so that all calls regarding clean-up of litter are referred to that number for reponse. The client/litterer needs to be defined, primarily for anything regarding open spaces that do not belong to local authorities. Levying fines from the central government on the local government. I suggest starting with a pilot in selected areas so as to demonstrate success.

**Yaron Ziv**: Budgets designated for cleanup need to be looked into (there are many). This is a huge campaign. I am bothered by the question: which SPNI activities will it come at the expense of? This must be precisely defined.

**Hashem Hussein**: In the field, the change will come because of enforcement and legislation. A joint project is needed with a government body that will increase the budget.

**Shlomit Tamari**: It is important that SPNI be involved and lead the campaign. Awareness of littering is inculcated in many organizations such as the National Roads Company and factories, therefore there is not so much work to be done. Awareness of the issue of littering needs to be inculcated into populations that are not exposed to SPNI’s activities, such as haredim (ultra-orthodox) and Bedouin.

**Keren Or**: Discussions about reducing quantities of trash and lowering consumption are needed to complete the work.

**Itzik Matza**: Recruit the “team” for this campaign – the Organization of Retired Veterans. Every town has a central figure from this “team” who can lead the campaign and who will connect to the local authority.

**Nir Papay**: We need to look into how to position ourselves properly in relation to the work of other organizations.

**Iris Hann**: We have learned from past experience that previous attempts failed because they did not deal with four components: education, enforcement, public relations and enforcement together; or because they were short-term. We have just presented something that is three hundred and sixty degrees, and therefore, perhaps, it does not appear focused and concentrated, but it promises a chance of success, according to our analysis of previous cases. We thought of starting a pilot program in the Shekel area, to create a success there that would then positively influence the rest. Regarding getting our name out, we are working with an advertising firm exactly on this issue, and we are almost ready for strategic thinking on how to focus the issue of littering. Regarding the project’s benefit to SPNI – the benefit is a public benefit, and of course the preservation of nature.

**Yossi Ben-Artzi**: The Board of Directors welcomes this process and sees that it has potential to benefit SPNI publicly and economically. I request that the summary document be sent to the members of the Board.

**Decision**

The Board of Directors notes with satisfaction the current and planned actions of SPNI on the issue of littering in open public spaces, gives its blessing to those doing the work, and wishes them success. The summary document to be prepared on this matter will be distributed to the members of the Board.

**3**. **Meeting with American Friends of SPNI**

**Yossi Ben-Artzi**: The American Friends of SPNI (ASPNI) operates in New Jersey and is directed by the lawyer Leon Sokol. I met with him and with Linda Karer, the new fundraiser. ASPNI is an independent non-profit organization which we do not run. They are committed to SPNI. They want to know what we discuss in Board meetings and what happens at meetings of its sub-committees. Anyone who is a member of the American board of directors is obligated to donate money to SPNI. It has been agreed that Jay Shofet will receive the agenda and the protocol, translate them, and pass them to the American board of directors. They are coming to Israel from 3 to 8 November, 2019, as a 15-member mission. As part of their visit, they want to hold a joint Board of Directors’ meeting. They want to see activities in the Arab sector and meet with workers. The issue of the potential for members and donations came up. It was agreed to pool resources and to pass on the names of tourists participating in hikes with SPNI in Israel, in order to recruit them and maintain contact with them, and in parallel we will give them names of Israelis we know of who live in the US. The legal feasibility of transferring this information needs to be looked into.

**Decision**

The Board of Directors takes note of the report by the Chairman of the Board on his meeting with ASPNI and instructs the SPNI management to arrange translation of a summary of the agenda, discussions, and decisions of the Board and to give the translation to ASPNI.

**4**. **Report by CEO**

**Iris Hann:** A month full of activity. The day after the elections, SPNI workers (270 participants) will go to a two-day workers’ conference at the Alon Tabor Field School. The conference is the fruit of the labors of SPNI’s workers. It is a significant event in the life of the organization. The Entrepreneurship Club is underway. It had a meaningful first meeting which went well. The first order for a trial was carried out in the new hotel system BELL BOY and its implementation is moving forward. The system will be launched after the Passover vacation. The first draft of an audit of the situation room is finished and will soon reach the Board’s table. Purchasing protocol has been updated – some purchases can be made by managers when defined by sums and computer equipment. Vehicle protocol – an updated protocol has been distributed regarding drivers’ involvement in accidents and vehicle damage, in order to reduce them and, of course, to deal with the issue of speeding as well. Every vehicle is equipped with an indicator which warns of speeding. Travel expenses in SPNI are higher than the national average. Privacy Protection Law – we have hired a company to advise us on privacy on the Internet. Urban nature week – events throughout the country during the month of March. A series of international ornithological conferences. Migration Champions competition – competitors from around the world come here to identify birds. The money raised in the Migration Champions competition is donated to benefit the vultures in South Africa. Next year a team from the Board of Directors and the management will also compete. Following the competition, a conference of ornithological centers was held with 150 participants from around the world. At this conference, I gave a lecture about SPNI. On the morning of the event there was an event on cleaning up and reducing plastic use. Yossi Leshem’s “Eagle in the Sky” conference was successful. The astronaut who was invited to the conference gave a fascinating lecture. Climate March – a significant march in which 5,000 people participated. SPNI had a significant presence there. We set up a booth and carried the flag of nature conservation with a significant, impressive bloc of members of orienteering classes, students of environmental education, and more. Before the elections we held several meetings with candidates from various parties. As a follow-up to the hiking conference, discussions were held on topics raised at the conference. Matan Vilnai took part in discussions about the public status of educational hiking, and expressed interest in participating in the future. Other SPNI partners, Eli Sha’ish and Dan Avidan from the “Field-nation-society Studies” branch of the Education Ministry. Once a year we take a trip to the Budget Branch of the Education Ministry. The strongest interface we have with the government is via the Education Ministry and the branch director, Moshe Sagi. This time we hiked with them in the Mitzpeh Ramon area and addressed, among other issues, the challenges of the annual school trip. A good, positive meeting with Alon Messer from the Budget Branch of the Finance Ministry. A meeting was held with Ron Huldai, together with Yossi Ben-Artzi and the attorney Dani Alon, regarding a permanent building for SPNI in Tel Aviv. Several ideas were raised, and need looking into. An additional meeting was held with the organization “Homeland Guards,” this time to look into the possibility of cooperating on the issue of the energy market in Israel.

**Decision**

The Board of Directors takes note of the CEO’s report and praises the work of SPNI in the various areas discussed in the report.

**Summary of Decisions**

1. **The Board approves the protocol for Board of Directors’ meeting no. 2/2019 on February 20, 2019.**
2. **The Board of Directors notes with satisfaction the current and planned actions of SPNI on the issue of littering in open public spaces, gives its blessing to those doing the work, and wishes them success. The summary document to be prepared on this matter will be distributed to the members of the Board.**
3. **The Board of Directors takes note of the report by the Chairman of the Board on his meeting with ASPNI.**
4. **The Board of Directors takes note of the CEO’s report and praises the work of SPNI in the various areas discussed in the report.**

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**Yossi Ben-Artzi, Chairman of the Board**

Note: The protocol is not an exact transcription of the meeting proceedings.

Scribe: Ayla Ochion