



JewishEcoSeminars
סמינרים יהודים סביבתיים

Executive Summary

Mission

Jewish Eco Seminars engages and educates the Jewish community through inspiring seminars on Jewish environmental wisdom for North American day and Hebrew schoolteachers, Israeli teachers, tourist groups such as MASA, Birthright, and Federation and synagogue delegations.

Market Opportunity

In an age where being Jewish is a choice, Jewish education oftentimes remains dissonant with the world we are a part of and uninspiring to many young Jews. In an October 2008 poll of the Pew Research Center, 64 percent of voters under age 30 said the environment is "very important." Jewish education has the potential to speak to the most burning issues that excite young Jews and the most pressing issues facing humanity. Yet Jewish education has yet to capitalize on this core concern as a key engagement point for young Jews. Weak affiliation, intermarriage, and assimilation can follow suit.

Value Impact Proposition

Goals:

Bolster the Jewish community's awareness and knowledge of Jewish environmental teachings and empower Jewish educators to teach on Judaism and the environment;

Engage and inspire young Jews concerned about the planet's future by linking a core area of concern for them to Jewish teachings.

Objectives:

Match a cohort of dynamic Jewish environmental educators based in Israel and North America to an array of Jewish institutions to reach their teachers and students.

Train 200 Jewish educators to teach on Judaism & the environment using sample lesson plans and experiential, outdoor activities, offering follow-up support reaching 2000 participants.

Engage in focused pilots in select sectors and evaluate them through pre-determined metrics of impact and feasibility.



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About the Organization

Jewish Eco Seminars emerged out of a successful 2008 pilot project of eight seminars for 140 Jewish educators in the San Francisco Bay Area, implemented by Canfei Nesharim and the Bureau of Jewish Education. The organization launched in 2010 through the Presentense Institute in the chair sponsored by The Jim Joseph Foundation.

A global team of staff and volunteers implement its vision, led by founder and executive director Rabbi Yonatan Neril. Since its founding, Jewish Eco Seminars has reached a growing list of institutions in Israel and the United States, and is currently exploring collaborations with Birthright Israel, Hillel International, the Foundation for Jewish Camps, and Jewish Federations of North America Missions Department.

Business Model and Required Investment

Jewish Eco Seminars seeks to generate a mixed stream of income from fees for educational seminars, consulting services, foundation grants, and individual donations in order to realize its 2010-2011 objectives. A full plan and budget can be provided upon request.