

Lesson 9: Beyond the Conflict

Key message: Israel is an attractive destination that boasts beautiful sites, human diversity, and technological innovation.

1. Orientation

- Takeaways from last class; questions
- Objective for this class

2. Places and Faces

- Look at some of the sites: old and new, city and beaches, etc. [[IsraelSites.pptx](#)]
- People [[PositiveNote.pptx](#)]

3. Technological Innovation

- View “[Israel Innovation](#)” video (4’42”)
- What challenges has Israel overcome? (war, terrorism and boycotts)
- What are some areas of Israeli innovation? What explains Israel’s particular areas of expertise?
 - Arid-zone and semi-arid zone agriculture, irrigation
 - Computer software
 - Basic scientific research
 - Space investigation, nanotechnology
- According to the speakers, what are the main reasons behind Israeli business and technological success?
 - A history of risk-taking: First Israeli pioneers took a huge risk (Meir Brand)
 - A Jewish culture of questioning, willingness to challenge conventional wisdom (Daniel Zajfman)
 - Role of the military: Leadership experience, ability to improvise (Dan Senor)
 - Civilian R&D spending (what does R&D stand for?) (Dan Senor)
 - Immigration and rapid assimilation policies; huge influx of technological talent (Dan Senor)
 - Domestic priorities: medical technologies like prosthetic limbs, irrigation and water conservation, green technologies.

4. Other Innovations

If time allows:

- [TIP alternative energy video](#) (0’30”)
- [Escape Rescue video](#) (2’22”)
- [Invest in Israel](#) (7’26”)