

SHARE ISRAEL

Thursday, December 15th | The Porter School of Environmental Studies | Tel Aviv University

13:00 **Sharing Food Market** - www.yummi.co.il

14:00 **Welcome and Introductions**

Prof. Itai Sened, Chair, The Department of Public Policy, TAU
Prof. Moshe Zviran, Dean, The Faculty of Management, TAU
Prof. Dan Rabinowitz, Head, The School of Environmental Studies, TAU

14:15 **Opening Talk: "What is being shared? Who shares? The Sharing Economy as a Paradigm shift"**
Dr. Yair Friedman, The Faculty of Management, TAU & WEconomize

First Session: Sharing Economy and Industry Disruption

14:35 **Keynote: "The Future of The Sharing Economy"**

Benita Matofska, Founder of The People Who share (UK), a global authority and leader in the 'Sharing Economy' and Sophie Sheinwald, Social Photographer

15:00 **Lecture: "Social Finance in Israel, today and in the future"**

Dr. Yifat Reuveni, Social Finance, JDC Institute for Leadership and Governance

15:20 **Panel Discussion: "Sectoral changes in Industries, Services and Society"**

Moderator: Prof. Avi Carmeli, Faculty of Management, TAU
Participants: Eli Bentata - VC Tevet, JDC Ins., Chen Lev-Ami, CEO of Yummi, Michal Lester, Executive Director of Wikimedia Israel, Tomer Blustein, Founder of Pink Park

15:40 Short Intermission

Second Session: Sharing Economy and Public Policy

15:50 **Keynote: "The Sharing Economy as a tool for Urban Development: Sharing cities"**

Pieter van de Glind, Co-founder of ShareNL (Nederland), a world-leading Sharing Economy expert/consultant (consults the Amsterdam & Seoul Municipalities)

16:15 **Lecture: "Sharing, Public Policy & other Challenges: From the World to Israel"**

Dr. Zafrir Bloch-David, Psychology Dep., College of Management & WEconomize

16:35 **Panel Discussion: "What are Israel's Policy challenges today and in the future?"**

Moderator: Dr. Orli Ronen, School of Environmental and Social Studies, TAU
Participants: Sivan Lehavi, Deputy Director, Local Government Admin., The Ministry of Interior, Eitan Ben Ami, Director of the Environmental Authority, Tel Aviv Municipality, Eyal Bloch, Institute of Education for sustainability, David Yellin College & WEconomize, Keren Doron-Katz, Head of Municipal Affairs, JDC Ins. for Leadership & Governance

16:55 Short Intermission

Third Session: Social and Environmental Aspects of transition to Sharing Economy Models

17:05 **Keynote: "What can we learn from the i-share Project (Germany)?"**

Speakers: Dr. Dominika Wruk and Dr. Achim Oberg, the Institute for SME Research at the University of Mannheim (Germany) and Researchers at the i-share project, one of the world's most wide-ranging academic research projects on the sharing economy

17:30 **Lecture: "Sharing and Servicizing: The Environmental-Social Potential & Implementation"**

Dr. Vered Blass, Faculty of Management, TAU

17:50 **Lecture: "Sharing Economy - Findings from the 'Urban Sustainability' project"**

Tami Gavrieli, Director of the Sustainability Research Center, JIIS

18:10 Closing

For registration press [HERE](#)

Download the WEconomize 2016 Report **"The Sharing Economy & the Window of Opportunity in Israel"** (in Hebrew) [HERE](#)

