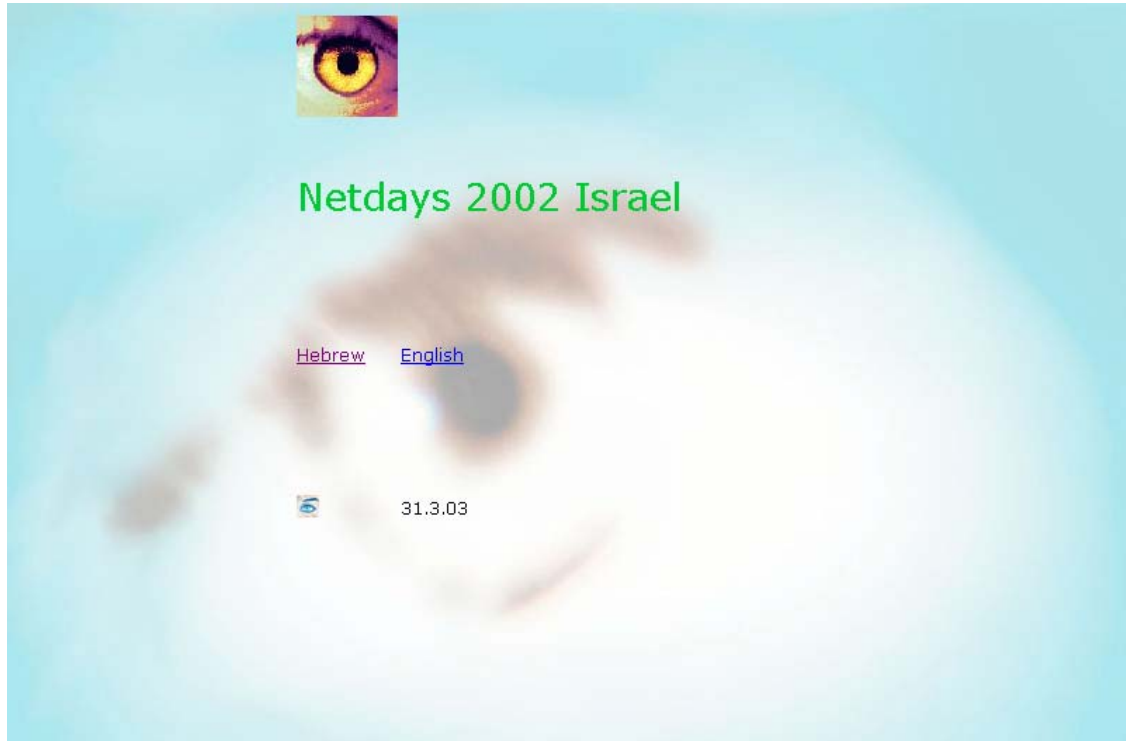
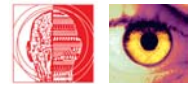


Netd@ys Israel 2003

July 2003





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1. Introduction

1.1 Background

Netd@ys Europe is an initiative by the General Manager for Education of the European Commission to promote the use of New Media in education and culture. Netd@ys Europe appeals to young people, between the ages of 15-25.

Netd@ys key objectives are:

Raising awareness to the use of New Media: Multimedia, especially the Broadband Internet, videoconference or new audio-visual facilities, as resources in teaching and original cultural creation, and promoting the creation of high quality digital content.

The main method of operation is by initiating events combining live audiences and online activities. These events are designed mainly for younger audiences and for organizations, which are active in education, culture and content creation and research - with an emphasis on the formal and non-formal education system.

Netd@ys Week takes place in Europe every year in November, and during that week, young people from around the continent participate in the various events. This week marks the beginning of activities that continue year round.

The main theme selected for 2003 is "Dialogue between Cultures", continuing the main theme from 2002, which was "Image, a pictorial language that crosses languages and cultural boundaries".

We see Netd@ys Europe as a means to achieving the following goals:

- Promoting high level digital culture in all segments of Israeli society.
- Creating a showcase in Europe for Israeli creators and organizations.
- Establishing a route for dialogue between young people in Israel and Europe.

1.2 Makash

Makash Public Non-Profit Association was established in 1989 and acts as a representative for the European Union in Israel, in the field of educational and cultural projects.

The role of the local representative in the Netd@ys project is to promote events and digital content creation, by collaborating with organizations and individuals who are active in the fields of education, culture and business.

1.3 Sponsorship for Netd@ys Week Israel 2003

European countries that participate in the project enjoy EUC funding. Israel is not a full member of the EUC, therefore Israel is not eligible to receive funding for such activities.

We offer potential partners an opportunity to take part in providing financial aid to Netd@ys Israel 2003.

The success of this week will act as a stepping-stone for the year-round activity of the project and would greatly contribute to the advancement of education and digital creativity in Israel.

2. Netd@ys 2002

2.1 Introduction: Netd@ys Israel 2002

Up to 2001, the Netd@ys project's main objective was to encourage the use of digital media and the Internet in education and cultural activity. In 2002, it was decided that the focus should be the improvement of the quality of content.

In Israel, we focused on creating a broadband website for exhibiting creations and cultural content, working together with various interested parties such as: Sapir College in the Negev, Hadasa College, Bezeq Corp. (WOW-Walla), Sderot Cinemateque, and the Jewish Agency.

The Netd@ys broadband website acts as a unique solution for exhibiting original creations. This sort of solution is generally not within reach for young artists, mainly those in the remote areas on which the project focuses.

The Netd@ys website is currently in its last stages of development and is generating great interest from our partners to the effort of advancing digital culture in Israel and the creation of a showcase for young Israeli artists and institutions in Europe.

2.2 Young artists showcase

Netd@ys Israel's platform allows presentation of visual media in a variety of ways, including Video-clips, animation, photography, interactive presentations and sound.

Netd@ys Israel acts as a platform for:

- An online exhibition for young artists: students (age 15-25) and independent artists.
- Online educational projects.
- Exhibitions of schools for design, arts and cinema from all over the country.
- Creating access for a diverse audience to museums of arts and sciences.
- Scientific and industrial presentations.

2.3 Face to face and Internet encounters – work plan.

During the past year, plans were made for events combining face-to-face and online activities, which will take place throughout 2003/4. The purpose of these events is:

- To encourage joint activities between different groups in Israel and Europe.
- To open new channels for dialogue between information centers and study centers.
- To encourage content creation by students (age 15-25) and artists.
- To encourage the use of advanced technology for processing and visualizing information in education.
- Training and skill learning for the use of New Media in all segments of society.

2.4 Netd@ys Europe 2002 – Website visitors report.

- During the period between November and December 2002 there were approx. 2.7 million entries reported.
- Average website visiting time was 12 minutes.
- Visitors produced approx. 340,000 minutes of "Internet time".
- Visitors to the website logged on from 30 different countries. The most active were: Italy, France, Belgium, Israel, Taiwan, the Netherlands, Portugal, Spain, Britain and Switzerland.

3. Netd@ys 2003 – Dialogue between Cultures

“Dialogue between Cultures” is the main theme for 2003.
The activities will take place in the following categories:

“Discover it”, “Understand it” and “Appreciate it”.

“Netd@ys Week” will take place between 17-23 of November 2003. This week, as well as the following year, will be marked by various activities in Israel and around the world. The activities will combine real life offline events and virtual online activity. Students and specialists will prepare events and original artworks.

3.1 Working principles in Israel.

- Real-life events.
- Emphasis on remote area participation.
- Local teams will be managing events.
- Maximum use of visual aids and artifacts.
- Quality: use of high-end visualization, creation of quality presentation conditions.
- Creating dialogue channels in a joint effort with other sites using videoconference and Internet-broadcasting.

3.2 Target audience

- Students and teachers from the educational system, with emphasis of those living in peripheral towns and other remote areas.
- Young artists in the fields of cinema, arts, design and communications.
- Colleges and departments that engage in teaching young artists and content creators.
- Industry and academic institutions which make use of New Media.
- A wide range of audiences searching for broadband content.

3.3 Distribution channels

- Distribution list containing approx. 4500 Israeli teachers.
- Working ties with The Ministry of Education, Universities, colleges and design schools.
- Regular Netd@ys website visitors.
- European website visitors who can connect directly to the Israeli website.
- Participants and visitors at real-life Netd@ys events.
- Participants and visitors at online Netd@ys events.
- Video-conferences at educational sites (approx. 30 Israeli sites).
- Internet advertising.

3.4 Real-life and online activities

Events combining real-life and online activities in Israel and abroad will take place during Netd@ys Week 2003, between 17th and 23rd of November 2003, and during the following year – until spring 2004.

The strategy behind the design of the events:

- Honing skills in students (age 15-25) by active learning.
- Connecting the younger generation to information via technology.
- Training students as instructors and content creators for the future.

4. Planned activity for Netd@ys Israel 2003

4.1 Children creating in New Media

Establishing a working collaboration between learning centers that provide New Media skills for children and youth in Israel and Europe.

Launching an exhibition of artworks created by children working together with students of art, media and design.

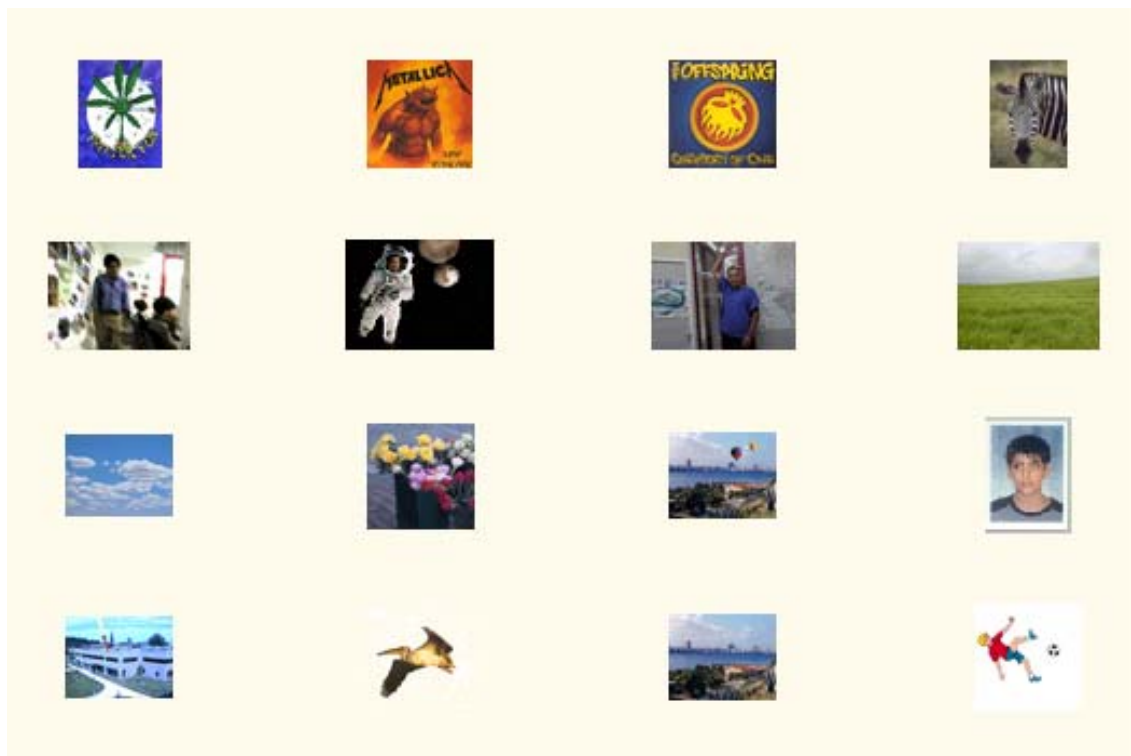
Dialogue between instructors regarding skill-providing methods in New Media Literacy for children and youths.

Virtual exhibition, video-conferencing and Internet-broadcasting.

Participants: Kiryat-Gat Community Center, Alonei Yizhak Youth village, centers in Ireland and France.

Date: winter 2003/spring 2004.

Aloney_Ytshak Children work Exhibition: http://campus.sapir.ac.il/zvi/aloney_yitzhak/
See appendix for more detailed process.



4.2 Science, Art Technology and Education

A convention bringing together scientists, artists teachers and students from Israel and abroad

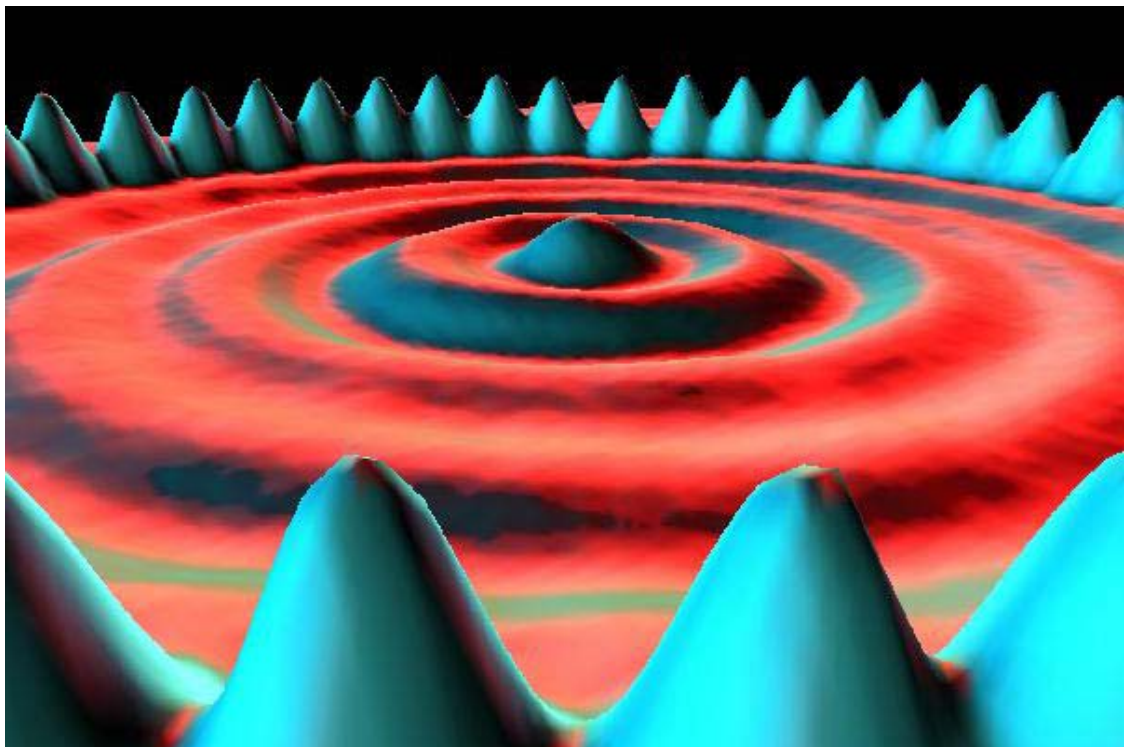
A dialogue regarding the vision of reality and the future as seen in scientific demonstrations in the fields of Nanotechnology, and Space exploration.

Events combining live audience participation and video conferencing with academic centers in Europe and the US.

Participants: Sapir college, schools and organizations from the city of Sderot.

Date: winter 2004.

Nanotechnology project: <http://college.sapir.ac.il/zvi/nano/>
See appendix for more detailed process.



<http://www.almaden.ibm.com/>

4.3 Young cinema

Virtual meeting between students and teachers from the field of cinema in Israel and Europe. Dialogue regarding cultural expression and reality, as seen in student films in Israel and Europe.

Participants – film departments from regional colleges in Israel and film schools from abroad.

Live audience event + videoconference with students in Israel and Europe.

Screening of films drawn from a joint Israeli/European server.

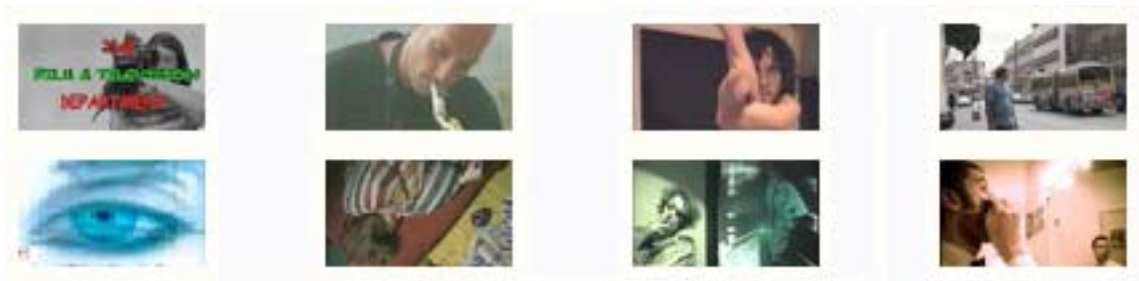
Date: the event will take place during one of the following dates:

November 2003 – first day of school.

May 2003 – in cooperation with the Southern Film Festival.

http://netdays.org.il/Default_H.htm

See appendix for more detailed process.



4.4 Other events.

Different events, which are currently being planned, will take place only when conditions are suitable and proper funding is assured:

- **EcoTalk - Ecology, Art and Education:** constructing environmental artistic display in Hadera, Givat-Olga and Wadi-Ara, in the context of an educational program aimed at creating dialogue and cooperation between Jewish and Arab children.
- **Jewish Heritage Museums:** a forum of Jewish art and ethnography curators and students. A discussion about customs and ways of life as reflected in ethnographic exhibits in museums in Israel and Europe.

4.5 Important notes

- We wish to stress the importance of direct investment – in children, teachers and schools in remote areas.
- We believe in the importance of the connection between education, art, technology and academic research.
- We believe in the importance of integrating students and artists as trainers and teachers.

4.6 Work model

The program and structure of events are based upon existing activities, which include:

- “Window to Academy”, entering it’s third year of operation in Sderot:
<http://win2ac.ratzon.org.il/>
- A Nanotechnology project that took place at Sapir College:
<http://college.sapir.ac.il/zvi/nano/>
- Aloney Yizhak Youth Village learning center, New Media training program.

4.7 Table: planned events at Netd@ys Israel 2003 and budget appraisal

5. Sponsorship for Netd@ys Israel 2003

We offer potential partners an opportunity take part in providing financial aid to Netd@ys Israel 2003.

Your funding will enable us to produce the events on a level which suits this international project, help us in the task of advancing digital culture in Israel and contribute to the creation of working relations with Europe – a subject of great importance in these times.

5.1 Request for financial assistance for Netd@ys Israel 2003

The total budget needed for carrying out all activities mentioned above is 537,000 NIS (107,400 ERO).

We offer the position of “Leading Sponsor”, as an expression of gratitude for the assistance awarded to the project, in return for aid in the sum of 268,000 NIS (53,700 ERO).

5.2 Other organizations offering financial assistance for Netd@ys week.

The remainder of the funds will be provided by:

- Participation fees from parties taking part in the projects.
- A request for funds was handed to “Mifa’l Hapais”. (Israel National Lottery)

5.3 Benefits for potential partners

Company name and logo will be represented on all publications regarding Netd@ys Israel 2003, in all forms of media.

We appreciate Sponsor’s employees active involvement in these activities.

We will consider any request or suggestion on the part of the Sponsor.

5.4 Public relations and advertising

Netd@ys Europe is accompanied by a large public relations campaign. The EUC employs two public relations companies, one focusing on the written press and the other on online journalism.

The public relations companies operate a database containing more than 1000 journalistic connections.

The database covers subjects such as: youth, culture, multimedia, cinema, e-Learning, audio-visual and European affairs.

Advertising and public relations in Israel will take place during Netd@ys Israel 2003 activities.

5.5 Request for financial assistance for Netd@ys Israel 2003

We offer two possible options of sponsorship:

- Leading sponsor in which the sponsors will carry 50 % of the entire budget,
- Project sponsor in which the sponsors will carry the budget for a specific project of their choice.

6. The requesting parties

6.1 The Makash Public Non-Profit Association

Dov Winer

General Manager of The Makash Public Non-Profit Association

Founder and manager of the data infrastructure project of the Jewish Agency's "Jewish Web",
Manager of the EUMEDIS center in Israel (European-Mediterranean Information System
project, of the EU).

Board member in the management of the Israeli Internet Association.

Rimon Levy

Chairman of The Makash Public Non-Profit Association

Data systems manager at Sapir College.

Shira Nahaloni-Gliksberg

Project Manager for The Makash Public Non-Profit Association

Active in instruction, coordination and educational planning since 1996.

6.2 Zvi Halbrecht

Industrial designer, graduate of Bezalel.

Specializes in the creation of work environments and learning programs using New Media, in
the educational system and colleges.

Content Manager at Netd@ys Israel.

Major projects:

- Youth Media Literacy instructor at the learning center in Alonei Yizhak Youth Village.
- Design: "Windows to Academy" program, which operates in elementary schools
in Sderot (in association with the Community Ties Dept. at Intel Kiryat Gat, and the
Sderot Municipality).

Major projects in the Past

- The Institution for Technological Training: editor of the learning program for training in
interactive media Practical Engineers.
- Sapir College – the Negev College: planning of a broadband communications system for
remote learning.
- Bezeq Corp. "WOW in the classroom" project: consultation regarding specifications for a
broadband communications system and content for education.
- Developer of the learning program introducing Nanotechnology to children.
- The Academic Library at Sapir College: combining multimedia systems and designing an
active work environment.

6.3 Michi Gov

Gov productions Ltd.

Specializes in producing cultural events, performing arts and visual art events.

Producer of Netd@ys Israel events.

Production of stage events.

Production of cultural events for The Israel Festival.

Production of Israeli exhibitions in art and architecture at the Biennale in Venice (2001, 2002)

7. Makash

Foundation for Information Communications Technology (ICT) in Education, Culture and Science.

7.1 Objectives:

The foundation began operating in 1989.

Makash was established out of the awareness of the various possibilities in the use of communications technology: data accessibility, connecting different societies, advancement of education and research.

A main goal of the Makash Public Non-Profit Association is in supporting the creation of an active learning environment. ICT education acts as fertile ground for the application of active learning.

Makash creates ties between schools in Israel and abroad in order to establish joint educational-cultural projects which are aimed at building a bridge between different cultures in Israel and abroad through the use of computer mediating, and at opening “an Israeli window” to the world by promoting such projects.

7.2 Target audience:

Makash appeals to schools, teachers and educators in Israel, Europe and beyond, who are interested in incorporating new ideas, advanced technology and the Internet into the educational program.

Makash also appeals to promoters of educational ICT projects, who are interested in creating partnerships, and offers a way to learn by combining our mutual experience.

Makash focuses on the assimilation of the use of New Media within different segments of Israeli society.

7.3 Connecting and creating channels of communication between organizations

The Makash Public Non-Profit Association is involved in several EUC projects:

- The Makash Public Non-Profit Association represents Israel in the EUN (European Union Educational Network) since 1989.
- Makash acts as a regular member of the following activities: eSchola, Celebrate, Netd@ys.
- The foundation operates in cooperation with The Ministry of Education and The Science and Technology Administration.
- Makash is involved in a The Ministry of Education initiative for the creation of educational activities: ICT arts at Eshkolot Pais – part of the “Release” project (a European network of advanced schools).

Within the last five years, we have built a complex network of ties to various European organizations:

- Makash assists educational organizations in matching ICT projects with advanced European initiatives.
- Makash assists governmental, public and private organizations in reaching a wide audience of teachers, schools and officials in the EUC.
- During past years, Israel has shown remarkable achievements in the use of computer mediating in education and culture and Israeli projects won awards from the EUN.

- The Dept. for Cultural and Scientific Ties of the Foreign Office has appointed Makash as the Israeli delegate to the board of national coordinators of Netd@ys Europe.
- Netd@ys Israel is carried out in cooperation with the EUC Delegation in Israel.
- Makash maintains close working relations with the cultural attaches of EU member countries.

7.4 Activities and projects:

Ongoing activities:

The Makash Public Non-Profit Association, in cooperation with The Ministry of Education, operates project eSchola, which is aimed at nurturing outstanding use of computers in education. This project provides opportunities for cooperative learning, joint ventures and cooperation between schools. The eSchola project is divided into several fields of operation: prize awarding competitions, project exhibitions for schools and various organizations, as well as networking and connecting schools for better cooperation.

Netd@ys project – raising awareness of the possibilities emanating from the use of New Media, sound and visual expression, as tools for learning and creating advanced original cultural works. It also promotes creation of quality digital content and acts as a unique showcase for young creators.

Projects:

- ETB project: creating a new educational digital library in Europe - <http://etb.eun.org>
- Celebrate project: the main EUC project for the promotion of a market for digital educational content based on the “Learning Objects” approach.
- Prominent past projects
- Anat Keshev – an activity that began in the early 1990’s, one of the first ICT projects created in Israel. The program included approx. 280 schools around the country.
- A virtual Zionist Congress – in cooperation with The Jewish Agency.
- “Jewish Net” project: the global Jewish information network. Links:

8. Links

Netd@ys Israel:	http://netdays.org.il/
Netd@ys Europe:	http://www.netdayseurope.org/
Window to Academy:	http://win2ac.ratzon.org.il/
Nanotechnology project:	http://netdays.org.il/Nano_Program.htm
eSchola Israel:	http://eschola.org.il
ETB project:	http://etb.eun.org
Celebrate project:	http://celebrate.eun.org

Appendix: Planned activities Process

4.1 Children creating in New Media

- Assembling an exhibition of children's artwork: paintings, animation, video – at the training centers and online.
- Visualization of work processes in the instruction of students.
- An artwork gallery – as an inspiration for children.
- Young artists forum: meetings between children who come from various segments of Israeli society with children from abroad, and the use of video conferencing.
- A forum of teachers and students of the arts: exchanging knowledge between teachers – “providing basic skills in visual language in order to develop basic media capabilities”.
- Advertising.
- Documentation in a booklet.

4.2 Science, technology and education:


- Establishing an inter-disciplinary team to guide the events.
- Collecting background material, links to research websites in Israel, Europe and the US (UCLA, NASA, universities in Israel, research facilities and the industry).
- Processing visual raw material from the field of scientific research: cosmic events, illustrations of structures and Nanotechnology, and Space exploration. systems.
- Unique online illustrations drawn from remote websites in Israel and abroad: universities, research facilities, and museums.
- Designing and creating exhibition environments in the project's websites.
- Placement of original contemporary artwork in public spaces at the college in Sderot (sculpture, digital art, web-art, interactive artwork).
- Advertising.
- Joint activities in small groups of students, researchers, artists and industry personnel, working together on artworks and scientific illustrations.
- Main event: a discussion regarding the reciprocal influences between art, technology, science and education. Participants – leading Israeli experts, research and arts centers in Europe and the US.
- Documentation on the Internet.
- Documentation in a booklet.

4.3 Young cinema



- Establishing a team of teachers and students to guide the event.
- Formulating a plan in collaboration with partner-schools in Europe.
- Establishing an Internet Gallery: film clips, articles, and background material.
- Preparing a technical infrastructure for communication between European and Israeli websites.
- Preparing a physical infrastructure: building screening posts and interactive displays at the event-space.
- Advertising.
- Production of the event, live audience, Internet broadcasting.
- Documentation on the Internet.
- Documentation in a booklet




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Netdays 2003 Israel




Directorate General for Education and Culture




במה ליוצרים צעירים

גלויות פלאש



סרטי וידאו



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