



Active communication for enhancing, connecting and helping organizations and activists in the field.

Nowadays, Israel advances towards becoming one of the most crowded countries in the world. The development boom, which is a derivative of the population growth and the Israeli economy development, comprises a platform of unprecedented environmental hazards and conflicts. In addition to the above, the severe economical crisis and the searching for new ostentatious development, accompanied by the vast cutoffs in the budget and by limiting the power of the supervision authorities further exacerbate the conflict. Such a reality raises an important environmental, social and planning challenge: how to maintain the balance between the construction and industrial needs, which are typical for a developed country, and the need to safeguard the quality of life and the environment in Israel.

Most of the environmental hazards can be found close to the population centers and in the area of local communities, so the initiative to change priorities and minimize environmental damage is in the hands of the community. Most of the changes in Israel and other countries regarding dealing with environmental issues are a direct result of community involvement and public pressure. Social involvement, communal leadership and public activities are the key to dealing with the current situation and are a lever to making a change.

During the last few years, **Ecowave** has become the most important internet portal in Hebrew that deals with the environmental issue. This position is well known by many environmental activists and organizations that use our services to publish their goals and activities. It is also known by the public that uses our website to apply with questions, suggestions, initiatives and help requests.

Ecowave, using our website, serves all the organizations by publishing many of their initiatives and activities. In addition to it, we also publish articles, useful information, specific help for people and information about opportunities to join the struggle and be personally involved (refer to the appendix for gratitude letters). The organization's work is done by professional and committed volunteers who contribute, each in his own way, to the common goal.

Ecowave is a top leading website whose goals are to encourage the environmental involvement of the public through the use of the internet, to give any citizen, activist or employee in an organization the information and tools necessary for implementation of effective involvement and to contribute to the networking, tightening ties and cooperation between the various factors in the Israeli public on environmental issues.

Ecowave presents the public with action options indicating possible changes and influence using examples of citizens active in the field. It also serves as a platform for the exchange of opinions and ideas and as a source of information for environmental activists and the public at large. Ecowave strives to influence the daily agenda on the environmental issues in Israel.

Ecowave introduces a consulting program – "thinking environment". This program assimilates wide environmental awareness by offering consultation, educational activities and publicity that will change the attitude to the issue and will lead to a



change of habits and behavior. Providing professional advice in the field of "green awareness" in everything pertaining to purchases, maintenance and cleanliness, handling waste, recycling systems, use of energy, working with "green suppliers" etc.

Ecowave provides a variety of services to the community, among which can be found:

- Information on possible ways of activities, initiatives and events of significance in the field.
- Directing the person approaching Ecowave through the phone or internet how to obtain information and contacting the relevant organization, thereby shortening and making more efficient the process of solving the problem.
- Advertising articles and deepening knowledge on environmental issues beyond that published in the press.
- Online data bases, libraries in the environmental field and an environmental guide according to geographic area.
- An open forum for publication of advertisements, questions and answers on the part of surfers.
- An electronic mailing list diffusing updated information and means of contact for hundreds of subscribers.
- An updated national activity board.
- Green awareness.
- Creating an internet representative page for organizations.