



Eilat Eilot Renewable Energy Ltd. (PCB)

Summary - Eilat-Eilot Renewable Energy Public Interest Company

The Eilat-Eilot Renewable Energy Public Interest Company began operation in 2008, and was officially registered with the Companies Registrar as an association in 2012. The company is owned by the kibbutzim of the Arava, the Beyahad Foundation, and local industrial, developmental and academic entities.

The goals of the Company are: development of the field of renewable / sustainable energy in general, and leveraging the field for regional development of the southern Arava and Eilat. **We believe that the Arava and Eilat can become the Silicon Valley for renewable energy** by striving to create multiple unique types of employment which will become a magnet for business entrepreneurs who will prefer to operate in the Arava and will create jobs for the high-level young people who will accordingly come to live in the region.

It's important to note that since 1960-80s, during which time the Arava specialized in growing dates and producing dairy products, no other field of endeavor was found which could significantly broaden employment options in the region (other than dates and dairy). The desired field would additionally serve as a diverse and attractive source of employment, one which would attract the next generation of settlers to the Arava.

The activities of the Company are not business-based, but rather focus on the social aspect, supporting and leading development in the fields of:

Education – writing supplementary programs for the sciences focusing upon sustainable energy (one such program has already been approved by the Ministry of Education), giving national workshops for teachers in the Arava, assimilation of curricula in schools in Eilat and the Arava, and production of the international sustainable energy youth conference and competition Sustainability in cooperation with the international Network of Youth Excellence which operates in many universities around the world.

Research and academia – establishment of laboratories and research centers, establishment of divisions for research and specialization in renewable energies in existing research entities, introduction and reinforcement of new syllabuses and courses on sustainable energy at existing academic institutions, encouragement of

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academic and research excellence among young people and cross-border cooperation.

Training - formulation of as many training formats as possible in various fields to bring trainees to the region, which will brand the region as an expert in the field and will create jobs for facilitators, teachers and instructors.

Conferences, regulation and awareness - production of the largest biennial international renewable energy conference in Israel; the conference, which is attended by some 2000 participants from all around the world, will be held for the seventh time in November 2016. Professional workshops and forums take place on alternate years, all in the interest of reinforcing the branding of Eilat and Eilot, thereby developing unique opportunities for entrepreneurs working in the Arava by providing huge international exposure to their activity in the region.

Ecological tourism - turning all of the electricity generating facilities and field laboratories into tourist sites as part of the augmentation of the tourism options offered in the Arava, demonstration of these activities to the general public and heightening interest in the region. The region will be turned into a unique model of an open Visitors' Center.

It's important to point out that the activities of the Eilat-Eilot Renewable Energy Public Interest Company are divided into two different fields: **creation of content and ongoing activities, and establishment of physical infrastructure** which will provide responses for all of the activities in all of the fields that we want to develop. The greatest challenge is to bring high-level professional people to the region and to create the desired broad range of job opportunities for them, as well as all of the necessary infrastructure. And all of the Company's endeavors are in a field of great international significance at a time when the entire world is searching for ways to reduce greenhouse gas emissions and to strengthen the field of sustainable energy.

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