



KKL-JNF: Sustainability Is Our Middle Name





Ecosystems such as forests, wetlands, and grasslands provide human beings with numerous benefits such as food, fuel, genetic resources and fresh water. Their services are critical to human health and wellbeing: thriving ecosystems ensure air and water quality, climate and natural hazard regulation, erosion prevention, pest control and pollination. Equally important, they enrich our spiritual, cognitive and aesthetic experiences.

Climate changes, contamination of air, water and soil, and the loss of biodiversity are all signs of impoverished ecosystems and the need for sustainable development. Given modern lifestyles and technology, the only way to achieve sustainability is to balance economic, environmental and social needs.



It is our responsibility to protect our natural resources and pass them on to the next generation in better shape than they are at present.

The Goal is Green



For more than a century, Keren Kayemeth LeIsrael - Jewish National Fund (KKL-JNF), together with its partners worldwide, has worked toward a sustainable future for Israel. Its vast knowledge and experience have enriched global efforts to create a brighter future for our planet. KKL-JNF promotes the UN 2030 Agenda for Sustainable Development through new programs and ongoing activities, and works to achieve its Sustainable Development Goals (SDG's) including clean water and sanitation; affordable and clean energy; sustainable cities and communities; climate action; life on land; quality education; health and well-being; and partnerships with other countries.



Securing Israel's Natural Resources



Sustainable development, which seeks “to meet present needs without compromising the ability of future generations to meet their own needs,”¹ has always been an integral part of the work of KKL-JNF, Israel's oldest and largest green organization. In fact, KKL-JNF began implementing environmental-friendly policies long before the international community raised the first red flag. Its ground-breaking green initiatives include, for example, creating the largest planted forests in the Mediterranean Middle East, massive water recycling projects and the recreation of ancient agricultural systems.

The organization's name comes from the Hebrew root *kayam*, meaning existing and enduring, from which *kayamut* (Hebrew for sustainability), is also derived. Literally a fund for the sustainability of Israel, KKL-JNF promotes ecological land development – with a special focus on the Negev and Galilee – as well as environmental education, research and development. By preserving and enhancing Israel's beautiful natural heritage and treasures, KKL-JNF is creating a better world for future generations.

KKL-JNF manages its natural resources judiciously, using only the 'interest' they yield, without touching the 'capital.'



¹ | Brundtland Report, 1987, published by the World Commission on Environment and Development.



Sustainability is not just a slogan. It is a holistic perception of life that acknowledges the complex ecosystems that allow us to thrive.

Forests and open spaces: A vision of green



A key player in national environmental initiatives for more than a century, KKL-JNF has spearheaded the creation, management and preservation of hundreds of thousands of acres of natural forests, woodlands and urban green lungs across Israel. Its unprecedented forestry project, including the planting of 240 million trees, have increased forested areas by 1800% since the establishment of the State.

KKL-JNF promotes a sustainable afforestation policy consistent with global environmental concerns. It maintains 250,000 acres of natural forests and woodlands, works to prevent forest fires and implements advanced forest regeneration programs. It promotes biodiversity, protects green spaces from uncontrolled

urban development and expands green lungs in cities and towns. These activities mitigate climate change; improve air quality by reducing greenhouse gas emissions and by increasing carbon sequestration; contribute to the preservation of soil and water quality; and combat desertification. KKL-JNF woodlands assimilate about 3.7 million tons of carbon dioxide per year.

In addition, KKL-JNF has built over 8000 kilometers of forest roads and 1000 recreation areas with the goal of promoting public health and wellbeing and environmental awareness. Thanks to KKL-JNF's green vision, tens of thousands of visitors a year enjoy Israel's beautiful forests, woods and open spaces.





Wise water management: A vision of blue



Israel's fast-growing population and rising quality of life necessitate an increased water supply; this is a formidable challenge in a semi-arid country that suffers from frequent droughts. KKL-JNF's inventive efforts in this field have enriched Israel's water economy by a total of 260 million cubic meters per year and earned it the title of 'Israel's fourth aquifer.'

70% of Israel's wastewater is recycled, and KKL-JNF plays a major role in this endeavor. Its 230 reservoirs across the country enable the collection and purification of urban runoff and other water and serve as storage facilities for treated sewage water. In fact, JNF-KKL provides 66% of all recycled water

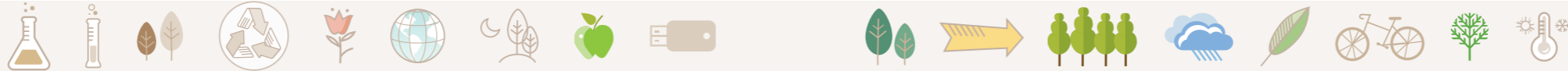
for agriculture, and about 30% of the total water provided for agriculture. These beautiful reservoirs are ecological hubs that serve as a home to many species of birds and fish.

Recognized as a world leader in water management and the preservation of wetlands, KKL-JNF's succeeds throughs ingenuity and foresight. Development of technologies for the purification of wastewater, rehabilitation of polluted streams, recreating ancient methods of planting trees in the desert and the promotion of water-sensitive cities are some of the unique projects through which JNF-KKL meets the national and global water crisis head on.





International Cooperation: Reaffirming our shared humanity



KKL-JNF shares its vast knowledge and experience through unique international partnerships, conferences, workshops and training programs. Its research initiatives and projects in the fields of management of water, open areas and forests, desertification and sustainable agriculture are applauded by international and government organizations from the US, Australia, Canada, Germany, South Africa, East Timor, Indonesia, Rwanda and many other countries.

Highlights of international activity

Saving the world's forests:

- KKL-JNF hosted the international MedPine conference, bringing together world scientists and conservation leaders with the purpose of developing science-based sustainable management programs for natural and planted forests.
- KKL-JNF is an international member of the UN Forum on Forests (UNFF) and the Food and Agriculture Organization's (FAO) Forestry Department, including five committees.
- KKL-JNF is an affiliate member in the European Forest Institute (EFI) and its Mediterranean Facility (EFIMED).

- KKL-JNF is a member of the International Union of Forest Research Organizations (IUFRO).
- KKL-JNF is a member of the United Nations Economic Commission for Europe (UNECE) and a National Correspondent to the Global Forest Resource Assessment (FRA).

Combating climate change and desertification:

- KKL is an accredited observer organization in the United Nations Framework on Climate Change (UNFCCC) and the United Nations Convention to Combat Desertification (UNCCD).

Promoting biological diversity:

- KKL is an accredited observer organization in the United Nations Convention on Biological Diversity (UNCBD).

In addition, KKL-JNF participates in national conferences dedicated to environmental issues, where it shares its expertise with scientists, environmental professionals, government officials and policy leaders across Israel. Recent examples include the 4th Israeli Climate conference held at Tel Aviv Museum of Art; a conference on Water Sensitive Cities held at Tel Aviv University; and a workshop on Sustainable Water Management held at the Technion, Israel Institute of Technology.





Community and sustainability go together



Sustainable development creates and maintains conditions under which humans and nature can exist in productive harmony. Promoting a social-environmental vision that is founded on education, transparency, and public awareness and engagement, KKL-JNF

- Implements Easy to Breathe, a national program launched together with the Ministry of Environmental Protection to enhance quality of life in crowded cities. This multi-pronged initiative will reduce air pollution and environmental risks through electrically powered buses and taxis and car-sharing projects, solar energy systems and green landscaping in public housing buildings, and urban green energy solutions.
- Works to ensure that its parks, open spaces

and information centers, who welcome millions of Israelis and tourists a year, are fully accessible to people with disabilities.

- Trains hundreds of volunteers a year who escort and guide tours, revive and explain ancient agricultural systems, operate information stations, help in nurseries, monitor forest areas on bike, and more.
- Strengthens public engagement and awareness of the importance of green spaces to quality of life through community forest projects and special initiatives, such as discouraging use of disposable tableware in forests.
- Builds and maintains walking and cycling paths that make nature more accessible to the public.

- Operates Wings of KKL, a network of first-class birdwatching sites in Israel.
- Enhances Israel's image as an environmental-friendly country through eco-tourism.
- Develops extensive formal and informal environmental education programs in cooperation with more than 2,100 educational institutions.
- Organizes public events that bring people closer to nature, such as National Cleanup Day.
- Promotes green lungs in cities.
- Calls on every citizen and tourist in Israel to take an active part in saving the globe by planting a tree.



KKL-JNF thinks green when it comes to energy too, and works to ensure a healthier, cleaner and safer environment.

Giving to future generations today



Partner with KKL-JNF



Become part of a dedicated global community working to protect natural ecosystems and make the planet a better place for our children and grandchildren.



Become part of a network of Israeli professionals standing at the forefront of international sustainable research and innovation.



Become part of a national effort to promote the quality of life of Israeli citizens across the country and preserve precious landscapes and resources.

COME JOIN US!





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KKL promotes responsible forestry

