

## Michael Ben-Eli Introduction

Ladies and gentlemen, it's now my privilege to introduce you to one of the world's leading thinkers on sustainability...

He is a brilliant visionary, who collaborated with R. Buckminster Fuller to rethink the ways that businesses and communities can use modern technology more effectively...

He is a respected scholar, who authored the widely-acclaimed "Five Core Sustainability Principles," which serves as a roadmap to sustaining a rapidly-growing population...

And he is one of Jewish National Fund's most innovative partners, whose lab pioneered Project Wadi Attir, the first sustainable agricultural cooperative in a Bedouin community, which has transformed barren desert land into a flourishing farming enterprise in the Negev, while boosting the region's economy and preserving local tribes' traditions. This model could be scaled around the world.

Ladies and gentlemen, please welcome the founder of The Sustainability Laboratory, Dr. Michael Ben-Eli!