



Desert from Within

DESERT From Within

The “**Desert from Within**” initiative aims to hold an **annual unique event** which exposes people to the Negev and brings them closer to it in mind and heart while getting to know its researchers and residents

DESERT From Within

Global warming and **climate change** are a problem facing us. These changes are **expected to accelerate** desertification and have far-reaching effects on humans and the entire ecosystem. Due to **Israel's** geographical location, it is **particularly sensitive to these effects**

Life in the **Negev** is in the shadow of a constant strain of **drought, uncertainty**, floods and a wide range of temperatures. Residents of the Negev throughout history have **developed methods and technologies to deal with the strain**

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We believe that **promotion and sharing multidisciplinary knowledge related to the Negev** in particular and the desert in general can help make life there more accessible and **promote the use of this knowledge** in other areas as well.

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We are planning the event to take place in the Negev Highlands area around May 2022 while focusing on 3 main locations

- **Yeruham:** A flourishing town with multicultural and spiritual activities
- **Sde Boker:** A center for academic innovation and extraordinary nature paradise
- **Mizpe Ramon:** A vivid cultural and creativity center with a world famous geo park



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*"Wisdom goes with South. It is written:
'Whoever seeks wisdom, south shall he go'"*
David Ben Gurion

- **Negev Highlands are a perfect location**
- **Research:** an academic research and knowledge hub for desert ecosystems
- **Start-up nation:** agri-tech, water-tech and renewable energy innovations centers
- **Climate:** friendly and moderate climate
- **Transportation:** Easily accessible from Tel-Aviv and Jerusalem



Audience

- Local Audience from Beer-Sheva and surrounding towns
- Audience from Tel-Aviv and Jerusalem metropolitan
- Families looking for edutainment activities
- Desert lovers looking to expand their knowledge
- Knowledge seekers looking to expand their horizons
- We are expecting more than 10,000 visitors in the first year



Lecturers and Guides

- Faculty members from Ben Gurion University reviling recent research and lab data
- Nature guides from Sde-Boker Field school showing secrets of the desert eco-system
- Artists and musicians sharing their desert art and music work
- Outstanding desert entrepreneurs showing their doings

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Activities

- More than 40 nature walks
- More than 30 workshops
- More than 20 special events (music, art, food)
- Central reservation and information center (online and via phone calls)
- Most events will be up to 4 hours long. Visitors would be able to combine more than one event in a single day from different locations
- Activities will be offered in wide range of disciplines including desert agriculture, renewable energy, botany, architecture, archeology, geology, art and music



Meeting the locals

- Bring the aspect of the human stories behind things
- What is the experience of living in the desert and being a desert man or woman
- What are the daily struggles of those who live in the desert.
- How did I get to the desert and why
- Are my choices influenced by life in the desert
- In all activities We will include a personal aspect and bring the personal story behind the researcher or guide leading the activity

DESERT From Within

Organizing Parties



BIDR
The Jacobs Blaustein
Institutes for
Desert Research



אוניברסיטת בן-גוריון בנגב
جامعة بن غوريون في النقب
Ben-Gurion University of the Negev



DESERT KNOWLEDGE
דעת מדבר





Cost

- **Organizing parties** will contribute their guides and lectures and an initial seed money to bootstrap the project
- **Event participants** will pay a low participation fee for the activities they attend
- **External donation** to cover marketing and operational costs
- Local **Volunteers** will be investing their time



Funds we are raising

- The **Organizing Parties** are investing an initial seed amount of **\$30,000 on top of offering their services and team for free**
- We need a **single donation of \$100,000** or several smaller donations to cover our marketing costs
- Funds received will be transferred to a special account managed by Ben-Gurion University and will have **no overhead costs or account management fees**
- Funds received in the USA, Canada and Europe can be issued a **tax deductible receipt** through Ben-Gurion's University overseas associations



Be (a) part

- We believe that “desert from Within” event concept which **has not been conducted before** will promote and help in **sharing desert related knowledge to a variety of audiences**
- We believe that once we succeed in the first year event **there will be room for such event each following year** and also in **other countries**
- We are very **enthusiastic and excited** about our initiative and **invite you to join us**