

BRINGING THE JCC TO THE GENERATION Y

ATTRACTING THE 18-35 YEAR OLDS
EUROPEAN SEMINAR - LONDON - FEBRUARY 2014



PROGRAMME

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Hotel

Participants will be staying in the **Holiday Inn Express Golders Green**, situated in North West London, very close to the heart of the Jewish Area "Golders Green" and Temple Fortune.

Holiday Inn Express Golders Green
58 Regents Park Road - London, N3 3JN



Sessions

All the sessions will be held in the London Jewish Cultural Centre, and a bus will take participants from the hotel at the beginning of the day and back to the hotel after finalizing the sessions



London Jewish Cultural Centre

Ivy House,
94-96 North End Road,
London - NW11 7SX
Tel - +44 (0) 20 8457 5000

Food

All the food served during the seminar will be kosher. Products for the coffee breaks will be brought from authorized and certified providers. Kosher breakfast is provided by the hotel.

Emergency Numbers

Mario Izcovich +34 678 455 490

Mariano Schlimovich +44 790 330 8289

Holiday Inn Express Golders Green +44 20 8371 6060

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Sunday February 9th UNDERSTANDING

12.30 Bus transfer from the hotel to LJCC



12.45 Welcome lunch

13.45 Welcoming & Presentation:

Jo Zrihen, President of EAJCC

Simone Mortara, ECJC Secretary

Judy Trotter, LJCC Education Director

14.30 **Introduction to the Seminar**

Mario Izcovich, JDC Director of Pan European programs

14.45 **Generation Y/ 18-25/25-35 years old in the times of "liquid modernity"**

Alberto Senderey, JDC Director of Europe.



Various research projects will be presented (primarily from ICCD) to gain better understanding of this generation and in particular the outlook of the Young European Jews.

15.45 **Coffee Break**

16.00 **Engaging Generation Y**

Lior Frenkel, entrepreneur.

In this workshop we will better understand the ways to reach generation Y and engage them with new projects. We will learn about the right marketing channels (e.g. mobile apps), the right tools (e.g. "gamification") and how to get them motivated and enthusiastic about those projects.

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17.30 Visit of the **JCC-Ivy House** with the team.

18.15 Bus transfer to **Moishe House**
163 Brondesbury Park
London NW2 5JN

19.00 *Panel*
Grassroots organizations: models and challenges.
Alejandro Okret, Director Moishe House
Kevin Sefton, Chairman Limmud,
Alma Smith & David Shaw, Co-ChairS Keshet
Moderated by Jean Charles Zerbib, FSJU- Israel



Moishe House, a pluralistic international organisation, provides meaningful Jewish experiences to young adults in their 20s. Their innovative model trains, supports and sponsors young Jewish leaders as they create vibrant home-based communities for themselves and their peers.



In its 34th year, **Limmud** is best known for its volunteer-organised cross-communal learning festivals that are organised in 80 communities around the world. The events are just part of the Limmud story. The choice, diversity and multi-generational nature of Limmud is also exhibited by the teams of volunteers who put them together, and experience their own Jewish journeys.



Keshet

A social action organisation founded in 2011, its mission is to advocate for change on behalf of LGBT Jews in U.K. Keshet works with the British Jewish community and the LGBT community to create a more inclusive Jewish community and to provide advice and support organisations.

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20.30 Dinner at **Moishe House**

21.45 Return to the Hotel

Monday, February 10th BEST PRACTICES

8.30 Bus transfer to **LICC**

9.00 Welcome words by **Louise Jacobs**, London Jewish Cultural Centre, Chief Executive.

9.15 **Why does anyone come?**

Clive Lawton, Educator and Consultant- UK

When we try to attract people we often try and think about exciting programmes or good topics, but first we need to think about what motivates people at all. What matters to them? Is there anything different about Jews, compared to non-Jews? Is there anything different about this age group compared to other age groups? And - always worth thinking about - what would attract us?

10.45 Coffee Break

11.00 **"The Business Network" - Junction**

Lela Sadikario, Director of Junction



JUNCTION

What is happening around Europe in terms of programs targeting Jewish professionals? What are the success and challenges running a network for Jewish businessman/women? Assumptions for the future.

11.45 Coffee Break

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- 12.00 **Old and new solutions for engaging young members**
Milan Jewish Community case study COMUNITA' EBRAICA di MILANO
Simone Mortara, Board member of Jewish Community of Milan, Italy
- Many organisational models have been applied to engage the young members of the Jewish Community of Milan. Decisions were made according to the needs of the community in different times from the 90's until today. Centralized approach, professionals, volunteers, activities inside and outside the JCCs, in Milan and in Europe. Analysing the successes and the failures of these models can help to envision what to do now. A new potential innovative solution is ready to be implemented. How long will last?
- 12.45 Lunch
- 14.30 **Jewish Business Club:**
Creating Opportunities for Young Jewish People 
Ilan Leiferman, JBC Vice President. Madrid, Spain.
- How a small community can face the challenges of the economic crisis creating opportunities for young jewish people?. How a grass-root group can strengthen the sense of belonging of a Jewish community through the professional perspective.
- 15.15 *Debate*
What do these organisations have in common?
What we have learnt?
Moderated by Jean Charles Zerbib, FSJU Israel.
- 16.15 Bus transfer to **JHub**
- 16.30 **JHub** - **Shoshana Boyd**, Director of JHub 
- JHub inspires and supports positive social change in the British Jewish Community and beyond. The JHub Network brings together people and organisations who share a commitment to Jewish values. It offers space for people to work, meet and learn- provides resources, development, training and events - champions the work and voice of social change organisations.

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- 18.00 Transfer to **JW3**, the new JCC in London.
Visit, Dinner & Concert.
Meeting with **Raymond Simonson**, JW3 Chief Executive

JW3
341-351 Finchley Road
London - NW3 6ET
+44 (0)20 7433 8988



The aim of JW3 is to transform the Jewish landscape in London by helping to create a vibrant, diverse and proud community, inspired by and engaged in Jewish arts, culture and community.

- 21.30 Return to the hotel

Tuesday, February 11th BUILDING TOGETHER

- 8.30 Bus transfer to LJCC
- 9.15 **How we can translate what we have learnt into our reality?
What to take? What to create?**
Work in small groups. Introduction by **Mariano Schlimovich**, ECJC Director.
- 10.45 **What can I take back home?**
Participants in small groups will discuss potential collaborations to develop new ideas.
- 12:45 Closing and lunch - **Jo Amar**, FSJU and **Mario Izcovich**, JDC
- 13.00 **EAJCC board meeting - by invitation**

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SPEAKERS



Lior Frenkel

Lior Frenkel is an entrepreneur - consulting, mentoring, writing and speaking about the digital world and how it affects us (Wired Magazine, Web Summit). He's the former CTO and cofounder of a social-video startup in Tel-Aviv, and the Founder of UNDIGITIZE.ME (a world-wide social project dealing with Smartphone addiction). Lior is now working on a new startup, creating an alternative school for Y-Generation that includes online studying, offline mentoring and learn-by-doing approach. You can check out few of his tricks here: www.movingmountainz.com



Clive Lawton

Clive Lawton, one of the founders of Limmud and still works on its international rollout. He is a world acclaimed educator and consultant on organisational, community and educational development. He specializes in going back to first principles and, through such radical approaches, refreshing thinking. He is scholar in residence at the LJCC, a founding board member of the new JW3 JCC, formerly a school principal, a governor of the Metropolitan Police, Chair of a Hospital Board, the first Chair of the Third World development charity Tzedek and Director of Education for the Municipality of Liverpool.



Alberto Senderey

Alberto is JDC Director of Europe. He directs JDC programs in 52 countries and initiated different programs such as the Leatid Jewish Leadership training center in Europe and Latin America, the Buncher Leadership program (dedicated specially to FSU and Eastern Europe) and the JDC International Centre for Community Development in Oxford, of which he is the President. He was chief editor of the following publications: "Chronicles of the Past, "Anthology of Jewish Short Stories"; and directed the "Plural" magazine for Latin America (1987-1991).