



**British Friends of  
The Hebrew University**

Our Future is Here

2011/12

**FUTURE**

# At the Top Table

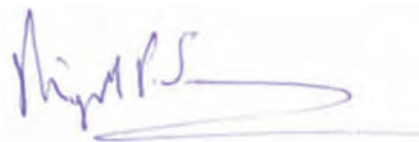
Claiming to be among the best of the best is one thing, however the Hebrew University of Jerusalem can now legitimately lay stake to that claim more strongly than ever before. The respected and internationally recognised ARWU world university rankings from Jiao Tong University in Shanghai, have impressively placed the Hebrew University 57th. **The Hebrew University is the only Israeli academic and research institution in the top 100.** In Mathematics, Natural Sciences, Computing and Law, rankings were even better placing the Hebrew University in the top 50. The significance of this cannot be overstated.



Today's 23,000 students, half of whom are post graduates engaged in some 4000 research projects and supported by over 1000 faculty members, can proudly demonstrate benefit to all citizens of the State of Israel. On the international front, extensive collaboration continues to grow through the sharing and application of know-how across the globe.

Your support, whether scholarships, research programmes or buildings and facilities really does contribute to healing, curing and feeding the world whilst promoting understanding between peoples.

I hope this edition of Future inspires as much as it informs. Thank you for your ongoing support helping to bring us all a better future.

A handwritten signature in blue ink, appearing to read 'Nigel S.', with a long horizontal flourish underneath.

Nigel Salomon, Chief Executive

# Digital vision

British Ambassador Matthew Gould MBE and his science attaché Dr. Adee Matan visited the Hebrew University's Edmond J. Safra Campus enjoying an opportunity to examine the new virtual cane, recently developed by Dr. Amir Amedi and his team, that will significantly improve the orientation and mobility of sight-impaired people. The cane will assist blind people in estimating the distance and height of various obstacles.

The invention, which functions as a virtual flashlight, can replace or augment the classic white cane. The virtual cane emits a focused beam towards surrounding objects, and transmits the information to the user via a gentle vibration, similar to a cell phone vibration. The cane incorporates several sensors that estimate the distance between the user and the object it is pointed at. This allows the blind person to assess the height and distance of various objects, reconstruct an accurate image of the surroundings and navigate safely. The virtual cane is small, easy to carry, accurate, can function for up to 12 hours and is easy to charge.



Ambassador Gould is actively involved in promoting collaborative scientific exchanges and programmes between Israel and Britain and serves as chairman of the newly established UK-Israel Life Sciences Council.



During his visit, he heard all about the Hebrew University's innovations and achievements in the fields of brain research and medical regenerative research, areas of focus for proposed collaborative initiatives.

# GAIN OVER PAIN

The cure of chronic pain is a major unmet medical need that has reached pandemic scale, causing extensive personal suffering and costing large amounts of money in medical expenses and lost productivity. Lack of an adequate understanding of the mechanisms of pain prevents the development of more effective therapies.

Thanks to the British Friends' Carew-Shaw Distinguished Medical Faculty Award Dr. Alex Binshtock is back in Israel at the Hebrew University, as a senior lecturer, undertaking research in order to better understand the pain mechanism.

Dr. Binshtock, the 40-year-old, Odessa-born physiotherapist with a HU doctoral degree in neuroscience returned from an instructor's position in anaesthesia at Harvard Medical School and Massachusetts General Hospital to a lab at the Hebrew University-Hadassah Medical School. Adds Dr Binshtock "The Harvard University campus is pleasant, but Jerusalem, the university and the medical school campus in Ein Kerem are stunning."



His laboratory at the Hebrew University studies behavior of living pain-specific neuronal cells in cultures and brain slices. The research includes recording the electrical activity of neuronal cells and pain fibres. It also includes advanced tests to characterise in-vivo behavioural responses to various noxious stimuli.

In 2007, a paper Binshtock and his team published in *Nature* was ranked by the F1000 (an international body of the world's leading scientists who judge the impact of current research) as the number one research publication of all time in neurology and number two in a variety of medical and science fields.

Dr. Binshtock received the Distinguished Carew-Shaw Award for a 3 year period to support in-depth research about pain mechanisms which affect 20 percent of mankind.

After Edward Carew-Shaw passed away in 1998, aged 97, his wife Millicent (Millie), not being Jewish, became curious about Edward's Jewish background and his innate kinship with the Hebrew University. At the age of 86, she joined a mission to Israel of the British Friends Living Legacy Programme and was enamoured by all she saw.

When she in turn passed away in 2006, her entire substantial estate, including that of Edward, was bequeathed to the Hebrew University to fund a prestigious faculty award for research into the most prevalent and persistent diseases and medical conditions of our time.

The results of Dr. Binshtock's research will yield novel and fundamental insights into the molecular mechanisms of pain sensation and may elucidate new potential targets for the treatment of inflammatory and neuropathic pain and the development of new pain-specific anaesthetic drugs.

## **Did you know?**

*The Hebrew University of Jerusalem has conferred over 120,000 academic degrees to date. It has 23,500 students today, half post-graduates and 5% Doctorates and has over 1/3 of all Israel's PhDs.*

# WHAT'S NEW AT THE HEBREW U

## Think locally, act globally

Jointly operated by the Gilo Centre for Democracy, Citizenship and Civic Education, and the Federmann School of Public Policy and Government, 'Glocal' ('Global Community Development Studies') is a newly launched Hebrew University programme taught in English with studies covering the latest research, theories and practical skills related to the work of NGO's in impoverished countries. Professor Steve Kaplan, Academic head of the Programme comments 'this is an innovative MA programme designed to impart expertise in fields relevant to the development of local communities in impoverished regions across the world'.

Another distinguishing feature of the programme is the requirement to spend a semester (four months) working 'in the field' with an approved overseas NGO which specialises in a relevant area of development work such as community development, advocacy, public health, agriculture and education. The programme launched in 2011.

## Man's best friends

Unique in Israel and the Middle East is the Hebrew University Veterinary Teaching Hospital where students receive their clinical training in conjunction with the Koret School of Veterinary Medicine. An emergency service operates 24 hours a day, 7 days a week. Of the total number of 12,000 cases received each year, more than 75% are referral cases from veterinarians around the country.



This hospital is exceptional in that it is the only hospital in Israel with modern facilities and equipment staffed by more than 45 veterinarians and a comprehensive range of internationally and nationally recognised specialists. The veterinary Hospital is always in need of support for a wide range of projects.

# A race against time

The Centre for Jewish Art, established in 1979, is the world's foremost academic institution dedicated to the preservation of the Jewish artistic heritage, entirely devoted to the study, research and publication of information about Jewish Art. At present there are about 200,000 documents of objects originating from all over the globe.

The fieldwork of rescue expeditions is a race against time finding abandoned or destroyed monuments and objects which are at risk of being stolen and sold by auction or dealers.

The main research tool of the Centre is the Jerusalem Index of Jewish Art, an iconographic database whose aim is to document all extant Jewish visual material. The index includes documentation of ancient Jewish art, Hebrew illuminated manuscripts, ceremonial objects and synagogue furnishings, modern Jewish art and architecture of Jewish monuments and sites.



# To Open the Door

A university education is a key qualification for many positions in modern society. At the same time, the cost of a degree continues to rise and government grants continue to be cut. Every year, British Friends of the Hebrew University is proud to send a number of British students to the Hebrew University. We provide many of them with the financial support they need to study, live and thrive during their time in Israel.



We recognise that it is not only British students that need our help. We see supporting dis-advantaged Israeli students as an integral part of our connection with the University. Older than British students, Israeli students often have families and young children to support.

In addition, the University attracts students from further afield too. Students flock to Jerusalem from around the world to learn skills in medicine, veterinary science, public health and agriculture to take back to their communities. We are proud to support them both during their time at the University and afterwards, when they take their skills home and begin to make a difference.

Each year, 14,000 of the University's 24,000 students apply for financial aid – join us in supporting Israel's future leaders, innovators and Nobel Prize winners. Your gift could contribute towards a scholarship or could fully fund a scholarship. Although gifts may not be designated to a specific student, donors have the option to request a specific faculty or degree, (Undergraduate degree – £2,500, Master's degree – £6,500, PhD – £8,500), new immigrants and pre-academic studies (Mechina) graduates. Scholarships can bear your name or that of a loved one.

Once a year the British Friends send a written profile about your scholarship recipient. This is often accompanied by a personal note of thanks

## ***Did you know?***

*The Hebrew University of Jerusalem excels in world-class research, conducting 43% of Israel's biotechnology research, operating more than 100 research centres with over 4000 research projects*

from the student. We can arrange for copies of the report to be sent to family members and friends.

Scholarships may be sponsored by an endowment or by a one-time donation.

“ The generosity of people like you makes possible the growth of new generations of scholars, pursuing their research to the best of their ability and thus enriching the knowledge and self-understanding of humankind in general and of the Jewish people in particular. ”

*Yigal, physics student*

# 74th Hebrew University Board

## Honorary Doctorate – Trevor Pears CMG

Respected philanthropist and business leader, Trevor Pears CMG has devoted his time, energy and resources to furthering the values of social justice and responsibility through academic, social and civic programmes in Britain, Israel and the developing world.



He is a close friend of the Hebrew University and has given substantial support to its international graduate programmes in public health and agriculture and to the creation and enhancement of academic ties between Britain and Israel. The Pears Scholars Programme enables students from Africa and Asia to attend the University's world-class international graduate programmes in public health and agriculture.

The Pears Foundation is a strategic partner of the Hebrew University in harnessing Israeli knowledge and expertise to help address major challenges facing the developing world. Dozens of the Pears Scholars Programme alumni now hold senior positions across Africa and Asia.

In recognition of his commitment and his profound friendship to Israel and the University, Trevor has been conferred the degree of Doctor Philosophia Honoris Causa of the Hebrew University of Jerusalem.

## Honorary Fellow - Richard Ross

A prominent businessman in Britain, Richard Ross actively perpetuates his parents' legacy of good deeds and charity through the Rosetrees Trust which supports wide-ranging medical research in Britain and Israel, in particular at the Hebrew University of Jerusalem where it supports many senior scientists.

Established by his parents Nat and Teresa Rosenbaum in 1987, to mark their fiftieth wedding anniversary, the Rosetrees Trust has proven effective in enhancing medical progress, confronting some of today's most critical illnesses.

Richard has always enjoyed work but entering the world of philanthropy was, and continues to be, an uplifting experience. He has been inspired and enthralled to learn what problems great medical minds are solving.

In recognition of his outstanding example of philanthropy and in appreciation of his generous support for the Hebrew University, Richard Ross has been named an Honorary Fellow of the Hebrew University of Jerusalem. The Rosetrees Trust also enjoyed the dedication of an inscription on the Hebrew University's Wall of Life.



# of Governors, June 2011

## Kaye Awards



The Kaye Awards for successful research resulting in worldwide commercial applications, were established in 1994 by Isaac Kaye to encourage faculty, staff and students of the university to develop innovative methods and inventions with good commercial potential. Isaac Kaye is a prominent industrialist in the pharmaceutical industry, a British Friends' trustee

and long-time governor of the Hebrew University.

Professor Haim Rabinowitch of the Robert H. Smith Faculty of Agriculture, Food and Environment, was named the 2011 first-prize winner. Rabinowitch was recognised for his long-term innovations in genetic and breeding technologies such as tomato, onion and shallot seeds.

## The Polonsky Prizes

The Polonsky Prizes for Creativity and Originality in the Humanistic Disciplines were established several years ago through the generosity and vision of Dr. Leonard Polonsky and the Polonsky Foundation. The Polonsky Prizes give clear recognition to both senior and junior members of the faculty of Humanities, who have demonstrated the highest standards of scholarship.



## Elliot Philipp

A moving ceremony took place at the Faculty of Medicine of the Hebrew University in memory of Elliot Philipp a leading UK obstetrician and gynaecologist and long-time Associate Governor of the Hebrew University. The medical library was the fortunate recipient of his extensive collection of old and rare books on gynaecology which are now on display. Elliot's son, Alan, trustee and honorary treasurer of the British Friends was on hand with his wife, Gail, and other family members to mark the very special nature of the occasion.



## Birk Prizes

Few families can claim 4 generations of support for the Hebrew University. Starting with a bequest in the 1940s, this year the Birk Family supported

four prizes to faculty members, doctoral candidates, post-doctorates or other leading researchers in the fields of law and agriculture, both disciplines considered by the Birk family to be 'enablers' in society.



# A World of Friends

A community of Friends' groups supports the Hebrew University from across the globe also offering friendship and networking opportunities.

## Europe

Across the many European Friends organisations, efforts are devoted to supporting the Hebrew University's plans to become a world-leader in neuroscience, to unlocking the mysteries of the brain and to finding cures for some of the world's most intractable brain diseases such as Alzheimer's and Parkinson's Disease.

The 23rd European Conference will be held 3-6 November in Venice. For further information see the Save the Date section.

## USA

The American Friends Association was established in 1925. Today it is committed to continuing the work of the late Robert H Smith at the New Science Teaching Laboratories. A state-of-the-art laboratory teaching centre represents a new facility on campus, close to the Institute of Biochemistry, and is enabling undergraduate students to keep pace with the ever-changing world of plant and animal sciences.

## Australia

The Australian Friends was founded in 1936. The organisation has been continually active since then, especially in Sydney and Melbourne, supporting students and academic exchanges while raising funds through lectures, events and bequests from estates. Despite the distance from Australia to Jerusalem, the Hebrew University receives many students and visitors from 'down under'.

## Canada

The Canadian Friends Association was founded in 1944. Canadian philanthropist, President and Trustee of The Asper Foundation, Gail Asper, hopes that a new entrepreneurial programme will empower Arab women in East Jerusalem to join the workforce and contribute to a peaceful society in Israel. The Asper Centre for Entrepreneurship at The Hebrew University of Jerusalem has joined forces with the Al-Quds Dialogue Center, a non-political organisation in East Jerusalem.

Gail Asper comments "If you get the women educated and out there working... that is the path towards a peaceful society."

## Argentina

The Argentinian Friends Association was formed in 1934. In Summer 2011 Professor Nissim Benvenisty lectured on stem cell research at the 5th Buenos Aires Innovation Symposium. Prof Benvenisty is Director and lead researcher at the Department of Genetics of the Hebrew University of Jerusalem.

### Did you know?

*Yissum – the Hebrew University's technology transfer company, holds 7,000 patents and has granted more than 530 technology licenses. It is also responsible for commercialising an array of successful products that generate over \$2 billion in world-wide sales every year.*



# Passing the Baton

Hebrew University Alumni represent many graduates who now hold influential positions in Israel and the world.

The Hebrew University Alumni Association - UK was established 3 years ago and since then has been in contact with over 1,000 alumni based in the UK, through a variety of events and via e-newsletters.

This year we decided to adopt the **Unit for Students with Learning Disabilities** at the Hebrew University – a small, but very important unit that helps promising students to persevere in their studies and overcome the challenges posed by various learning difficulties in reading, writing, mathematical calculations and focused listening. Many students with disabilities suffer from several types of disability at the same time.

## ***Did you know?***

*The Hebrew University of Jerusalem was established in 1918 and opened in 1925. Founders include Albert Einstein, Martin Buber Chaim Weizmann, Sigmund Freud and Chaim Nachman Bialik.*

The Centre provides a wide range of services for the students with learning disabilities, including diagnosis, counselling and information, tutoring programmes and academic support, education and counselling

for University staff, as well as cooperation with researchers in developing new tools to support the students.

The unit also provides workshops offered on various subjects, including time management and organisation, academic reading, memory skills and more.

Out of 1000 learning disabled students currently enrolled at The Hebrew University, the Centre provides personal support to 40 students.



In addition, at least 20 students are desperately waiting for access to individual specialist support, which is critical for the completion of their degree programmes. Unfortunately, expansion of the Personal Support programme is severely limited due to financial constraints.

We believe that this is our turn, the Hebrew University Alumni, to give something back to the University and to help those students to stay in this important academic institute, giving them the opportunity to have the same experience that we once had.

To play your part, please contact Rona Zinman at the BFHU office.



**ALUMNI**

# A Group for Everyone

## Women

The BFHU Women's Group is long established, dedicated to raising money for the Hebrew University. In 2010 a financial contribution was made to an Arab-Israeli PhD Pharmacy student. During 2010/11 a full programme of fund-raising events was undertaken, including a Tea Party at the Houses of Parliament, kindly sponsored by Lord Greville Janner, a Q&A evening chaired by Lord Grabiner QC, and a concert of Sephardic music.

## Legal

BFHU's Legal Group, chaired by Lord Pannick QC, organises occasional talks on current legal affairs, the annual Lionel Cohen Lecture at the Hebrew University Faculty of Law, as well as holding an annual fundraising dinner. The object of funds raised is to support the Israel Justice Centres for social responsibility. Their aim is to nurture a generation of socially committed lawyers who will also provide pro bono legal services to disadvantaged groups. This year the guest speaker is The Right Honourable, The Lord Judge, Lord Chief Justice of England & Wales, who was the 2011 Lionel Cohen lecturer.

## Young Legal

A vibrant group including both qualified and trainee solicitors and barristers undertaking several educational and social events each year. The group has enjoyed discussion evenings by Lord Neuberger and Lord Hoffmann with a breakfast meeting planned for October 2011 (see Save the Date section). Funds raised, in common with the main legal group, are designated in support of the Israel Justice Centres.

## Medical

Active since the earliest days of BFHU, the medical group seeks new committee members to help build on recent activities.

May saw the first annual lecture in memory of the late Elliot Philipp FRCS, FRCOG who passed away in 2010 at the age of 95, a prominent obstetrician and gynaecologist. Alan Philipp, Elliot's son, BFHU trustee and honorary treasurer initiated this lecture series on the subject of medical ethics. Chaired by Lord Wolff, the event included lectures by Baroness Ruth Deech and Prof. Raanan Gillon enjoyed by a mainly medical audience of over 100. The next lecture is in planning for 2012 with proceeds going towards medical scholarships at the Hebrew University's medical faculty at Ein Kerem, Jerusalem.

## Glasgow

The Glasgow Group has been operating for many years, dedicated to supporting a range of University needs from libraries to scholarships. The Group holds periodic events including an annual fund-raiser.

## Dublin

The long-established Irish Friends recently hosted two leading Hebrew University academics, Yaacov Bar-Siman-Tov, Professor of International Relations at the Hebrew University and Professor Eran Feitelson, past director of the Federmann School of Public Policy and Government and current head of the Geography Department's specialisation track in Environmental Management, Planning and Policy.

## Bournemouth

A newly established group whose first two speaker evenings involved major academics from the Hebrew University. The next event is in February 2012.

## Leicester

Leicester Friends of the Hebrew University is holding a Winter 2011 event delivered by a guest from the Hebrew University Faculty of Law.

# Exploring Jewish life

**Developed at the Hebrew University, The Florence Melton Adult Mini School is a unique programme that brings Jews together from across the spectrum, to study together in a lively and interactive environment to achieve greater Jewish literacy.**

Jonelle Roback (41) followed her parents, Gillian and Michael Reik who graduated Melton in 2004, and who herself graduated the Melton's programme in 2011. "I joined the programme just to find out more about Judaism in general", she said. "Melton gave me a very broad view on many topics and how the different denominations of Judaism think about them".

Gillian is thrilled that Jonelle has completed the two years programme. "It has opened up a whole new interest for me in Jewish studies. I am a perpetual student of the Melton's Graduate programme which I enjoy very much", she says and Jonelle adds "it is because of my parents that I have become more interested in the how's and why's of Judaism, so it's great that my mum has done the programme so we can discuss certain things".

Classes meet in north London once a week, 30 weeks of the year, for two years. The classes, which are a mixture of textual exploration and discussion, are led by a variety of teachers who have proven experience in teaching adults. Once finishing the Melton programme, the graduates become a very important part of the Hebrew University Alumni Association and enjoy meeting other alumni in a variety of events.



# Save the Date!

Join us for our upcoming events this autumn. You can find more information about our events or to book your place on our website – [www.bfhu.org](http://www.bfhu.org).

## **Thursday, 27 October 2011, 8.15am-9.45am**

The Young Legal group is proud to host Reuven (Ruvi) Ziegler who will talk about **Israel Supreme Court interventions in security, terrorism and war.**

## **Friday, 3-6 November 2011**

The Hebrew University's 23rd **European Conference in Venice** "The Song of Songs from Jerusalem to Venice" – will include renowned lecturers and experts in the field of music, literature, philosophy and religion. Guest speakers will also include Hebrew University President Professor Menahem ben Sasson and Rector Professor Sarah Stroumsa.

## **Thursday, 1 December 2011, 7.00pm**

The Legal Group is proud to hold its **Annual Legal Dinner**. Chaired by Lord Pannick QC with guest speaker The Right Honourable The Lord Judge Lord Chief Justice of England & Wales.

## **Wednesday, 22 February 2012**

The Hebrew University Alumni Association-UK will hold an event dedicated to the Hebrew University's **Unit for Students with Learning Disabilities.**

## **Friday, 8-13 June, 2012**

The 75th Meeting of the **Board of Governors** at the Hebrew University of Jerusalem.

For more information or to book a place at any of these events please visit our website [www.bfhu.org](http://www.bfhu.org) or call the British Friends team on **020 8349 5757**

# How far would you go to help fight disease, promote peace and feed the world. How about Jerusalem?

LAST  
FEW PLACES  
AVAILABLE!

A unforgettable and exciting 8 day visit to the Hebrew University, at no cost to yourself, 28 Oct - 4 Nov 2011. 5-star hotel. Scheduled El Al flights.

**The British Friends are offering a unique expenses paid 'Living Legacy' trip to this world class centre of learning.\***

Meet the scientists and students, visit labs, learn about the latest breakthroughs made by researchers and experience first-hand how Israel's brainpower enhances its reputation worldwide.

A minimum legacy of £10,000 per person is required.

For more information call Gill Benson on 020 8349 5757 or e-mail [gill.benson@bfhu.org](mailto:gill.benson@bfhu.org)

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The Hebrew University**  
Our Future is Here



\*Terms and conditions apply

Get online to follow the exciting developments at the Hebrew University [www.huji.ac.il/huji/eng](http://www.huji.ac.il/huji/eng) and the British Friends [www.bfhu.org](http://www.bfhu.org)

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*giftaid it*

If you are a UK taxpayer the government will add 25p to every £1 you donate to the BFHU at no cost to you. You must pay an amount of income Tax and/or Capital Gains Tax for each tax year (6 April one year to 5 April the next year) that is at least equal to the amount of tax that the charity of British Friends of Hebrew University will reclaim on your gifts for that tax year.