



Green Israel Pub Quiz - Leader's Guide

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Supplies Necessary:

- A screen and speaker system of sufficient size so that everyone in your audience can properly watch and hear the media portion of the program
- A DVD player or computer and corresponding projector
- The "Green Israel Pub Quiz" program DVD
- Printed version of the Program "Leader's Guide" (file on program DVD)
- Printed trivia questions for each participant/group (file on program DVD) and an answer key for the judges
- Pens or pencils
- Prizes (try to have something that can be divided amongst team members)
- iPod with Israeli music (optional)
- Pictures and posters of Israel and Israeli nature to post on the walls (optional)

Program Goals:

The main goal of the program is to provide insight into Israeli society and its connection to the environment, through the use of pop culture media, such as commercials and video.

The Israel Pub Quiz aims to educate participants about Israel in a way that is both organic and fun. It does this by infusing an Israeli atmosphere, accompanied by trivia, into a bar night. Participants will learn about Israel and gain appreciation for issues that are at the forefront of Israeli life.

Green ISRAEL Pub Quiz

The depth of this educational experience can be modified according to the goals of your event. You can choose to keep it light or add deeper insight with the discussion questions found at the end of this leader's guide.

Location:

The ideal location is a pub/bar with a private or semi-private room, though any gathering place will suffice so long as there is a screen/TV to display video and a sufficient sound system.

Participants:

Good for any number of participants, though it is recommended to have at least 20 participants so as to create an atmosphere of group competition. The event can be modified using non-alcoholic beverages for those that are underage.

Duration:

We recommend 2 hours total. Programmed time (from initial announcement to final announcement) is 1 hour.

Program Breakdown:

- 1) Mingling – 30 Min
- 2) Intro and Explanation – 10 Min
- 3) Videos and Quiz – 30 Min
- 4) Grading – 10 Min
- 5) Conclusion – 10 Min
- 6) Additional Mingling – 30 Min

Green ISRAEL Pub Quiz

- Part One: Mingling

This is a pub quiz, with an emphasis on the informal atmosphere. Let your guests mingle and enjoy themselves before starting up the festivities. You may want to hand out quiz cards to people as they enter the premises. Israeli music in the background, posters and pictures of Israeli nature on the walls and Israeli snacks can really enhance the feel of this program.

- Part Two: Intro and Explanation

Your crowd is now at full schmooze. Take a few minutes to get them all quiet and (possibly) seated. If you haven't already handed out the quiz cards to everyone, do so now. Introduce yourself and the organization. Take a few minutes to explain the goal of the night and, most importantly, the rules.

Here is a basic rundown of the rules for the night:

1. Each group receives a Pub Quiz Card. Participants should self-divide into teams of 2-5 per Quiz Card.
2. The Quiz Card has 31 questions on it. 20 questions are general Israel trivia and 11 questions are linked to the videos on the DVD.
3. Eleven video clips will be screened. Each clip is around 30 to 60 seconds long. Clips will be screened in succession, twice through. Participants should fill out their cards as the clips are screened.
4. After the screening is over, participants will turn in their cards to be graded by the judges, based on the answer key. The judges will grant prizes to the teams with the highest scores.

Green ISRAEL Pub Quiz

- Part Three: Videos and Quiz

This section will contain instructions on the video phase, then breakdowns of each clip you will show. Use the information on each clip as you see fit. It would likely be best to give some background to the crowd to establish a logical setting and also to infuse some cultural knowledge. Without some sort of background, chances are the crowd will miss the deeper elements of each clip.

Video Phase Instructions:

This is the heart of the event. Eleven video clips will be screened in succession. Each clip is 30 to 60 seconds long and each should be screened twice to be sure that everyone saw all the info. Clips can be screened additional times at the request of the audience, or to fill some time. Screening time of all 11 clips should be approximately 20-25 minutes. During this time participants should fill out their Quiz Cards as each clip has a corresponding question.

Clip Breakdowns:

- Recycle Heaven

Original Air Date: 2010

Company: The Israel Recycling Consortium (ELAH)

Discussion:

- The goal of this commercial is to educate the public, increase public trust in the recycling process, and show that it really works (and that an old bottle can be transformed into something else). Alas, the commercial doesn't show the "environmental price" of the recycling process: high energy use, use of scarce fresh (and drinkable) water, and pollution of its own. Should environmental education also show the negative sides of recycling?
- The Israeli Recycling Law was passed in 2001, just as Israel was experiencing the beginning of the Second Intifada and its negative impact on the economy. Despite the hardships, the law was passed, but who should be paying the price for increased recycling? The end consumer who provides the raw (used) materials free of charge, or the government that has so many other things to worry about?

Green ISRAEL Pub Quiz

Mega Green

Original Air Date: 2009

Company: Mega, Israeli Supermarket Chain

Discussion:

- This commercial showcases the cooperative nature of protecting the environment. Do you think every individual should be charged with this responsibility, or is society collectively responsible? What are the implications for each?
- The stars of this homemade commercial aren't your usual young and attractive big city types, who might be more inclined towards environmentalism, but rather middle-aged small town folks. How can the "green" message effectively make its way to more challenging audiences?

A Gift of a Tree

Original Air Date: 2011

Company: KKL- JNF

Discussion:

- Since the founding of the Jewish National Fund (KKL), the Jewish People have been planting trees in Israel, through donations or by physically making their way to the Holy Land. What commitment do the Jewish people feel toward Israel? Should Jews from around the world be more concerned with the environment in Israel than other places around the world?
- Are there other ways for Jews around the world to contribute to the environment in Israel? What are some examples?

Better Place

Original Air Date: 2011

Company: Project Better Place

Discussion:

- Trading up to an electric car is an expensive endeavor. Is being environmentally friendly a luxury that only the wealthy can afford? How can we ensure that everyone can be environmentally friendly, regardless of their means?
- The countries of the world, through a series of international conventions, have stated the importance of reducing air pollution worldwide. These reduced emissions could be achieved through the closure of factories and thus affect millions of jobs. What price must we pay for the sake of future generations? Is the livelihood of millions too heavy a price?

Green ISRAEL Pub Quiz

Supersal Tourists

Original Air Date: 2010

Company: Supersal - Israeli Supermarket Chain

Discussion:

- In recent years, environmental awareness has become mainstream, and being “green” is a popular trend. As a result of environmentalism being so popular today, it’s become commercialized, and there’s also plenty of money being made riding this “green” wave. Do you think that’s fair?
- Should protecting the environment be a grassroots cause that augments official conduct, or should it be instituted as an integral part of the government’s responsibilities? What are the pros and cons of each approach?

JNF Travel

Original Air Date: 2009

Company: KKL-JNF

Discussion:

- Israel is known as a country whose citizens are deeply familiar with its natural environment, and, through school and youth movement field trips, have all personally set foot on its hiking trails. Why do you think this is more popular in Israel than other countries?
- Are recycling and conserving energy enough of a connection to the environment, or does one need a more tangible connection to nature? Can you truly be “green” from behind a computer screen or from the comfort of your home, or do you have to have first hand experience with nature to be a true environmentalist?

Flower Children

Original Air Date: 2008

Company: 555 - Israel Direct Insurance Company

Discussion:

- Are there limits to environmental commitment? Over the years various organizations have been willing to sabotage and harm companies and people who pollute or otherwise harm the environment. Do the ends justify the means, and the concern for the future of the plant warrant the use of extreme measures?
- The dilemma of preservation vs. development is complicated. When do we choose to protect nature and when must we pave a new road?

Green ISRAEL Pub Quiz

Green Fuel

Original Air Date: 2008

Company: BAZAN Oil Refineries

Discussion:

- In what ways can we be environmentally friendly other than widespread recycling and reduced emission programs? Where else can we improve?
- Is there such a thing as “green fuel”? Is our goal to reduce pollution or to eliminate it all together? Recycle or reuse? Are we striving to repair the world, or to not ruin it to begin with?

Think Israel

Original Air Date: 2010

Company: Israel Tourism Ministry

Discussion:

- In this commercial we see Israel’s tourist destinations which convey a sense of freedom and enjoyment in the country’s natural beauty, but also ignore Jerusalem and many other sites of historical significance. Can we connect with the environment without involving our Jewish heritage? Are the two related? Is one more prominent than the other?
- What Jewish values relating to the environment are you familiar with? How do they contribute to the environment?

Recycling Police

Original Air Date: 2011

Company: The Israel Recycling Consortium (ELAH)

Discussion:

- Does protecting the environment have to be rooted in laws that must be enforced, and their offenders prosecuted? Is it moral to punish an individual who chooses not to alter their lifestyle to adhere to new environmental laws?
- In this commercial we see how a child educates a parent to recycle. How can we, as citizens, influence decision makers to invest in protecting our environment?

Green ISRAEL Pub Quiz

Mityabeshet

Original Air Date: 2009

Company: Israel National Water Authority

Discussion:

- In recent years, Israel has begun a process of transitioning its drinking water from natural fresh water sources to desalination. What new challenges could arise (economic, security, and other) from this strategic shift?
- Israel, like many countries, faces problems relating to global climate change and “desertification”. Is it our responsibility to provide aid to other countries (in Africa, for example) feeling these effects? Where do we draw the line (receiving environmental refugees)?

- Part Four: Grading

Gather all the quiz cards and have the judges grade them. This should take about 10 minutes. You may decide to give two points to every DVD-based question, and one point to every general trivia question. If you have too many teams with the same score, increase the amount of points you award to specific questions so that there is a clear winner. Tally up all the scores and pick the winning team.

- Part Five: Conclusion

Make an announcement to declare the winning team/s and distribute the prizes. Make sure to thank everyone for coming, thank your sponsors, take a bow, and wish everyone a good night. Let them know that they have additional time to mingle (if scheduled).

- Part Six: Additional Mingling

The game is over but the night isn't! Let everyone enjoy the social scene as the night winds down.