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Liad Ortar (EU & Israeli citizenship)

Born 1974

<p>Experience</p>	<p>1/2006 <i>Arkada Initiatives Ltd.</i></p> <p>Founder and CEO</p> <ul style="list-style-type: none"> • Establishing a leading CSR & reporting consultancy in Israel: <ul style="list-style-type: none"> - Translating the GRI G3 guidelines to Hebrew, published December 2006. - launching the Hebrew guidelines in a special convention hosting Ms. Teresa Fogelberg. - Writing the first full GRI report in Israel (B application level) for Bank Leumi Le-Israel, Israel's second largest bank. - Leading the Israeli steering committee for formulating the country annex to the G3. - Consulting the Ministry of Environmental Defence for enhancing reporting trends in Israel. • Environmental Consultancy – selected clients - Coca Cola, Intel Israel, Bank Leumi Le-Israel.
	<p>6/2004 – 8/2005 <i>Zalul (NGO) – Environmental Protection</i> Haifa, North of Israel & Rivers Campaigns Director</p> <ul style="list-style-type: none"> • Israel's Ngos (Haim Vesviva) representative to the Nap (National Action Plan part of the implementation of the Barcelona convention) – still residing. • Leading public campaigns for the protection of polluted rivers in Haifa & north of Israel (Kishon, Naaman etc). • Conducting environmental assessments (and producing reports) of 'hot spots' in Haifa and Acco Industrial areas. • Promoting the integration of Environmental concepts in local authorities in Haifa and neighboring municipalities. • Leading a nation-wide campaign for the restoration of fresh water supply to the stream and rivers in Israel. ('Returning life to the rivers'). • Initiating and executing a special program for youth involvement in Env campaigns. •
	<p>5/2002 – 6/2004 <i>Private Consultant</i> (Private Office specializes in Environmental Media - Political consultancy)</p> <ul style="list-style-type: none"> • A Pratt Foundation Award Winner for managing an on-line Environmental Forum. • Special Adviser to Israeli Environmental NGOs appointed by 'Life & Environment' The Ambrella Organisation to Environmental NGOs. • The Underwater Observatory, Eilat. • The National Council for Voluntarism in Israel. • Israaid – The Israeli forum for international humanitarian aid.

	<p>9/2001 - 4/2002 <i>Morell Issue Management</i> PR Director & Campaign Manager</p> <ul style="list-style-type: none"> • Creating, planning and executing country-wide campaigns. • Managing the PR clients of the office.
	<p>11/2000-8/2001 <i>The Koteret Group</i> Senior Account Manager</p> <ul style="list-style-type: none"> • Planning PR activities for Israeli Hi-Tech companies (Start-up and NASDAQ firms). • Managing and leading Media Relations for those companies. • Dealing with media crisis management.
	<p>3/2000 – 11/2000 <i>Greenpeace</i> Campaign Manager</p> <ul style="list-style-type: none"> • Planning, Budgeting & Executing Greenpeace campaigns in Israel . • Recruiting new activists to the organization and leading them in different actions in Haifa, Tel-Aviv and Jerusalem . • Doing All media work of the organization activities - local, national and International press.
	<p>6/1999 – 3/2000 <i>Ministry of Public Security</i> Assistant to the Minister</p> <ul style="list-style-type: none"> • Responsible for all political connections to the Minister. • Director of the Violence Prevention Governmental Committee.
	<p>7/1998 – 3/1999 <i>The Labor party</i> Assistant to M.K Prof Ben Ami</p> <ul style="list-style-type: none"> • Recruited new supporters . • Planned and implemented the primaries campaign . • Managed a 50-volunteer team from country-wide. • Built the infrastructure for M.K Ben Ami's winning the first place in the Labor Party primaries.
	<p>5/1997 – 4/1998 <i>Peace Now</i> Coordinator of the settlements watch team</p> <ul style="list-style-type: none"> • Led a team of volunteers that gathered information . • Produced the annual settlements population map.
Languages	<ul style="list-style-type: none"> • Hebrew – Mother tongue • English – Fluent writing & reading • French – Basic
Education	<p>1997-2000 The Academic College of Tel-Aviv-Jaffa</p> <ul style="list-style-type: none"> • B.A – Politics and Society Department <p>2003 - 2005 Tel-Aviv University</p> <ul style="list-style-type: none"> • M.A – Geopgraphy & Human Environment Studies <p>Additional Courses :</p> <ul style="list-style-type: none"> • The Technion- Special Training Program for Public Participation Consultants • GOME (The Isreali Moderation Center) – Moderation course