

Federation CJA - Call for Proposals, 2016-2018

The opportunity

The years 2016-2018 offer a unique window of opportunity for the entire Negev, and the Beer Sheva / Bnei Shimon region in particular. These will be critical years in building momentum towards what some call "the golden decade of the Negev," during which we expect a confluence of national, regional and local events, chief among them the move of the IDF bases to the Negev, to create a significant effect of development and growth in the Negev.

In view of the immense opportunity for regional development posed by these factors, Federation CJA of Montreal – which has been a proud partner in the development of Beer Sheva and Bnei Shimon since 1998 – decided to shift its support towards new projects in fields that **promote quality of life**. We see this factor as the most likely to increase the vitality and attractiveness of Beer Sheva and Bnei Shimon as a place to live in the eyes of talented young people, from the region and otherwise.

Federation CJA invites proposals for projects in Beer Sheva and the Bnei Shimon Regional Council in the following three areas:

1. Arts, culture and creativity as an impetus for the development of public space (Creative Place-Making);
2. Wellness and Healthy Lifestyles; and
3. STE(A)M (Scientific+Creative) Education

1. Arts, culture and creativity as an impetus for the development of public space (Creative Place-Making)

This refers to projects under the umbrella of *creative place-making*, which will create areas of liveliness within the public space in collaboration with the local community, enrich the diversity of local art and culture with original content, encourage artists and creators to work within these communities, and attract visitors to the area. Chosen projects will be of high artistic quality, engage the local community and demonstrate innovation in the fields of culture and creativity.

These projects will be required to use art and culture to create a vibrant, attractive and aesthetically pleasing "scene" for the general public in a defined public space. The projects must demonstrate how the local community can be a part of the project's creation, execution and maintenance.

2. Wellness and Healthy Lifestyles

In recent years, the ability to maintain an active and healthy lifestyle has become a significant factor in young families' choice of where to live. An active lifestyle and healthy living connotes healthy eating habits, physical activity and healthy and balanced behavioral habits. Projects that promote an active lifestyle and healthy living create easily accessible opportunities for all family members (jointly and separately) to engage in each of these areas, thus contributing to the development of new, healthy habits for the family as a whole.

Project proposals in the field of active lifestyle and healthy living will be required to articulate a systemic approach that supports changing lifestyles and encourages activity in the public space. In addition, proposed projects must incorporate all relevant institutions and organizations, including the formal education system and informal education, and must be innovative in both the activity itself and in its structure.

Proposed projects can be ongoing (such as classes or educational programs) or cyclical events that are planned in a way that promotes a change in habits, but they cannot be stand-alone events. Priority is given to projects that incorporate advanced technologies.

3. STE(A)M (Scientific+Creative) Education

Until recently, scientific education was considered the most advanced toolkit that we can give our children. Today, many in the world of education argue that this set of tools is no longer enough; in order to grow the next generation of problem-solvers, we must create learning environments that teach scientific thought and technological literacy while also encouraging creativity and artistic expression. This educational stream is called STE(A)M education (Science-Technology-Engineering-Arts-Mathematics).

Proposed projects must identify and answer heretofore unaddressed educational needs and solve real problems, while also combining original creation and encouraging familiarity with various crafts, imagination, practicality and creativity.

Projects must bring together professionals from the fields of science, technology and the arts and encourage educators in these fields to operate in the Negev. Priority will be given to projects linking the formal and informal education system and that integrate populations who have little exposure to scientific and technological programs (girls, Bedouins).