

# JNF Tu BiShvat on Campus Programs



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**ISRAEL**  
forever.

JNF Tu BiShvat on Campus programs are a great way to engage college students to celebrate Tu BiShvat, plant trees in Israel, make eco-friendly choices and help Israel and the environment.

#### Program Goals:

- Observe Tu BiShvat; plant trees in Israel.
- Educate college students about environmental issues.
- Celebrate Tu BiShvat in an authentic and spiritual manner.
- Provide creative programs about initiatives found in Israel.
- Teach students to make a positive impact on the eco-system by planting trees in Israel.

*JNF will provide various marketing materials and other products to enhance these programs.*



#### ACTION ITEM 1:

### Celebrate Tu BiShvat; Plant a Tree in Israel

**PROGRAM:** As the Jewish new year for trees, Tu BiShvat serves as a reminder of our responsibility to nature. Traditionally, Jews plant trees for the holiday. By planting trees, students are celebrating Tu BiShvat, and making a positive impact on the environment. Fulfill this tradition by hosting a campus wide tree drive! Either sell trees to students for \$18 per tree or have a campus goal to raise a specific amount of money to purchase trees as a group. JNF can supply tree planting forms and a tree poster to help track your progress.

**PLANTING TREE COSTS:** · \$18 to plant one tree · \$500 to plant a garden of trees  
· \$5,000 to plant a grove of trees

*All campuses will receive a certificate; campuses that raise over \$5,000 receive a plaque.*



#### ACTION ITEM 2:

### Tu BiShvat Seder

**PROGRAM:** Jews celebrate Tu BiShvat with a Seder, similar to the one held on Passover. We eat from the seven species that are unique to Israel, and drink red and white wine in different combinations to acknowledge the changing of the seasons. Using JNF's haggadah as a guide, students can conduct this Seder to promote the environment and Israel. Serving an eco-friendly meal is suggested to further enhance the new year for the trees, which could entail using fresh, locally produced foods and recyclable goods. It is also customary to encourage participants of the Seder to plant trees in Israel in honor of the holiday.

**MATERIALS:** JNF will provide a Tu BiShvat Box, containing:

- Tu BiShvat haggadah that includes songs, recipes, discussion questions, action items, and blessings.
- Tree Planting Forms
- JNF "I Heart Trees" stickers
- DVD of JNF projects in Israel/JNF Environmental Programs
- Blue Boxes to put around the Jewish center
- Posters to decorate the room

Contact us at [collegeactivists@jnf.org](mailto:collegeactivists@jnf.org) or at (212) 879-9305 ext. 245 for more information or to order materials.



**ACTION ITEM 3:**

## Green the Jewish Center

**PROGRAM:** Tu BiShvat was originally a day when Jews in Israel evaluated how many trees they owned and how many fruits they produced. Now, Tu BiShvat is an opportunity to evaluate one's contribution to the environment. Students can calculate the environmental impact of their Jewish center and then collect money to plant trees in Israel to offset its environmental impact.

**STEPS FOR GREENING THE JEWISH CENTER:**

1. Have a greening event where students get together to calculate the center's environmental impact using JNF's Carbon Calculator on [www.jnf.org/goneutral](http://www.jnf.org/goneutral).
2. Raise money to plant trees in Israel through JNF to offset the center's environmental impact, in honor of Tu BiShvat. (Students can fundraise in their dorms, classes, cafeterias and Hillel/Chabad/JSU).
3. Utilize social networking sites and any list serves to raise money for the tree drive.

**MATERIALS:**

- JNF will provide environmental pins for students to wear around campus, as well as stickers that remind people to "turn off the lights" when leaving a room.



**ACTION ITEM 4:**

## Bring an Environmental Speaker to Your Campus

**PROGRAM:** Bring an expert on Israel and the environment to campus. Tu BiShvat is a great time for this program to show students the relation of environmental issues to Judaism, but speakers can be used any time throughout the year. To conclude the program, ask each student to plant a tree in Israel in honor of a friend, family member or even the speaker. This is a great way to finish the event and to teach students the importance of planting trees in Israel for Tu BiShvat.

**HIGHLIGHTED SPEAKERS:**

**Ellen Bernstein** – *Founder of Shomrei Adamah*

- Topics:** · Reading genesis Ecologically · The place of nature in the Bible · The Deep Ecology of Tu BiShvat  
 · Water in the Bible · Ecology of the Holidays · Ecology of Jewish Time

**Gary Suskauer** - Director of the Brownfields Initiative for the City of Baltimore Development Corporation

- Topics:** · General Environmental Issues · Climate Change · JNF's Environmental initiative, GoNeutral

**Rabbi Michael Cohen** – *Former Executive Director of the Arava Institute*

- Topics:** · Judaism and the Environment · Why the Environment is a core Zionist Value  
 · The Environment as a Bridge to Peace in the Middle East: The JNF supported Arava Institute for Environmental studies on Kibbutz Ketura  
 · Insights into Judaism · Torah commentary

**Dr. David Katz, Ph.D.** – *Expert on the Environment and Israel*

- Topics:** · Environmental policy in Israel · Water management in Israel and the Middle East  
 · Tran boundary environmental issues between Israel and it's neighbors  
 · Arab- Israeli cooperation: progress and obstacles

**Rabbi Lawrence Troster** – *Director of the Fellowship Program at Greenfaith*

- Topics:** · Jewish Environmental Ethics · Creation Spirituality  
 · Jewish environmental spiritual practice · A Jewish Response to Climate Change  
 · Environmental Justice · Environmentalism from a religious perspective

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