



Disruptive tour Tel Aviv

Roadmap

2 – 7 March 2020

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1. Program

During the short disruptive tour, we had an intensive and interesting program. We had to be in Geel at 4 am, we didn't have much energy left once we got to our Hostel in Tel Aviv around 4 PM. After dinner, most of us went to bed quite early.

Luckily we didn't have to get up that early. Around 9:30 AM a bus from HIT (Holon Institute of technology) came to get us and drive us to the university. Once we got there, we were warmly welcomed by Isabel, who presented us food and drinks.

We got a lecture (it could have been a Ted Talk) about the culture from the Israeli, which came as a shock to most of us. Apparently young adults have three years of army duty. Every single person in Israel has therefore been in the army, which has a huge influence on social life (keep in mind it's the Israeli army and not Belgian army).

After that we got an interesting and mind blowing talk about wearables where we were being catapulted in the science-fiction world of huge companies like Google. After a delicious lunch several Israeli students pitched some ideas to handle real life problems (like traffic jams). After being in the same room all day long, we were pretty glad we could go to our hostel (to be in the same room, again. Joking, we were truly satisfied with this informative day).



Wednesday we had an interesting talk about design thinking. We've learned to turn an idea into a concept. Normally we would work this day together with the Israeli students but due to a miscommunication we did it alone with our group. This didn't take anything away from this amazing experience. Many students thought this was going to be the most interesting day but we were wrong.

Thursday, what a wonderful day! We visited two mind-blowing companies: Watergen and the Peres Center for Peace and innovation. Two companies that made our mouths fall open. Watergen on one hand is a company who 'filters' water out of the air. We got to try the tasty water and ask questions. In the Peres Center we got a marvellous tour and got to learn about the dearly departed CEO Shimon peres (also Ex-president of Israel). One thing we'll definitely never forget: DREAM BIG!



2. Accommodation:



Our Beachfront Hostel was actually nearly perfect for us. We had an amazing breakfast every day, awesome views and a cool lounge rooftop. We were a little sad when we entered our room for the first time: 10 people in a little space of 15 m² was pretty oppressive. Nevertheless, we quickly grew closer to each other and got used to each other's presence. In the future we would definitely come back to Beachfront Hostel.

But if the budget were bigger, we would opt for bigger rooms.

Another option would be The Florentine Backpackers Hostel, but looking at their website rooms aren't a lot bigger. And they don't have an awesome view of the sea. Another option would be Hostel BU93, from €17 a day, but without breakfast. But this hostel was closer to the beautiful marina of Tel Aviv.



At the end, Beachfront Hostel probably was the best option for a group of 12 people. If the bookings are in advance, two rooms of 5 people would be better. This way there can be a girl's room and a boy's room. Then there is a little more privacy. Sometimes it was a little bit chaotic, but that has its charms.

3. Lunch and dining recommendations

Our absolute favorite restaurant was without doubt *Hamburg*, where we got huge burgers for an honest price, and... happy hour! The restaurant was right next to our hostel, so pretty perfect for lazy (or tired) people after a long day. When it was happy hour then we could have two beers or cocktails for the price of one! Wonderful.



A bit further down the road there's an awesome looking Falafel bar. A local restaurant that every visitor should try. Lord, am I happy we did it! The restaurant is called *Falafel Gabay* and gets pretty good reviews on TripAdvisor. Something we should definitely do it again next time we're going!

When you want to try something completely different. You can always go to the Thai House, which also gets awesome reviews on TripAdvisor. Here you can expect very spicy food. So in Tel Aviv you can find many different restaurants. Everyone can find something they like.



4. Touristic information

Yafo

Yafo, also known as Jaffa, is how the old city centre of Tel Aviv is called. It's easy accessible by foot or taxi. In this part of the city you can find several alleys and old buildings. In a specific department of Yafo, we were able



to see a large number of restaurants and bars with various price categories. During our walk we were able to see a bridge. According to the story we were told, the bridge would bring us luck. Touching a part of the railing with one hand and then looking at the sea, should bring luck. Every Sunday to Friday you can find the Flea market, which is an exceptionally nice experience. You can find a lot of stuff over there, for example souvenirs and herbs. It is surely something for your to-do-list in Yafo. We also found an old bakery where we bought some delicious pizza's and croissants.



Tel Aviv



Tel Aviv is a city that never sleeps and where you can always find something interesting to do. Nightlife starts at 2 am, but happy hour is a lot earlier, most of the time already starting at 5 pm. There are a lot of cool bars right in the centre. Tel Aviv is located next to the Mediterranean sea, so you can walk near the beach or you can go to the vibrant city centre. At the sea area you can have a view on a large number of hotels: starting from immense buildings to some lovely hostels. Near the sea, there is a very

long walkway. Through that way you can enter the white sand beach. You can participate at a lot of sports like running, playing volleyball and surfing. Whatever you think about, you can find it over there



Jerusalem



Jerusalem is the capital centre of Israel. It's a cultural city and a Holy place for religious people where you can find Jews, Christians and Muslims all together. Time flies by without feeling anything over there. Some well-known places are for example the Western Wall in the Jewish quarter and the place where Jesus died. When you visit the Western Wall you can see how the Jews pray. In the building located next to the Wall, you can see a window on the ground where you can set eyes on the first stones of the wall. Very interesting to see.

The Church of the Holy Sepulchre is the place where Jesus was crucified, buried and resurrected. It makes the place something for the Christian's bucket list. Inside you can see the tomb that Christian people want to touch. The story tells us that on that stone Jesus was laying naked.

Walking in the old city is a very nice experience. There are a lot of small alleys over there with special symbols and words which are written. For example you can see 'God is love' at the door of a monastery. Tis city is really worth a visit, but you have to make some time to have a real experience over there..



Dead Sea



The Dead Sea is the lowest point on Earth (-420m). It's a part of the long border between Israel and Jordan. The water consists 40% salt. You can float on it! It's very hard to get your legs down. The lake (Dead Sea is a lake in real) has a medical advantage because of the salt and the minerals. You can use slippery mud on your body as health treatment. At this point the water level continues to fall, so the

politicians are looking for a solution. If you want to float without any effort, you really have visit that lake. After the visit you can take a shower, but for the health treatment you better can take a shower without any chemical soap. Near the showers you can find some shops with souvenirs and many creams for your skin. Something you definitely should put on your bucket list.



5. Transportation

The biggest airport of Israel is Ben Gurion International Airport. There is a direct connection with Brussels South Charleroi Airport 4 times a week with Ryanair. The flight duration is about 4.5 hours. You can travel from Ben Gurion airport to your destination by train, bus, taxi, domestic flight,... We traveled to our hostel with a bus. The buses are modern and clean, so you can travel in comfort. The driving time is about half an hour to our hostel.

You can also take a train from Ben Gurion airport to Tel Aviv city centre for 13.5 shekel (3.4 euros). So this is also a cheap option.



Taxis are cheap in Tel Aviv, so if you don't want to walk you can easily take a taxi to your destination by raising your hand on the street to the many taxi drivers. For example some of us take a taxi from the hostel to Yafo, 10 minutes driving. It costs about 30 shekel (7.3 euros).

Another option is to take the public buses in Tel Aviv for only 6 shekel (1.5 euros). But some buses are overcrowded during rush hour.

The public transport in Israel is cheap and comfortable. You can take public transport 24 hours but from Friday afternoon till Saturday afternoon there is Shabbat. That means that public transport is no option so you must take a taxi or hire a car for transportation. The prices on Shabbat are more expensive than on other days. Lastly the quality of the roads are comparable to Belgium, they clearly weren't the best but good enough.



6. Budget

The prices in Israel are comparable with the prices in Belgium. Some things are cheaper and some are more expensive. First of all we paid 500 euros to our school so they could book the flight tickets, accommodation, transport,...

The hostel was around 20 euros per person per night with breakfast included. So this was very cheap but a good option for us. We only paid our drinks, food and personal expenses with cash. There are many ATM machines where everyone with a credit or debit card can withdraw money. At most places there is an extra cost for cash withdrawals so you must watch out where you take the money. Some are more expensive than others.

We withdrew two times 400 shekels, which is almost 200 euros. With this money we paid our food, drinks, and one hour hire for a surfboard.

The restaurant prices are comparable with the Belgian prices. Only alcohol is more expensive than in Belgium. So most of the time we bought our beers or soft drinks at the local supermarket. This was much cheaper than drinking in a bar or a club.

So the prices are not cheap but for this experience, it was worth it.



7. Practical information

We went in March so the weather was better than in Belgium, it was around 20°C - 25°C. Most of us underestimated the weather, there was a lot of wind in the afternoon. Definitely bring a coat for the evening activities.

You will need an Israel travel adaptor 16A for your laptop. You can buy this at Mediamarkt or at Bol.com. Your regular phone adaptor can be used without the 16A adaptor.



We were near the beach, so bring your beachwear! Tel Aviv is a very active city, there are many outdoor workout spots. Bring your work out clothes, so you can join the locals on their daily jogs or their outdoor gyms. As you already know, we shared our showers, so flip flops are definitely a must have! Since you will visit schools and businesses it is important to bring appropriate clothes for these occasions! Don't forget to bring your best mood so you can enjoy every moment of the trip!



8. Culture



Israelis are very outgoing and social, anywhere you go they will be interacting with you. Their food is mostly Kosher, it's made according to Jewish dietary regulations. They are known for their delicious Hummus and falafel. I think almost everybody gained a few pounds coming back, so you won't be disappointed. You will notice that the students are older than in Belgium. This is due to the military duty they have for 3 years after secondary school. Women and Men both have military duty. Israelis take pride in

their military and it's a big part of their life.

Running is something that is very popular in Israel. About 40 000 people joined the annual marathon.

Israel is known as the start-up nation of the world. This is due to their different way of life. In the military you could already be a social worker, a soldier, a gym teacher at 18. These are skills they learn at an early age, so that later they can apply it to their education or start up. There is a high need for a lot of things which inspires most start-ups. An interesting fact is that Waze and the USB were Israeli innovations.



9. Student profile

Any student can apply to participate in the journey, although it is the most interesting for students with an innovative mindset and a keen interest in entrepreneurship. It's also important to be willing to learn and interact with a culture that has a different past and values than ours.

Some other things should also be kept in mind. Having a decent understanding of the English language is definitely a must for the participants.

While not strictly necessary, grades that are decent, as well as being able to keep up with ongoing classes can make it easier for a student to choose to participate in the experience.

10. Preparation

The trip is to a non-European country, clear communication between the participants and within the group is an absolute must. The journey will probably also raise a lot of questions about all of the practical things that are involved.

Initial communications through email were used to schedule the first meetings. After this most new meetings and information were communicated using WhatsApp. In the weeks leading up to the trip there were two meetings held. A first one a few weeks before, and the second one the week before. These meetings were very informative, as it allowed for some concerns to be resolved.

These meetings also allow the group to get familiar with each other before the trip. This way everyone gets a chance to meet each other and discuss several things. Such as in our case, relational gifts (like local food), distribution of work (presentation, this roadmap) and what to take along with us.



11. Partners

It is possible for others to join the tour. However the disruptive tour is still mainly aimed at students looking to learn more about the different companies and mindsets encountered during the trip. The amount of partners that can join the tour should be limited to one or two people. This means that if any extra people want to join, they should be able to contribute to the experience.

Another teacher also joined the group. This turned out to be quite a good thing, as she was very knowledgeable about entrepreneurship and innovative companies. So some extra company that knows a lot about the subjects of the trip is definitely an added value.

It would be interesting for Voka or Unizo to join since they specialise in entrepreneurship. They could use the information to help Belgian businesses.

Overall, this was a once in a lifetime experience. If you are interested in a different culture, love innovation and entrepreneurship, this trip is for you! It will really disrupt your world!

