

# Equitable Cities

FOR THE NEGEV & THE GALILEE

## The need

The State of Israel has 9.3 million inhabitants, and about 7 million of them live between Hadera and Gedera. By 2048, Israel's centennial year, the population is expected to be 17 million. If today's trends continue, 75% of Israeli residents will overcrowd 25% of its territory, creating insurmountable crises. The development towns of the Negev and Galilee are underdeveloped and are main centers of inequality today. The negative image and inner-city narrative prevent companies and families from relocating to cities that are struggling to progress.

## The solution

The development of two additional thriving centers in the Negev and Galilee that will become national growth engines, independent centers of life, and will serve as a magnet for all sectors looking for a better quality of life and future opportunities. By leveraging and developing growth and expansion potential in existing cities, entire regions will thrive and become independent and sustainable communities of growth.

## The purpose

"Equitable Cities" is a national program that accelerates development of the peripheral cities in the Negev and Galilee. Partnered with Government ministries and authorities, this program works to reduce social gaps and poverty, increase demand for housing, encourage urban growth and quality employment; turning the city into a magnet for new residents and a source of pride for the current inhabitants.

## Economic, social, and demographic accelerator turning development towns into Equitable Cities

*"Ofakim's partnership with OR Movement stimulates a stream of new residents and businesses to the city every year and as a result, an economic and demographic boom. The new residents and families possess motivation and drive for creating a strong sense of community."*



Yitzhak Danino  
Mayor of Ofakim

## Our mission

Creating prosperous cities that are a source of pride for all inhabitants and an attractive option for new, potential residents. Operating closely with the local authority and community leaders, to generate a desired image of the future and its implementation, based on the unique assets the city has to offer.



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FOR THE NEGEV & THE GALILEE

## Project components\*

### Economic growth

**\$850k** per year over 3 years

With infrastructure for sustainable economic growth, companies relocate to purpose-built innovation centers

### Community growth

**\$200K** per year over 3 years

Community leadership in neighborhoods unifying old and new residents

### Demographic growth

**\$450k** per year over 3 years

Impact groups relocate to cities, and thousands of more people are facilitated with the relocation process over 2-3 years

\* for each chosen city

## Our partners (partial list)



**Shimon Lankri**  
Mayor of Acco



**Beni Biton**  
Mayor of Dimona



**Anat Nehemiah**  
CEO, Edmond de Rothschild Partnerships



**Meirav Galili**  
CEO, Menomadin Foundation



**Yitzhak Danino**  
Mayor of Ofakim



**Aviad Friedman**  
CEO, Ministry of Construction



**Oded Forer**  
Minister of Development of the Periphery, the Negev & the Galilee



Sarona Partners



TechPoint

## Expected impact

### OVER 10 YEARS

- **Expedited development** of the city through shifting budget allocations amounting to \$20-50M resulting in sustainable urban development and growth
- **30 developed community neighborhoods** throughout the country
- **Significant employment and economic infrastructure** with 200 relocated companies and start-ups in the Negev and Galilee, and 30 anchor institutions
- **100 thousand pioneers** choose to build their homes in the cities of the Negev and the Galilee

## Operation (2 to 3 years per city)

- With a defined economic cluster for each city OR creates **infrastructure for sustainable economic growth**
- **Launch of an Innovation Center** in the heart of the cluster's activity
- **3000 relocations**
- **2 active impact groups per city**, organized around a common issue that has a significant outcome



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