

AN EXEMPLARY STATE

MEDINA L'MOFET

MENTAL & COMMUNITY RESILIENCE SPRINT

MEDINA L'MOFET

Medina L'Mofet is OR Movement's social change accelerator that provides innovative technological solutions to Israel's core national challenges while supporting economic development, mobility, and resilience in the Negev & Galilee. Our overall goal is to create a better quality of life and promote the development and growth of the Negev & Galilee as the new centers of Israel. Together, with industry experts, thought leaders, and the most talented innovators from around the world, we are building a future where Israel is unified, stable, and safe, growing in a variety of fields, in all parts of the country, for all citizens. We provide thought leaders and entrepreneurs the opportunity to collaborate and harness the power of technology to create bottom-up solutions to Israel's core national challenges across 8 areas of life (housing, employment, transportation & infrastructure, health, education, culture & tourism, agriculture & environment development, and personal security). Key initiatives that respond to a national challenge, use innovative tools, address a wide public, and generate long-term impact are selected for a pilot program in development cities/towns in the Negev & Galilee and undergo a broad assimilation program into the Israeli market.

THE MENTAL & COMMUNITY RESILIENCE SPRINT

The Mental & Community Resilience sprint launched in August of 2021 as a response to the adverse mental and social effects of the Covid-19 pandemic. The increase in stress, anxiety, depression, and loneliness among Israeli residents significantly decreased mental and community resilience.

The Sprint is led by a team of mental health and community resilience industry experts, researchers, investors and thought partners. The immediate goal of our sprint is to find solutions that strengthen mental and community resilience in Israel.

THE CHALLENGE MODEL:

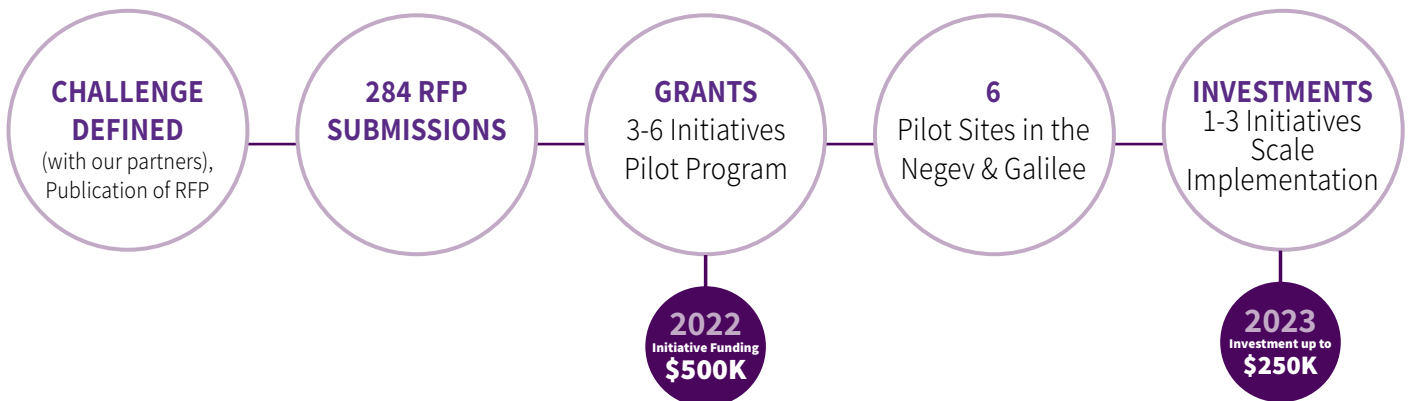
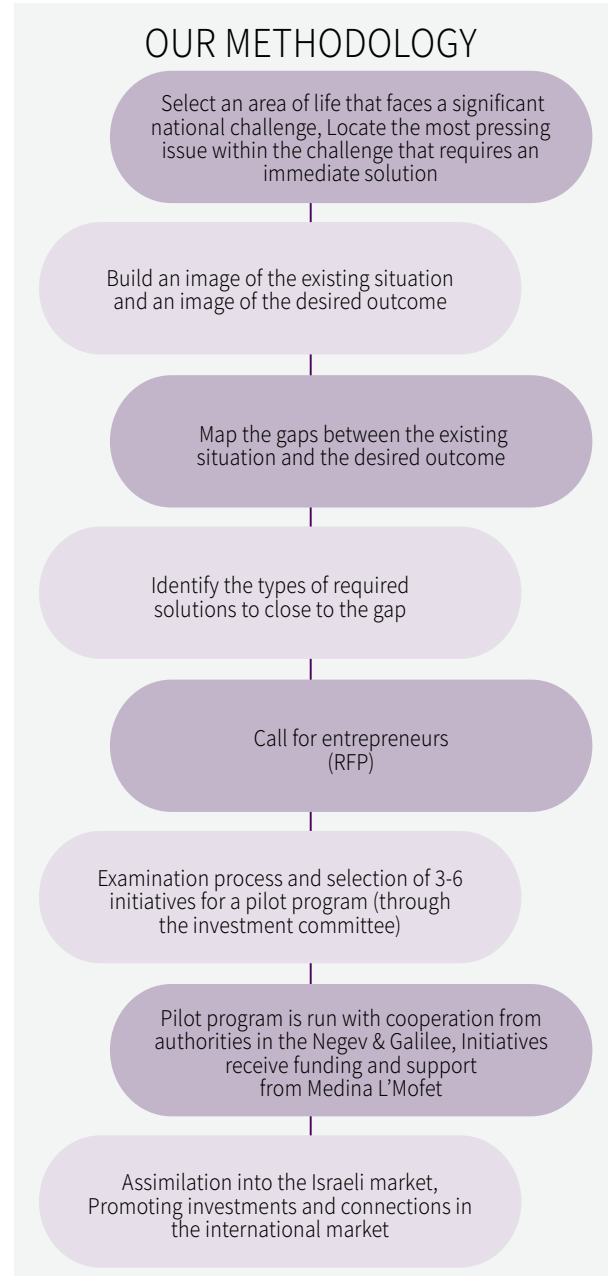
CREATING MENTAL & COMMUNITY RESILIENCE

Initiatives should respond to the 4 key challenge elements outlined in the research and mapping process: significance, systemization, accessibility, and connectedness.

Personal and mental well-being, social trust, mutual guarantee, and social ties must be strengthened, stress must be reduced. Our research indicates that a strong community can produce exponential change in mental & community resilience for the State of Israel.

Impact must be created at 4 levels: Individual/Family, Community, Municipal, National

THE MENTAL & COMMUNITY RESILIENCE SPRINT



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An application that helps and empowers families in life-disrupting crisis through community aid circles, and by pooling municipal resources and other available resources in the area. Using AI and ML technology, the application automates the process of building community aid circles which allows for quicker response times, bypasses the emotional barriers that may prevent applying/receiving aid, and creates an accessible community aid system that enables families to overcome crisis and create an adapted lifestyle. In addition, the application gleans data at the municipal, regional, and national levels to study, locate, and examine residents' needs and refer resources accordingly.

Active Pilot Program Sites:

Dimona (Negev), Akko (Galilee)



A next-generation social network application that drives community building, connection, and belongingness. The application automates the organic joining and building processes of communities by matchings residents according to their geographical location and shared activities/hobbies and provides users in-person opportunities to meet and participate in shared activities/hobbies. Using AI and ML technology, the application gleans insight from regional and national data regarding the preferences and needs of residents to produce customized solutions at the neighborhood, community, municipal, regional, and national level. The application has approximately 100K users in Israel to date.

Active Pilot Program Sites:

Ofakim (Negev), Akko (Galilee)



A public and community-oriented collaboration platform that provides diverse, friendly, and accessible productivity and sharing tools for effective multi-participant discussions, group decision-making, meaningful discourse in dedicated groups, and personalized updates and ideations between authorities and residents, community members, companies and customers. Using AI and ML technology, the application automates the processes of public partnership and gleans insight which positions all users as the driving force behind the generation of immediate and long-term value from the system in an efficient and professional manner.

Active Pilot Program Sites:

Carmit (Negev), Dimona (Negev)

Future Pilot Program Site:

Kiryat Shmona (Galilee)

Members of the Leading Team & Investment Committee

Prof. Dan Ariely

Psychologist & Behavioral Economist

Adi Altschuler

CEO & Founder, Inclu Schools

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