

Million TO Billion

MAXIMIZING THE IMPACT

THE SITUATION

Israel was once known as the innovation-hub of the middle east and home to start-ups and visionaries. Despite known success, entire sectors of the population are experiencing economic inequality, social disparities, and religious and ethnic tensions. Israel's geographic center (Tel Aviv & Jerusalem) was a growth engine, but has weakened due to the increase in housing prices, cost of living, and traffic. Covid-19 highlighted the need for infrastructure solutions, resilience planning and economic and urban development policy reform. Additionally, Israel's population is expected to double to over 17 million people by 2048, bringing 13M people to the already over-populated center. According to the OECD Better Life Index, of the 4M people living in the Negev and Galilee, 70% are of lower socio-economic status and live a quality of life comparable to that of third-world country.

The State of Israel is at a crossroad and requires emboldened decision making backed by vision, policies, actions and budget. For the past 20-years OR Movement has been a steady partner, aligning the Government, Private and Public sectors around a shared vision and executing bottom up solutions. The time has come to secure Israel's future for the next century.

THE SOLUTION

In 2002 OR Movement set out to connect the nation through a meaningful mission inspired by the leadership of Herzl and Ben-Gurion. The vision is for Israel to become the best country in the world to live in- united, stable, thriving in a variety of fields, in all parts of the country, and for all citizens. The solution - to transform the Negev and Galilee from peripheral regions into independent, prosperous, growth generating centers, and for Israel to become a recognized three-center country.

THE METHODOLOGY

Throughout the past twenty years OR developed a methodology (Flywheel) that shaped a national roadmap, harnessed the Government, Private and Public sectors around a shared vision, and created transformational solutions with proven results.

49,416

Pioneers relocated to OR Movement communities in the Negev & the Galilee



SOCIAL IMPACT
435K Beneficiaries

ECONOMIC IMPACT
\$7.3B

ISRAEL 2048 A SHARED FUTURE

Two decades of work and contributions from hundreds of thought partners, philanthropists and business leaders informed a comprehensive proposal for the Government. This proposal is based on development principles and defined growth targets, backed by research, data from pilots, and in-depth analysis across eight main areas of life, inclusive of policy reform, budget, programs and infrastructure in order to develop the Negev and Galilee into thriving centers. It's now time to implement!



HOUSING



EMPLOYMENT



TRANSPORTATION & INFRASTRUCTURE



HEALTH



EDUCATION



CULTURE & TOURISM



AGRICULTURE & RURAL DEVELOPMENT



PERSONAL SECURITY

GOALS

The Government declares the Negev and Galilee as official centers and adopts the Israel 2048 - A Shared Future plan

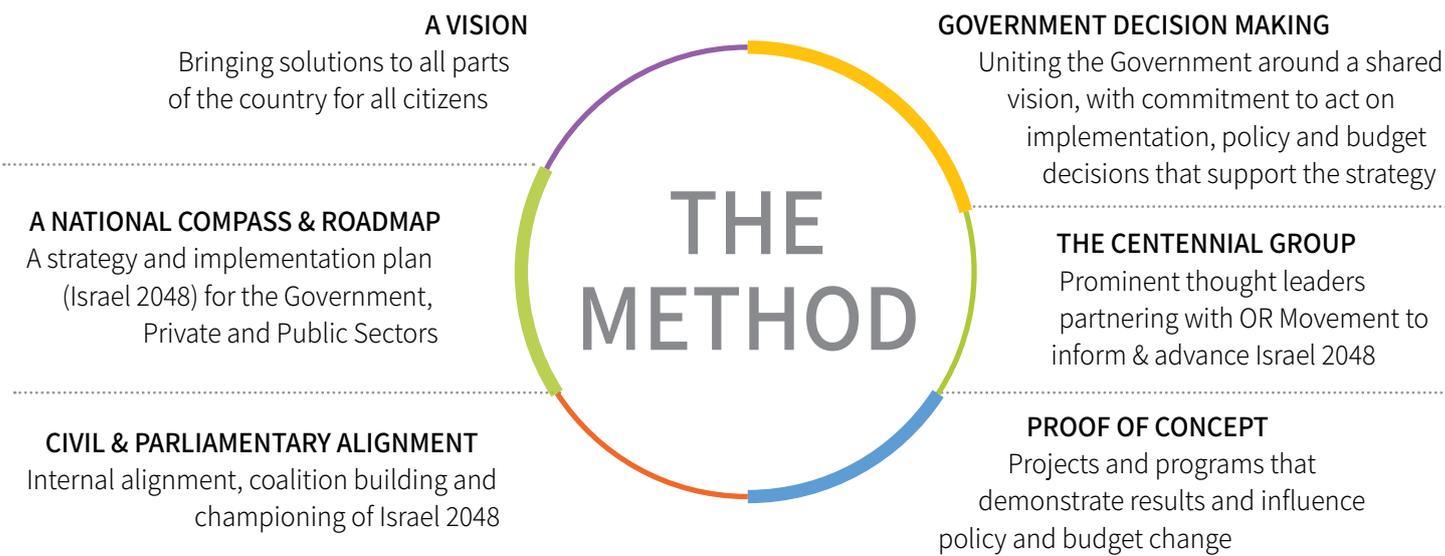
Fund 25 national initiatives and unlock millions of Government funding

Scale our reach and impact by attracting municipalities, businesses, and the civil sector who invest in 12 towns



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THE IMPACT FLYWHEEL

In order to accelerate change at scale OR Movement and its partners designed and developed an operating model that functions as a catalyst for change. Over the past 20 years our methodology has been recognized as a “Flywheel”, creating significant change on a national scale. The process includes 3 stages:

SEED

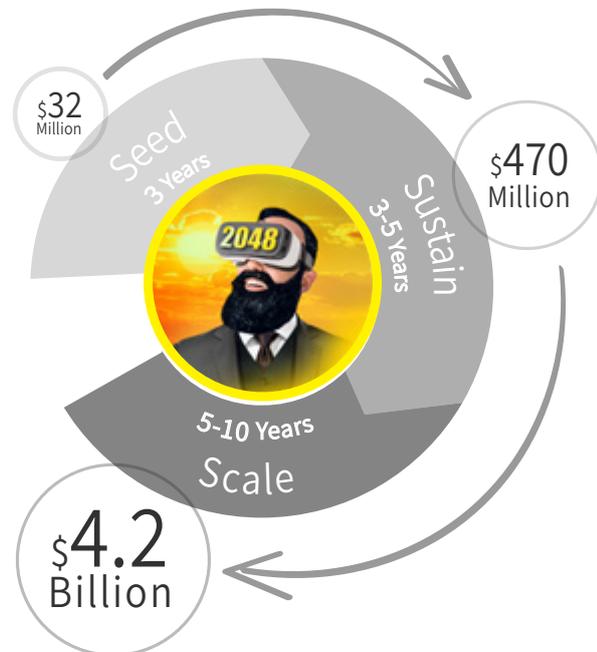
We “plan and plant” for the future by taking 4 steps: **(1)** identify key **partnerships**, **(2)** establish vision alignment, **(3)** seek **innovative** solutions, and **(4)** take **action** and implement solutions.

SUSTAIN

We align with the Government, Private and Public sectors to champion our proof of concepts and steward Government planning, funding and policy change. Adoption of Israel 2048 is key.

SCALE

We recognize Israel is stronger when united, and we partner closely with the Government to inform multi-year plans and budgets across eight selected areas of life.



THE REQUEST - 1 MILLION FOR 1 BILLION

The investment of \$5 million in the coming five years will generate a Government investment of \$4.2 Billion by 2035

