



# The Lab for the Future of Israel

SOLVING THE GREATEST NATIONAL  
CHALLENGES OF OUR TIME

## The purpose

The 'Lab' is a trailblazing body that produces practical solutions for the biggest national challenges and formulates micro and macro strategy for development of the Negev and Galilee. The Lab creates leaders who help implement the vision for the Negev and Galilee as Israel's new life centers and economic growth engines for a better Israel, for generations to come.

## The need

Israel lacks a comprehensive national plan, and we face the future unprepared. Existing programs are short-term and short-sighted, focused on improving macroeconomic performance, while neglecting the individual resilience of the citizens. Experience shows that without bottom-up initiatives and education, motivated leadership and a shared mission that is within the consensus, negative trends will increase and have a negative effect on our future. By the year 2048 approximately 13 million residents are expected to live in the center of the country, while only 4 million will live in the Negev and Galilee. Of those 4M, 70% will be of lower socio-economic status, and together with the demographic picture the nationwide quality of life will deteriorate to third-world standards (according to OECD Better Life Index).

## The solution

To turn the Negev and Galilee into national growth engines and independent centers of life that will serve as a magnet for people looking for a better quality of life, and opportunities for self-realization and value. By 2048 the Negev and Galilee will be home to 8 million people, 3.5 million in the Negev and about 4.5 million in the Galilee.

## Our mission

To create profound change while harnessing all the systems in the country and abroad, to promote policy, and mature social and business initiatives on a national scale for the development of the new centers in the Negev and Galilee.

*"Israel should be an exemplary and resilient country where each and every resident has a high quality of life. The 'Lab for the Future of Israel' is an accelerator for national, and innovative solutions that will fulfill that vision"*



Prof. David Passig  
Futurist, lecturer, consultant  
and best-selling author

## Expected impact

- A shift in national thinking and a united public, connected to a common goal and mission
- Diverted government commitments for the development of the Negev and Galilee, totaling over \$50 billion
- Private investments in the Negev and the Galilee, totaling \$300 million
- Improved quality of life according to OECD Better Life Index
- Over 3000 leaders committed to the national mission



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## Methodology: "The Sprint"

A concerted effort for solving a challenge in a selected aspect of life, using the best minds of key partners and professionals, who invest time, effort, and resources to solve a national problem.

## Lab Components

### Finding the True North (& south)

Leading partners build the road map of Israel

### 10X Change Initiatives

Implemented in the new centers in the Negev & Galilee

### Leaders of the future

Identifying, educating, & training the leaders of tomorrow

### Policy

Planning and allocating government budgets

## Operation

- **"Israel 2048" Index** - annual report, conference, and nationwide campaign
- **100 top partners who represent** all Israeli society, finding solutions and creating action-plans for challenges in 6 areas of life
- **100+ partners of the vision and leaders** of change in cities and neighborhoods
- **4-6 government ministries** allocating project budgets of \$2 billion
- **10-15 active initiatives** on the ground that solve broad challenges at the national and local levels

## Leading partners (partial list)

### Government Partnerships



### Foundations and Institutes



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