

## VISION

Israel becomes the best country in the world to live in with three thriving and connected centers (TLV-Jerusalem / Negev / Galilee). The country is unified, stable, and safe, growing in a variety of fields, in all parts of the country, for all citizens.

## INNOVATION

We created a mechanism to unify the Government, Private and Public sectors around a shared vision and strategy. In lockstep with early-stage adopters (Pioneers), we execute nationwide projects, develop a new generation of leaders, and build a strong foundation for future growth.

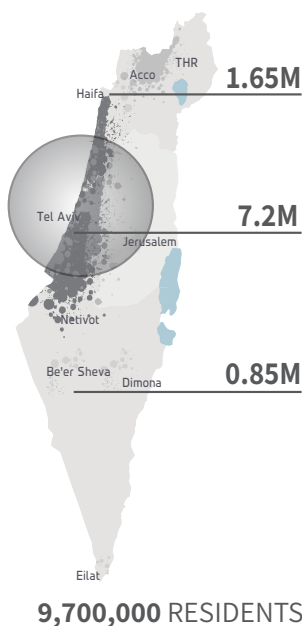
## ACTION

As a collective, we transform the periphery of Israel into economically and socially sustainable growth engines by investing in Economic & Social Development, Urban Planning & Development, and Community & Bridge Building initiatives.

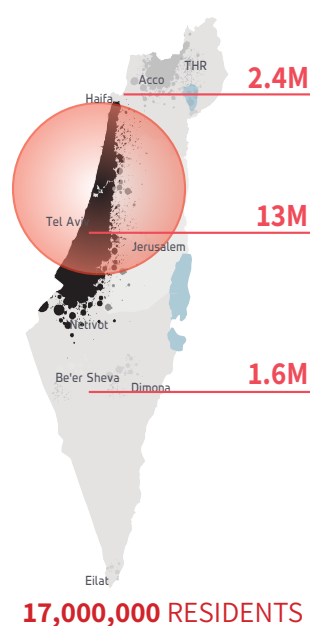
## ISRAEL 2048 - A SHARED FUTURE VISION

Proactively transforming Israel from a third world country to a three-center State

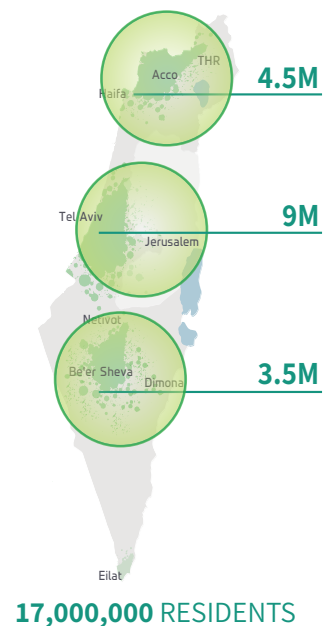
### 2023 EXISTING



### 2048 EXPECTED



### 2048 DESIRED



## MEMBERS OF THE OR MOVEMENT WORLD LEADERSHIP COUNCIL

Chairman: Ilan Cohen | Shmuel Ben-Dror | Raya Strauss Ben-Dror | Harry Bloomfield | Gary DeBode | Sam Delug  
Yigal Dimri | Michael Eisenberg | Wendy Fisher | Martin Franklin | Talia Glantz | Paula Gottesman | Moshe Greenberg  
Uzi Habshush | David Halpern | Murray Halpern | Jeremy Halpern | Victoria Hearst | Effie Hershkovich | Igal Jusidman  
Doron Livnat | Ron Luzinski | Richard Mack | Erez Meltzer | David Millstone | Sharona Mizrahi | David Moore  
David Morris | Bat-Sheva Moshe | Emi Palmor | Steven Reiter | Edmond Safra | Jeff Schwartz | Gili Tamir  
Danny Ungar | Drorit Wertheim | Robert Wiener | Mark Wilf

# OR MOVEMENT ACHIEVEMENTS 2002-2022



**49,416** Pioneers relocated to OR Movement communities in the Negev & the Galilee = **SOCIAL IMPACT: 435K Beneficiaries**  
**ECONOMIC IMPACT: \$7.3B**

## OR MOVEMENT GOALS

**RELOCATE**  
150,000  
PIONEERS

**CREATE**  
10,000  
QUALITY JOBS

**TRAIN**  
300  
LEADERS

**GENERATE**  
\$4.2 BILLION  
OF GOV FUNDING

**FOSTER**  
A COMMUNITY OF MILLIONS  
OF DEDICATED VOLUNTEERS

## OUR AREAS OF FOCUS

### ECONOMIC & SOCIAL DEVELOPMENT

#### GOTTESMAN LAB FOR THE FUTURE OF ISRAEL

A research, development, and strategy capability dedicated to creating and implementing the strategy for the future of Israel

#### PUBLIC POLICY & GOVERNMENT RELATIONS

A team dedicated to the welfare and vitality of all citizens, partnering with the Government to write policy and Municipality leaders to execute innovative solutions

#### ECONOMIC GROWTH

Programs that support economic development, mobility and resilience in the Negev and Galilee

- Information Center for Businesses
- Social Change Accelerator (Medina L'Mofet)
- Innovation and R&D Centers

#### THE IMPACT FLYWHEEL: 100X CHANGE

In order to accelerate change at scale OR Movement and its partners developed an operating model that functions as a catalyst for change. For every \$1M invested in OR Movement, our programmatic and capital outputs contribute to \$100M in economic and social impact



### URBAN PLANNING & DEVELOPMENT

#### EQUITABLE CITIES

A joint venture with the Government to improve the quality of life in developing/periphery cities through community building, better housing and employment opportunities, educational excellency, and diverse cultural offerings

#### THE NATIONAL NEGEV & GALILEE INFORMATION CENTERS

The engine behind relocation to the Negev and Galilee, and the support mechanism for all Pioneers (Olim, Army, Students etc.)

- Mobile Relocation App
- The New Information Center in the North

### COMMUNITY & BRIDGE BUILDING

#### COMMUNIHOODS

Programmatic investments that build a more robust and collaborative community, bridge divides between non-Jewish and Jewish communities, and develop future leaders

- Impact Groups
- Leadership Groups
- Aliyah Absorption

#### CAPITAL INVESTMENTS & URBAN PROGRAMS

Enriching public spaces and leading programs that contribute to an equitable and high quality of life in the Negev and Galilee

- Playgrounds, Synagogues, & Libraries
- Urban Renewal
- Community Hubs & Social Programming

