



Eretz-Ir Annual Report 2018

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Eretz-Ir is dedicated to raising the community quality of life across Israel's peripheral cities. Established in 2006, Eretz-Ir works hand in hand with local residents to strengthen cities using three main tools: community, social entrepreneurship, and employment. Eretz-Ir believes that urban centers are an influential factor in turning the periphery into a center of innovation and renewal, and works with local residents in propelling educational, cultural and economic change.

Urban communities and networks

Eretz-Ir promotes rich community life in cities across the country by establishing and guiding urban communities and networks which enrich community and cultural life and promote social change, all of which contribute to an active, resilient civil society. Urban communities are comprised of dedicated activists who choose to live an engaged community lifestyle. Each community makes an impact, brings people together and improves the quality of life of hundreds of residents. An urban network is shaped by its members, serves as a platform for social initiatives, and generates opportunities for residents to collaborate, create and take responsibility for their life in the city. Eretz-Ir's diverse communities and networks come from all sectors of Israeli society and include Jews, Muslims and Christians, secular and religious, long-time residents and recent immigrants, singles, married couples and young families.





45

communities guided



2,000

active and involved
community members
throughout Israel



70

community initiatives
carried out by
community members

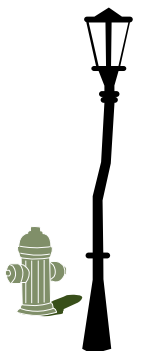


40,000

beneficiaries

In 2018 Eretz-Ir:

- Worked with 45 communities and networks
- Built a new community guidance model that brings together the organization's vast resources and expertise: professional, organizational and financial platforms, marketing and fundraising, building community infrastructure, local networking and more
- Connected with Friends by Nature's young Ethiopian Israeli communities
- Guided 7 communities in the US within the framework of Hakhel, the first-of-its-kind Jewish Intentional Communities incubator in North America, in cooperation with Hazon and the Ministry of Diaspora Affairs
- Led a coalition of 8 organizations for the development of urban networks
- Developed models for community housing and urban renewal: created a collaborative project which promotes sustainable housing solutions that make the neighborhood a better place to live in, in Haifa's Talpiot neighborhood; accompaniment of Communit, an organization which promotes social co-living residential projects in south Tel Aviv



Social Entrepreneurship

Eretz-Ir supports local entrepreneurs in developing innovative social solutions for community needs with sustainable business models. Their enterprises stimulate the local economy and create jobs and services that promote residents' wellbeing. Eretz-Ir provides social entrepreneurs with the necessary mentoring, networking, business development tools and infrastructure to create and develop their initiatives. Social entrepreneurship generates civic involvement and a sustainable local economy, which strengthens the urban center and from which the local community benefits.





180

social-business entrepreneurs



40

social and business ventures guided by Eretz-Ir



10

entrepreneurship programs

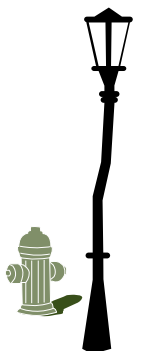


550

consulting hours

In 2018 Eretz-Ir:

- Doubled the number of entrepreneurs we work with and who benefit from our infrastructure
- Expanded into new areas such as film and the Haredi community, spreading our impact
- Updated our work model and improved the tools we offer entrepreneurs
- Ran a variety of programs to encourage and promote entrepreneurship around the country – accelerators, competitions, accompaniment programs and training, including “Osimpo” and an entrepreneurship competition together with the Boston-Haifa Connection, Value Makers, the Haifa municipality and Hubtipus; MY5 for Sha’ar Hanegev regional council; a mini-accelerator in Jerusalem; training programs for volunteer coordinators and more



Employment

Eretz-Ir develops tri-sector partnerships to promote diverse, high quality employment opportunities in the Negev. Since employment is the first consideration for young adults when choosing a place to live, we work to create employment opportunities that will draw and retain residents. Eretz-Ir creates coalitions of employers, employment organizations and local authorities and works together with them to increase the supply of high quality and diverse jobs in peripheral cities.





1,000

Young People in the Program



60

Businesses in the South



70

NGOs, young adult centers and organizations



4

Collaborated with 4 Colleges



3

NetGev Centers for Entrepreneurship & Remote Employment

Eretz-Ir's Employment Initiatives include:

1. Ovdim Beyahad (Working together)

Ovdim Beyahad is a program developed in partnership with philanthropists and government agencies to integrate young adults from the periphery in high quality employment with professional development prospects. Eretz-Ir leads and oversees the program, whose work model is based on collaboration between existing employers and employment organizations and is designed to meet the needs of young adults, employers and the changing job market.

In 2018 The Lauder Employment Center:

- Developed program infrastructure, work methods, and tools to accompany and integrate young adults in the job market; continued to implement our CRM database in order to follow up on accompaniment and placement processes
- Led an active network of 30 organizations from around the Negev which worked with 500 young adults; granted 75 scholarships; held professional training courses and more



2. The Lauder Employment Center

The Lauder Employment Center, founded in 2014 to address the fundamental element of employment in bringing people to the Negev, is run by Eretz-Ir in partnership with the Jewish National Fund and Ben-Gurion University. The Center works to develop diverse and high quality employment opportunities in the Negev through the creation of partnerships between all organizations working in the field: employment agencies, local authorities, employers and institutes of higher education. The center promotes cross-sector partnerships, implements innovative models for developing employment in the periphery, maintains relationships with hundreds of employers and works with thousands of job seekers to facilitate easier access to job opportunities and quality candidates.

In 2018 The Lauder Employment Center:

- Led two employment networks:
 - HR managers in cooperation with the Manufacturers Association of Israel – the largest network of its kind in Southern Israel
 - Employment organizations working with diverse populations in the Negev: new immigrants, young adults, Bedouin, Haredim, special needs and more
- Held our second HR conference focusing on employment in a multigenerational era with 250 participants
- Made thousands of job opportunities accessible to young adults
- Ran 2 programs for college and university students: scholarship program for students teaching computer skills to employees of local authorities; internship program for practical engineers studying at technical colleges in the Negev



3. NetGev

NetGev is a network of hi-tech hubs in Arad, Hura and Dimona, which offer local entrepreneurs affordable workspace alongside practical, technical training, enabling local residents to work remotely and providing them with new opportunities. The hubs serve Bedouin and Jewish residents of the Negev, mostly young adults, who wish to train in a variety of career fields that enable them to work remotely. Run by Eretz-Ir, NetGev is a tri-sector partnership between the local communities, local and regional councils, CISCO, the Ministry for Social Equality, local municipalities and the Jewish National Fund's Lauder Employment Center, professional training courses are designed to meet the needs of local entrepreneurs and potential employers. NetGev activities and workshops lead to business networking opportunities and new platforms for collaboration between entrepreneurs and local employers and businesses.

In 2018 The Lauder Employment Center:

- Provided workspace to 50 entrepreneurs, most in technological fields
- Increased our reach to over 1,000 Negev residents who are now NetGev members and benefit from networking, lectures, long and short courses which promote high quality employment and entrepreneurship in their towns
- Held professional courses in fields such as: e-commerce, Photoshop design, entrepreneurship, negotiation and conflict management, digital marketing and more



