



Uri Carmel

Words From Our CEOs



Keren Ben Dor

The past year was challenging for all of us. Along with the resilience of Israeli society that was revealed in full force this year, the challenges of rehabilitation and rebuilding are many and complex.

As part of our activity in cities in Israel's geographic and social periphery, we were partners in enhancing social solidarity, we helped provide professional tools for organizations, communities, and entrepreneurs to operate even in times of war, and we created unique solutions for emergency needs. Thus, we were able to guide, train, and assist 197 social entrepreneurs, organizations, and local communities who operated throughout changing emergency situations and provided a response to 221,533 beneficiaries. We invite you to read more about our activity in our 2024 [End of Year Report](#).

In light of the changing reality, we set out to update EretzIr's organizational strategic plan in order to clarify our role and our theory of change. We are excited about the tasks we have taken on and hope that, together, we will succeed in creating better cities here in Israel: those that are inclusive, diverse, democratic, and allow residents the chance to be true partners.

In preparation for the expected challenges, we have updated our organizational structure and moved to a system of joint management. Currently, Keren Ben Dor, who has been the organization's Deputy CEO for the past three and a half years, is taking on the role of Co-CEO. We wish her all the success in this new role!

May we have a joyful holiday season, may we receive good tidings, and may our hostages return home soon.

**In continued doing and faith,
Uri & Keren**

Strategic Plan

For 2025

We are happy to share with you highlights from our new strategic plan for 2025 and beyond. Looking to the new year, we asked our managers: "What excites you about the plan and why?"

Here's what they said:



Mor, Senior Director, Community Innovation:

Understanding that the fields of social entrepreneurship and communities operate in a similar way - in the coming year, these fields will be unified within EretzIr. We will invest in providing unique tools and opportunities for social entrepreneurs and communities, with the goal of enhancing their capabilities and creating a significant impact.

What particularly excites me is the focus this year on building models and work processes, alongside improving the organizational infrastructure by streamlining processes, automation, and making information accessible to our beneficiaries.



Maayan, Senior Director, Knowledge Center:

Looking to 2025, I am excited to lead a comprehensive training program for our team which will provide knowledge and tools in the content worlds that concern us - community resilience, participatory democracy, urbanism and public space, shade in the city, culture, and creativity. The program will combine theoretical and practical learning, inspiration, and enrichment, with the aim of enhancing our capabilities and creating a shared language and working methodology. I believe that investing in professional development will help us continue to lead significant change in the urban space.



Inbal, Senior Project Director:

We are about to enhance our work in the North. I am excited to lead the development of Haifa as the organization's next focus area. Along with continuing our work in Haifa, we are looking to operate in additional cities in the Galilee. After a difficult year of sirens, missiles, and a total lack of routine, we believe it crucial to direct attention and organizational resources to support the efforts to rebuild and create a community space that builds a sense of resilience for its residents.

Uri, Co-CEO:

The past year has highlighted how essential community infrastructure and civil society are to preserving the resilience of Israeli society. Looking ahead to 2025 and the years to come, EretzIr will strive to develop more and more groundbreaking models and projects that aim to strengthen civic engagement in the Israeli periphery, with a special emphasis on developing and expanding our activities in the North. I am full of anticipation and hope for the wealth of activities that will continue to grow from the ground up, from our partners here in the Negev and in the Galilee.

Keren, Co-CEO:

The space in which we live is part of our daily lives. Its planning, design, and execution offer an opportunity to strengthen the sense of community, encourage walkability, and make it physically and culturally accessible to all. With this in mind, we have decided to dedicate the coming years to exploring the connection between urban public space and the creation of environments that promote community innovation. We will work to develop models that promote "city creativity," because each and every one of us deserves an optimal living environment.

The Best Cities Start with Their People



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