

*Annual Report*

2015



**OR**  
**MOVEMENT**

*Building the future of Israel*

# COMMUNITY DEVELOPMENT.

## OUR GOAL

Promotion of demographic growth by creating accessible and attractive housing options in the Negev and the Galilee, and by promoting relocation demographics to meet the specific national goal.

## 2015 IN BRIEF

2015 proved to be a turning point for setting our development objectives. Focused on our vision to turn the Negev and Galilee into independent and thriving centers, we defined our primary goal to grow existing cities in the Negev & Galilee. We built working relationships with a number of cities, and studied five regional councils in the Negev & Galilee. All this occurred while continuing our work in the rural areas, leading the establishment of new communities, and helping existing communities grow and rejuvenate.

## A TASTE OF OUR ACTIVITIES

- **Young Adults in Hatzor** – 30 young men and women from the city formed a focus group to prepare for and support urban renewal. The project was a collaboration with the local Young Adult Center.
- **Marketed “Zahala Yeruham”** – marketed 50 housing units in a new Yeruham neighborhood to military families, in collaboration with the Ministry of Defense, the IDF, the Yeruham Municipality, and the Yeruham Economic Development Company.
- **Pioneer Campaign for Kibbutz Menara** – on Israel’s northern border. In collaboration with the Settlement Division of the Upper Galilee Regional Council.
- **Relocation Conference “Moving in the Summer”** held in Tel Aviv before summer began. Representatives from communities in the Negev and Galilee that seek new members met with hundreds of interested people, many of whom are now in the process of relocation.
- **Researching Tzfat** – In collaboration with the local municipality, OR carried out an intensive pre-marketing survey to determine marketing strategy for Tzfat’s future new neighborhoods.



## HIGHLIGHTS OF 2015

- Absorption of 450 new residents in **remote rural communities**.
- 350 residential lots were transferred to **new residents of Carmit**. About 50 families have already begun construction of their homes.
- Sansana, the first community established by the OR Movement, has been granted **legal recognition** by the Israeli Land Authorities.
- Ground work began for the **first neighborhood of Hiran**.
- Infrastructure has been created and **110 lots are being prepared** for new home construction in Mitzpe Ilan. A collaboration with Menashe Regional Council and KKL.
- **135 people** have begun the absorption process to **Eliav**, in the Lachish region.

## LOOKING TOWARDS 2016

In 2015 we took a new road to rejuvenate and expand urban cities in the Negev and Galilee, together with local municipalities and councils. Our first steps in this direction have proven the value and demand for an “urban resettlement movement.”

In 2016 we will continue to advance this line of action, while continuing our important work in distant rural and border regions, and we’ll continue to stand on the front lines of policy-making, urging our government to make smart decisions regarding building new communities in areas where it’s appropriate.

# STRATEGY & POLICY

## OUR GOAL

OR Movement's goal is to develop the Negev and Galilee into independent, thriving centers; magnets for populations and engines for national growth. Recognizing Israel's need to increase the populations of the Negev and Galilee by 4,500,000 residents in time for 2048, the OR Movement will work to create the critical infrastructure required to meet this goal, and relocate at least 150,000 people who will be pioneers and light the way for others.

## 2015 IN BRIEF

This year we completed defining and writing "Population Centers for Israel 2048" - a map for relocation and development, with special attention to infrastructure and housing solutions in the Negev and Galilee, which will serve another **4.5 million** people in the years to come.

In 2015 we introduced the map to council heads, relevant government ministers, top academics, and many partners, as an avenue that will lead to significant processes that will bring a better future to Israel's periphery.

## HIGHLIGHTS OF 2015

- Planned for urban absorption of **3,542,560** new residents in the Negev and Galilee (including more than a million new housing units).
- "**Vital Neighborhoods**" – developed a model for urban neighborhoods that will attract new residents, while preserving the magical culture and atmosphere of suburban towns.
- Moved forward with the pilot project for the **Bedouin Seed Group** – a community of academics in the Negev that will be open to members of any tribe.
- Promoted government decisions, in partnership with the Ministry of Construction, to establish **five new communities** in the Negev (addition of 6,000 housing units).
- Partnered in promoting a **new economic plan** for Northern Israel.

## LOOKING TOWARDS 2016

In 2016 OR will build a detailed plan to promote employment in the Negev and Galilee: we'll identify the employment anchors that will lead industries to the region, widen employment options,

and strengthen income levels. We'll define a model of a city as a "Central Metropolis" and we'll establish a pilot with local partners from the municipalities of the Negev and Galilee. In 2016 we'll continue our efforts to promote construction policies for the Bedouin and Arab populations, and we'll work to see our relocation and settlement map, *Population Centers for Israel 2048*, adopted by the government and relevant councils, paving the way for absorption of 4.5 million new residents in the Negev and the Galilee in time for 2048, increasing the population in Israel's periphery to 6 million, and creating new population centers to serve Israel.





# NOTE FROM THE FOUNDERS

Since the very start, OR Movement has focused intensive work within developing communities in Israel's periphery as part of our strategic process; this is our main challenge in the fight for Israel's continued growth and success.

In the past year we were blessed with new ideas and restructured our organization to focus on massive projects in towns situated in the Negev and Galilee, like Ofakim, Arad, and Yeruham in the south; and Shlomi, Tzfat, and Hatzor HaGlilit in the north.

These urban projects go hand in hand with strengthening existing rural communities - particularly border communities, and establishing the necessary new communities; and will be the key to bringing in new and valuable populations, ultimately blurring the inequality between central Israel and the North and South. This demographic shift will provide viable solutions for Israel's current and future housing crisis, while creating thriving economic and social centers in the Negev and Galilee.

The Negev and the Galilee comprise 75% of Israel's landmass; within the next 35 years, we will spur growth in these regions and increase the number of residents from 24% to 40% of Israel's population.

This will determine our work in 2016, with attention to promoting activities linked to OR's strategic activities to increase housing units, employment, and infrastructure in the Negev and Galilee, and focus on increasing our efforts to retain existing populations, return those who have left for central Israel, and recruit new populations to the Negev and Galilee.

We are proud to present you with the main points and highlights of our 2015 activities, while expressing our deep appreciation to our growing number of partners from regional councils, government, donors and volunteers, and especially the modern pioneers of the Negev & Galilee, who are realizing the deepest meaning of Zionism. Everywhere, and every day, they banish the darkness and bring light to Israel.

We hope you will enjoy reading our summary and perusing the map, and we wish all our partners a year of great success. We offer our thanks in advance for the support you will provide and collaborations we will build in 2016.



Roni Flamer  
CEO, Co-Founder

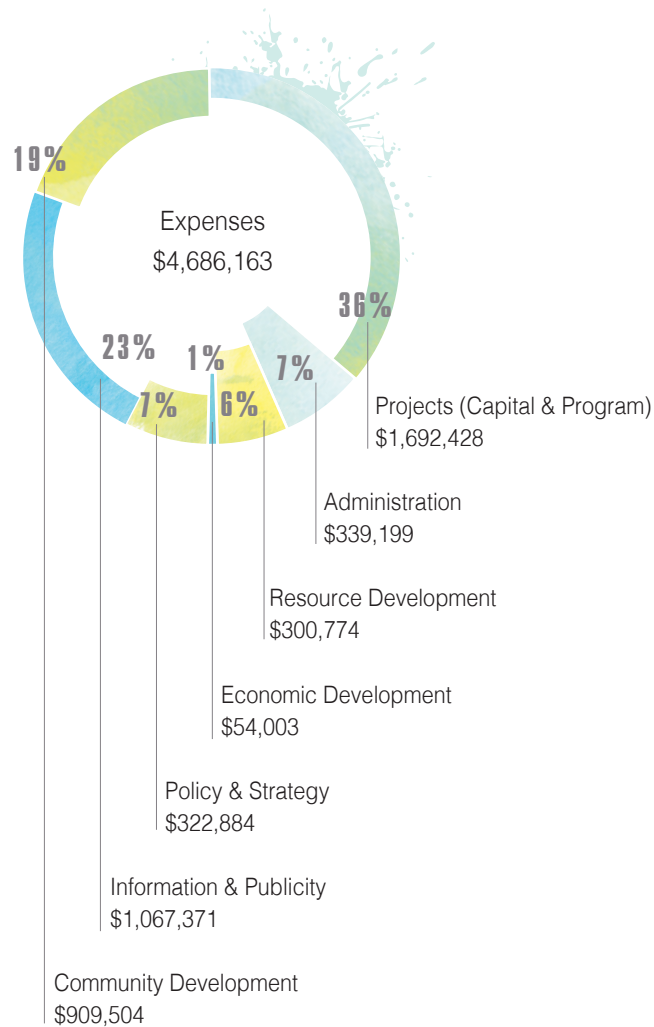
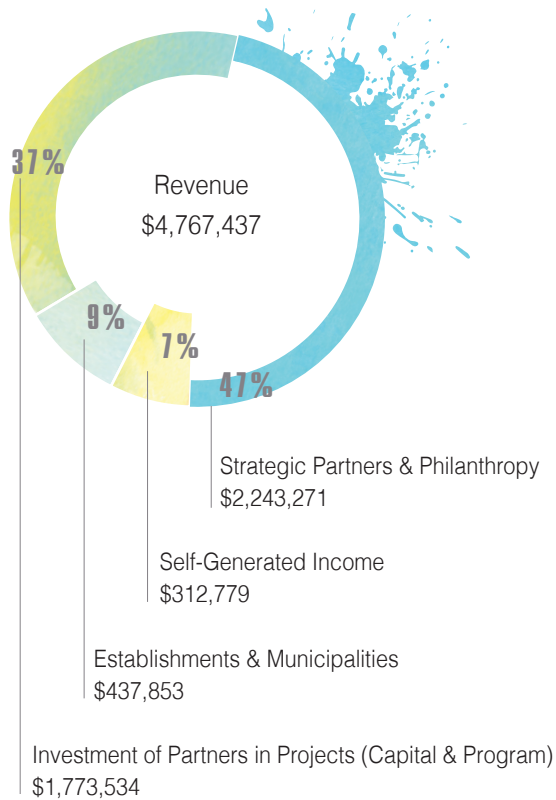


Ofir Fisher  
Executive Vice President, Co-Founder





# FINANCES



**\$15,263,158** for infrastructure in OR Communities.\*

\* Amount directed to OR Communities from government sources, residents, and donors, raised by OR Movement.  
\* NIS to USD at 3.8:1

# DATA & OUTREACH

## OUR GOAL

Development and maintenance of an up-to-date database with information about every aspect of the Negev & Galilee, based on an intensive understanding of relevant target populations for relocation and their needs. This database enables us to provide interested individuals, families, and groups, qualitative support shaped to their specific needs, and provides us with additional means of generating interest in settling the Negev and the Galilee. In hand with our data, we run ongoing outreach campaigns to motivate the Israeli public to join the movement for the Negev & Galilee.

## 2015 IN BRIEF

This year we sharpened our expertise in providing services for people interested in relocating to the Negev and the Galilee; we enlarged the scope of information about local councils and various aspects of life; we increased our exposure in social media; and we significantly improved our information systems with added data and advanced analysis.

## A TASTE OF OUR ACTIVITIES

- **Improved services** provided to people interested in moving the Negev and the Galilee, by raising the professional levels of our relocation counselors, providing richer information to our representatives, increasing our staff, and providing a more integrated response.
- **Improved the quality and scope of information** we maintain about local and regional municipalities, and aspects of daily life in the Negev and the Galilee. It's now possible to view this information in our updated information systems, analyze the data for trends and information points, and to publish our findings for target populations, our partner organizations, and policy makers.
- **Researched populations** to identify potential target populations for relocation, and created a relevant and tailored list of considerations when choosing a home.
- **Marketed though awareness**, using various media outlets, social networks, and campaigns for specific target populations.

## HIGHLIGHTS OF 2015

- OR supported 26,226 people in the process of relocating to the Negev and the Galilee.
- OR established the **Galilee Information Center**.
- We developed and implemented the second stage of our **CRM database** – a unique system designed to support pioneers relocating to the Negev & Galilee.
- We compiled a vast array of data about the Negev and the Galilee, including information about **543** rural councils and communities, **74** urban communities, **101** employers and local industries, **27** industrial parks, and **1,369** educational institutions.

## LOOKING TOWARDS 2016

OR Movement activities are all information-based, and in 2016 we will focus on continuing our efforts to streamline data collection and analysis, while striving to develop more technologies that will keep our information up-to-date, professional, accessible, and accurate. In addition, we'll continue our outreach through social media, and through personal mentoring - a new program that we believe will both increase the number of families interested in relocation, and improve the relocation experience.



# GOVERNANCE



## THE OR MOVEMENT WORLD LEADERSHIP CIRCLE

### WLC

Martin Abramson  
Harry Bloomfield  
Scott Book  
Samuel Delug  
Wendy Fisher  
Martin Franklin  
Leon Ginzburg  
Ishaia Gol  
Jeremy Halpern  
Preston Haskell  
David Morris  
Edmond Safra  
Raya Strauss Ben-Dror  
Jeff Swartz  
Robert Weiner



### ADVISORY BOARD

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Moshe Balter

Prof. Rivka Carmi

Talia Glantz

Amir Halevy

Gad Somech

# MAIN PARTNERS

## A WORD FROM THE CHAIRMAN OF KKL – JNF

Dear Pioneers and Partners at OR Movement,

With the closing of a year of work, and start of a new year of success, we wish you continued success in the mission of this generation and hour, the development of the Negev & Galilee. Keren Kayemeth Lelsrael is beginning a new approach, not just in perception of the mission. OR Movement, a development wing of KKL, has the important honor and need to trust in the pioneers of the future who are acting on the complex goals of developing the land.

I am confident that together we will succeed in creating a greater good for the present and future of Israel.

Danny Atar,  
Chairman Keren Kayemeth Lelsrael





# 32,000

PEOPLE LIVE in the new & renewed communities in the Negev & Galilee with the help of OR Movement.

# 64

EXISTING COMMUNITIES (rural & urban) completed the process of strengthening & expanding.

# 9

## NEW COMMUNITIES

Mitzpeh Ilan, Eliav, Merhav Am, Be'er Milka, Givot Bar, Sansana, Carmit, Chiran and Shizaf (additional communities are in the process of being established).

# 84

PUBLIC AND COMMUNITY FACILITY PROJECTS completed, including: community centers, entrances, synagogues, mikvehs, daycare and nursery schools, sports fields, parks, residential buildings, temporary camps, & more.

# 38,716

FAMILIES in contact with us, on the way to building a new home in the Negev or Galilee.

# 29

SEED GROUPS of young people in the Negev & Galilee.

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