



Reut USA

Reut USA's 2018 Highlights

In 2018 our operations continued to expand in terms of scale and global reach, serving our mission of offering path-breaking leadership in Israel and for the Jewish People on key issues of security and well-being. We continued to create, pilot and scale innovative models that combine in-depth research and strategy work with cutting edge innovation in design and technology. Furthermore, by the end of 2018, **all of our efforts, led by the example of TOM, are not only spread across Israel but also scaling globally.**

Here are the highlights in a nutshell:

TOM: Tikkun Olam Makers

- **TOM** is our global Tikkun Olam project creating extremely affordable solutions for people living with disabilities and the elderly. Our work in 2018 focused on consolidating TOM's foundations toward exponential growth around the world. We are now in 39 communities in 18 countries, including Israel and USA, with a pipeline of 450 prototypes of products. In 2019 with a new and robust web-platform, we plan on beginning the mass-dissemination of TOM Products and on crystalizing the TOM@University and TOM@School modules that will allow us to grow in hundreds of universities and schools in Israel, the USA and around the world. In December 2017, TOM was named in Forbes as one of fifteen technology companies to watch in 2018, being the only social venture on that list. We are determined to prove the Forbes team right.
- **Impact Labs:** Our 9,000 sqft state-of-the-art makerspace in South Tel-Aviv was launched in partnership with WeWork in November 2017 to become Israel's leading hub of innovation in hardware, as well as a national and global center for innovation in assistive technologies and the research and development center of TOM. Now managed by a professional team, Print 3D, it is a bustling location, well on its way to realizing all our hopes!

Jewish People and Israel National Security

- **Firewall Israel Project:** Our Reut-ADL *20X Question* strategic framework on the challenge of the de-legitimization of Israel, which was published in January 2017, highlighted the need for a 'central brain', namely a strategic unit that would help orchestrate this fight. Per this recommendation, we repurposed our Firewall Israel project and launched a dedicated team. Meanwhile, we spun off the technological platform we were developing into an independent operation.

The primary initial focus of the Firewall Israel team in 2018 was on the field of community relations, which refers to the relations created on behalf of the Jewish community with non-Jewish organizations and leaders. We identified this field as the most critical emerging frontier for the future wellbeing and security of American Jewry and for Israel's stature around the world. With this insight, we partnered with the Jewish Council for Public Affairs (JCPA) that is



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the keystone organization for a network of 125 Jewish Community Relations Councils (JCRCs) across the USA, that can be best described as local teams for the external relations of their Jewish community. With the JCPA, we co-created a new vision for the field and a strategic plan to elevate it. 2019 will be the year of the effectuation of this plan.

- **Israel-World Jewry relations:** In March 2017, Reut published an extensive strategic framework and established a taskforce to address the growing gap between Israel and World Jewry by mobilizing the 'Nation State Coalition' of Israeli leaders and organizations dedicated to this topic. Our approach uniquely highlights the equal standing of Israeli Jewry and World Jewry for the destiny of the Jewish People, as well as key responsibility of Israeli civil society for addressing it.

In early 2018 we partnered with the JCC of Palo Alto to expand this work globally. Our launch event will be the Zionism 3.0 Conference in Palo Alto, which will be an unprecedented gathering in this area and will serve to kick off the 21st Century Zionism Movement, #Z21Mvmt, that we plan on scaling around the Jewish world.

ISRAEL 15: Inclusive Technology and Development

- **Leapfrogging Western Galilee and Western Negev:** In 2018 we continued to deploy our unique model for local long-term economic development in the Western Galilee with Raya Strauss Ben Dror (for the third year) and in the Western Negev with its Cluster of Local Authorities with the support of the Ness Foundation (as of 2017). The key achievements of this year were the launch of a dedicated web-platform that shares our outlook and approach and the publication of the new strategic vision for the Western Negev.