Contents

Letter from the CEO  2
The Reut Group     3
2016 Highlights    4
The Institute      6
Firewall Israel    10
The Leapfrog Center 11
TOM                12
The Inclusive Technology Initiative 13
Reut by Numbers    14
Reut in 2017       16
Dear Friends,

As Reut completes its first full year as Group, we are proud to report that each of our units and initiatives has flourished and grown, and that 2016 has been a successful year for all. The pages that follow will give you an overview of the wealth of exciting activities that have taken place over the course of the year, as well as the achievements and milestones reached by each of Reut’s initiatives.

On a personal note, I would like to announce that in 2017, after ten years with Reut, I will be stepping down from my role as CEO. I am incredibly proud to have been a part of Reut since its early days, and to have watched the organization evolve and prosper throughout the years. Reut’s new CEO, Eran Shayshon, will take up the post in April. Eran began his career as an analyst at the Reut Institute shortly after it was founded, and over the course of his career has remained an active and involved alumnus. We are looking forward to welcoming him back into the fold, and excited to see where his leadership will take us over the next year and into the future.

With best wishes for 2017,

Netaly Ophir-Flint, CEO

The Reut Group

In recent years, Reut’s strategy and structure have evolved as we responded to an emerging world where technological and societal change are becoming increasingly interlinked; where new funding models, such as impact investment, enable unprecedented support for innovation, and where the lines between non-profits, businesses, and social ventures are ever more fluid.

Against the backdrop of this changing environment, Reut has decided to assume responsibility not only for the design of big ideas and models, but also for the effectuation of these models on the ground.

As such, Reut has evolved into a Group, comprising the Institute and four ‘spin-off’ units: TOM (Tikkun Olam Makers), Firewall Israel, the Inclusive Technology Initiative (powered by XLN) and the Leapfrog Center. You can read updates from each of these units in the pages that follow.

Towards the end of 2016, we have also entered the early stages of two new Reut Group initiatives: Reut USA and the Reut Makerspace.
2016 Highlights

- **TOM takes center stage at AIPAC**
- **Firewall Israel Development Sprint**
- **Nation State at the Israeli Global Leadership Council, Budapest**
- **TOM:DC**
- **TOM:Melbourne**
- **Reut hosts iHack at the Technion**
- **TOM:Vietnam**
- **XLN launches the Makerbus at Jerusalem’s Geek PicNic**
- **TOM:Exponential Medicine**
- **Reut’s partnership with Sherut Leumi begins**
- **New office at WeWork in south Tel Aviv**

---

**Smart Communities Hackathon at Tel Aviv University**

**JAN**

**MAR**

**MAY**

**JUL**

**SEP**

**OCT**

**NOV**

**DEC**

**FEB**

**APR**

**JUN**

**AUG**
The focus of our work in Tsfat in 2016 was placed squarely on its tourism industry, particularly with respect to its ‘unique asset’ of Jewish spirituality and mysticism, previously identified by Reut. The team carried out comprehensive field research and a survey of existing unique tourism ventures, and presented their findings to the Municipality. Over the course of the year, the Reut team provided ongoing consultancy for the Municipality’s tourism department, helping them to create six new tourism ventures: a tourist information center; guided tours; an inter-generational storytelling program; a tourism website; the position of Tourism Coordinator in the Municipality; and year-round cultural events in the Old City.

After four years working as Head of Strategy in the Tsfat Municipality, Reut alumnus Amit Granek finished his position, having developed and presented an in-depth strategic plan for the city’s future.

In July, Tsfat’s mayor, Mr Ilan Shohat, presented Reut’s Urban Leapfrog Model at the prestigious Urban Age Conference, hosted by the London School of Economics at the Venice Biennale festival.

Western Galilee

Following its establishment in 2015, the Western Galilee’s Leapfrog Club has gone from strength to strength in 2016. The Leapfrog Club consists of a steering committee and seven separate groups, each dealing with an essential aspect of quality of life in the region: Education, Tourism, Multi-culturalism, Infrastructure, Industry, Employment and Health. Reut continues to work closely with each of these groups, providing guidance and consultancy.

Working closely with the Leapfrog Club, Reut’s team identified two unique assets for the region: its multiculturalism (the Western Galilee is very diverse with unique local cultures, such as Druze, Muslims Arabs, Christian Arabs, Circassians, Bah’ais, Jews, etc.), and its specialized metal processing industry. These unique assets are an integral part of the strategic plan written to ‘leapfrog’ the region and help it maximize its growth potential. The plan has now been completed and is being presented to key local stakeholders.

Scaling the Model

Following the successful completion of the Model for Local Transformations, Reut formally established the Leapfrog Center in 2016, whose exclusive role is to scale the Model, supporting cities and regions in their journey to achieve growth, resilience and inclusiveness.

Reut was selected as a key consultant by the Government Ministries Northern Commissioner’s Office (Forum Mahoz Tsafon led by Ori Ilan, former CEO of Tsfat Municipality, and facilitated by JDC-Elka), to give guidance on the use of the government’s planned massive investment in Northern Israel, estimated at 8 billion shekels over the coming decade. Reut was chosen based on the methodological and content expertise built up through the development of the Model for Local Transformations.

As a result of our work in Tsfat and the Western Galilee, as of 2016, Reut’s Model for Local Transformations is an integral part of the Israeli Government’s National Cadets training program.

Smart Communities

Reut’s team has formally completed a concept paper based on many months of research, which articulates the concept and strategy behind ‘Smart Communities.’

As part of this initiative, we partnered with Tel Aviv University’s Sofaer Business School, which has developed a ‘Design Thinking’ course based on the Smart Communities challenge, in cooperation with the Tel Aviv Municipality.

In February 2016 the Sofaer Business School, in collaboration with Reut, hosted the first Smart Communities Hackathon, where ten teams of entrepreneurs and
community professionals developed ideas and prototypes for ‘smart’ communal tools.

» As a direct result of the event, Holon Municipality now employs a social entrepreneur who promotes social projects, and Tel Aviv Municipality has a dedicated employee within their Social Services Administration who is responsible for coordinating volunteers and promoting one of the hackathon’s projects.

» For the first time ever, Reut won a local government tender from Tel Aviv Municipality. For the first time in over ten years, the Mayor of Tel Aviv decided to revisit the city’s vision for the next decade, and as a result reached out to potential consultants who will be responsible for developing, designing and partially implementing the city’s vision for community development. Reut applied for the position and was appointed to the role in the summer of 2016. The project will last for 18 months.

The Reut Institute visits the Technion’s urban innovation lab

National Security

Combatting the assault on Israel’s legitimacy

» At the start of the year, Reut partnered with ADL to conduct extensive research into the assault against Israel’s legitimacy (delegitimization). This marked a return to the subject following a break after the publication of Reut’s paper proposing the creation of a ‘political firewall’ in 2009.

» The team examined the question of why, despite the efforts and resources invested in recent years into the struggle against delegitimization, the phenomenon continues to expand. Our findings, which were presented to hundreds of donors, activists and ADL team members, were gathered and analyzed with the aim of redefining the scope and nature of the threat of the delegitimization campaign against Israel.

» Reut is now working in close collaboration with ADL to create an up-to-date strategic framework explaining this threat, which will offer a response and solutions which can be implemented by pro-Israel activists across the world.

The Jewish World

» 2016 saw the completion of Reut’s research and Fundamental Early Warning paper, entitled: Israel is failing to fulfill its role as the Nation State of the Jewish People. This paper includes the background and analysis of the challenge, presenting the relevancy gap, describing the Israeli mindset vs. the changing reality, and concluding with policy directions.

» In May, Team Leader Naama Klar presented Reut’s work in this area to the Israeli Global Leadership Council at their annual conference in Budapest. Participants attended a workshop during which they contributed ideas for ways to build a bridge between the State of Israel and world Jewish communities.

» Reut partnered with the Ministry for Diaspora Affairs, Beit Hatsfutsot (Diaspora Museum) and various Foundations, to host the second annual conference on Jewish Peoplehood in Israel. Reut’s initiative has brought this year’s conference to invite broad Israeli leadership from a variety of fields to take part, in addition to the professionals who will be involved for the second year in a row.

» Reut delivered a series of lectures to women selected to participate in the JWRP program, and we are now in discussions with them around a strategic seminar designed to help formulate their work plan for the coming three years.

» Towards the end of the year, Reut finalized a formal partnership with the Ministry of Diaspora Affairs, and has begun to operate a pilot designed to harness, train and engage the Israeli serving elite around the issue of the growing divide between Israel and Diaspora Jewish communities.
Firewall Israel

After being officially launched in 2015, 2016 was Firewall Israel’s first year of activity, and it was a jam-packed one.

Firewall Israel is a secure web platform and toolbox designed to enhance the capacity of every pro-Israel community around the world to better cope with local challenges of anti-Semitism, anti-Zionism and attempts to delegitimize the State of Israel. Firewall Israel was born out of Reut’s 2010 research showing that the delegitimizing campaign is organized as a network, and that it takes a network to fight a network.

» Throughout the year, Firewall Israel held a series of hackathons and similar events, bringing together pro-Israel activists and technological minds, resulting in an alpha model of the web platform being developed and tested.
» In March, Firewall went on a roadshow in the US to demonstrate the idea and technology to potential client organizations and donor foundations.
» In August the team grew as Firewall Israel hired a Product Manager, a CTO, a Technology and Implementation Manager, Communications Director, Head of Intelligence and a team of student intelligence analysts.
» Since September the platform has had a successfully working beta. It is currently working in several organizations as beta sites, including The Israel Project, Honest Reporting, and in December was launched for use among trial communities in London and Johannesburg.

The Leapfrog Center

2016 saw the launch of the Leapfrog Center, whose aim is to scale and implement Reut’s Model for Local Transformations. This model was developed in Tsfat and the Western Galilee, in partnership with Raya Strauss Ben Dror, UJA Federation of NY and the Russell Berrie Foundation.

» Throughout 2016, the Leapfrog Center provided a range of consulting services to the Tel Aviv Municipality, applying the principles developed in the creation of the Model for Urban Transformations.
» Much of the Leapfrog Center’s work in 2016 was with the Kiryat Malachi Municipality. In May, we began training Adi Eyal, recently appointed as Strategic Advisor to the Municipality on behalf of the Leapfrog Center, providing support and guidance to promote an urban leapfrog in the city. Adi and the team are putting together a strategic plan which will focus on the city’s economic development and its unique potential, and understanding the region which surrounds the city in all aspects.
» The Leapfrog Center continues to work in close collaboration with the Western Galilee Leapfrog Club, supporting its work towards improving quality of life in the region.
TOM (Tikkun Olam Makers)

» 2016 began with a new partnership between TOM and Google.org, whose one-year grant enabled the team to develop the Online Makers Market - TOM’s open-source, online marketplace for assistive technology. The beta platform is now up and running.

» As TOM’s activities have expanded, so has the team. We’re now proud to have a full-time team of nine, plus several volunteers, and a successful year-round internship program.

» TOM made big news on the main stage at AIPAC’s 2016 Policy Conference in March, and was also featured in the AIPAC Village, taking an active role in bridging the American-Israeli relationship and empowering Jewish leaders around the world.

» 2016 was a great year for Makeathons, clocking in at a total of nine, in six different countries, across five different continents. In chronological order they were: TOM:Alyn (Jerusalem), TOM:Vietnam, TOM:DC, TOM:JLM (Jerusalem), TOM:Calgary, TOM:Buenos Aires, TOM:Exponential Medicine (San Diego), TOM:Melbourne and TOM:Philips (Haifa).

» 2016 was also an exciting year for TOM’s Developer Groups. These groups include Need-Knowers and Makers, just like TOM’s Makeathons, and these volunteers meet on a regular basis over the course of a few months, in order to develop open-source solutions to their challenges. 2016 saw the launch of Developer Groups in Tel Aviv, Vietnam, Calgary and Washington DC.

» TOM developed a great number of successful partnerships throughout the course of 2016. The most recent of these is an exciting new project with the Jim Joseph Foundation, enabling us to launch TOM:USA, to mobilize young Jewish leaders to organize TOM Communities in high schools and on college campuses.

The Inclusive Technology Initiative

Reut’s Inclusive Technology Initiative (ITI), powered by XLN (Cross-Lab Network), is designed to propel Israel to the frontier of the 3D printing revolution, and to make sure that all Israelis benefit from it.

Highlights of activities in 2016 include:

» The ITI was appointed by the Ministry of Education to provide expert educational consultancy and training for an exciting pilot launched in 2016. The pilot involves setting up makerspaces in select high schools across Israel, and developing educational programs focused on technology and electronics. These courses will form part of the bagrut (high-school diploma).

» The ITI has also been running design and printing courses for high-school students across the country, enabling them to model and print their own products. Around 200 groups took part in 2016, with the ITI focusing on training their teachers and making sure this cutting-edge technology has a firmly established place in the Israeli educational system.

» In April, The ITI teamed up with Ofanim to create Israel’s first Makerbus. The bus was transformed into a mobile makerspace which travels to underprivileged neighborhoods throughout Israel, offering a wide variety of courses, workshops and special events to people who would otherwise not have access to 3D printing technology. The bus was unveiled at Jerusalem’s Geek PicNic, and began operating in May.

» Following the launch of the Makersbus, Ofanim started running educational programs in the north, run by ITI-trained teachers.

» The ITI represented cutting-edge Israeli technology in a number of forums in 2016: running innovation workshops for international educators through a Ministry of Foreign Affairs program; presenting their work at this year’s EdTech conference; and providing professional courses in Arduino, IoT, sensors, and hands-on training for engineers in the Israeli Air Industry.

» The ITI has been bringing technology to young people around the country, running 3D printing seminars at schools for at-risk youth in Jaffa and Bat Yam, as well as at the Hub Entrepreneur space in Netanya.

» The ITI’s Bat Yam makerspace had another successful year of activity, running educational activities in new technologies to school children of all ages across the city. Towards the end of 2016, the makerspace was officially adopted by the Bat Yam Municipality, which will continue to use the ITI’s services to run activities and provide technological and pedagogical support.
Reut by Numbers

Who we are

- 62% Women
- 38% Men

Where we’re from

- Israel
- South Africa
- Norway
- Russia
- Canada
- USA
- UK

How we’re funded

- Independent donors: 53%
- Family Foundations: 14%
- Major Foundations: 16%
- Federations: 15%
- Gov’t: 1%
- Corp.: 1%
- Hon.: 0%
- Books: 0%

TOM Makeathons 2016

- * Donations to Reut and American Friends of Reut, Jan-Nov 2015

Our 2016

- 4 babies born
- 13 years old
- 14 new staff
- 33 average age
Reut in 2017

Reut is already looking to the future as we moved to our new offices in South Tel Aviv on January 1st. The new complex provides office space for all of the Reut Group’s units, and the building will also house the Reut Makerspace, which will provide a hub for TOM and the Inclusive Technology Initiative’s activities.

The Institute

» Western Galilee - Reut will continue to work with the Western Galilee Leapfrog Club and its sub-groups on economic growth projects surrounding infrastructure, industry, education, tourism and employment.

» Scaling the Model for Local Transformations by working with government agencies such as the Ministry of Economy, Negev-Galilee, and the Ministry of the Interior.

» Reut will continue its R&D efforts to understand how to encourage socio-economic growth within the most basic unit of society through community institutions. Specifically, we are looking to develop strategies, policies and technologies that encourage employability, productivity, higher quality of life and inclusiveness.

» After the initial research phase of the Nation State project, in 2017 the team will focus on events and policy recommendations aimed at strengthening ties between Israel and the Diaspora.

» 2017 will see the completion of a strategic leadership plan for ADL on the subject of combating the assault on Israel’s legitimacy, including tools to assess its impact. In addition, Reut will present its analysis to the widest possible range of relevant stakeholders, and will seek to partner with additional players to work together to implement the recommendations proposed in the document.

Reut USA

Reut USA is excited to begin operations in 2017, with the aim of empowering Jewish organizations to maximize their impact and thrive. We will help them to adapt to emerging realities and strengthen their ability to craft an effective strategy and achieve their mission.

Reut USA’s primary focus in 2017 will be setting up a structured presence in the US and forming initial relationships with key Jewish community organizations.

Services we will provide will include affordable, strategic consulting services and support for crucial decision-making within Jewish organizations, especially those facing disruptive challenges.

This initiative will help Jewish organizations tackle the critical challenges they face, using Reut’s expertise in research and its unique methodology, with a focus on Israel-Diaspora relations and the fight against the assault on Israel’s legitimacy.

The Reut USA initiative is led by Edun Sela, who worked at the Reut Institute from 2013-4, and is now located in New York.

The Leapfrog Center

In 2017 the Leapfrog Center will offer its services to additional local government authorities, with the aim of forming 2-3 new partnerships over the course of the year. As local government partnerships increase, we will be looking to take on new members of staff over the course of the year.

Firewall Israel

As we move into 2017, Firewall Israel will be stepping up its publicity and looking to form partnerships with new communities in diverse locations. Our aim is to launch in at least 10 large organizations and/or communities by the end of 2018. Firewall Israel’s technical team will continue to improve the system, and we plan to hold another roadshow in the US to showcase the complete platform.

TOM

» As we launch TOM:USA, there are five Makeathons already planned for college and high school campuses across the US in the Spring of 2017. Once these TOM communities have been successfully established, we believe there will be many more to come before the year is out.

» 2017 is set to be another great year for Makeathons. So far we’re planning TOM:Israel in January, TOM:Barcelona in February and TOM:NYC in April. We’ve also got another 20 Makeathons in the pipeline around the world.
Reut in 2017

» TOM’s Developer Groups have also got an exciting 2017 ahead, as they continue to launch in new and diverse locations across the globe.

The Inclusive Technology Initiative

» The ITI’s activities in partnership with Misrad Hachinuch are on course to continue to grow in 2017, as cutting-edge technology becomes a more fundamental element of the Israeli school system.
» Makerspace in a box - In 2017 the ITI will create a product which gives schools an entry package into the world of Making (covering financial, operational, pedagogical and technological aspects). This will include equipment, session content and teacher training, so that any school can take part, first across Israel, then internationally.

Reut Makerspace

The Reut Makerspace already has a designated home at our new location in South Tel Aviv. The Makerspace will be refurbished and completed in mid-2017, and will be ready to host its first groups of Makers in August 2017.