



**ISRAEL 2048**

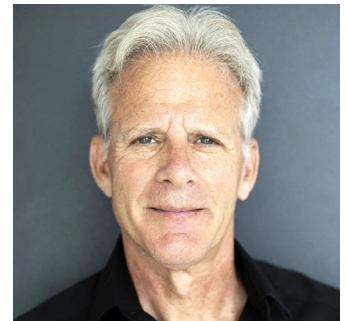
# **Annual Report 2022**

**[info@israelin2048.com](mailto:info@israelin2048.com)**

## Message from our Founder, Ambassador Michael Oren

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This has been an extraordinary year for Israel 2048. Our important conversations with supporters like you resulted in additional research and new chapters on such pressing issues as the environment and the status of women. Our team of volunteer researchers examined a range of subjects from digitalization to legal and political reform and primary education. The result is a book ready for publication in English, Hebrew, and Arabic by the esteemed Toby Press. *2048: The Rejuvenated State* will hit the shelves in the spring, in time for Israel's Independence Day.



The publication will serve as the ideal platform for launching Israel 2048's series of townhall and roundtable discussions. Taking place both in Israel and abroad, this will be the next important step in our engaging Jews – especially the next generation – around the world.

As we reach this milestone, I want to thank all of you who have made our transformative initiative possible. You are today's *halutzim*, pioneers, who are helping us forge the future. I know I speak for all of us at Israel 2048 in saying that we could not be prouder to embark together on bringing this important conversation to the world at large.

*Hazak v'Ematz,*

A handwritten signature in blue ink, appearing to read "Michael Oren". The signature is fluid and cursive, with a large, sweeping flourish at the end.

**Michael**

[For more words from our founder: www.hadassahmagazine.org/2021/04/28/will-israel-look-like-100/](http://www.hadassahmagazine.org/2021/04/28/will-israel-look-like-100/)

## Message from Israel 2048 International Board Chairman, Omri Dahan

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Dear Friends of Israel 2048,

The State of Israel is, more than anything else, the life's work of the Jewish people.

It is a product of hope and of love. It is a product of hard work and heart work. In addition to the blood, sweat, and tears the Jewish people have shed for Israel, there has been no shortage of words. As anyone who studies its history knows, Israel was founded as a product of dialogue. While it may have been born in its earliest days in Herzl's imagination and longing, it only came to life after deep and pervasive dialogue, spanning several decades and multiple continents. In its earliest years of life, Israel's fledgling democracy was characterized by fiery orators, clever parliamentarians and eloquent diplomats. To dream, to argue, to work through conflict and confluence, Israel's founders and builders understood innately – perhaps as a reflection of the traditions of Talmud scholars that came before them – that only through dialogue and discussion could they perfect and advance the Jewish nation.



Back then, most could at least agree the singular goal was to create a Jewish state. After 75 years as a state, there has been no diminution of strength in our dialogue, but one does get a sense that maybe we're not all bound by the same singular goal. After all, we have indeed built a strong, secure state.

And yet, as Michael Oren so masterfully elucidates, the Jewish State is at risk from multiple trends that if not addressed, threaten to harden us in our differences rather than coalesce us toward our shared destiny. Even though Israel is blessed with Hashem's protection, we also must play a leading role in ensuring Israel's continuity.

The spiral of history is calling upon us again to reground our dialogue in a new shared purpose: a second century of Israel, one in which we thrive together. When energy is focused, it has a far greater impact. The Jewish people and the State of Israel have a historic opportunity to redirect our collective energy toward a shared future that embodies our best values, our highest selves, and our full potential to positively contribute to humanity.

Michael Oren gives us the blueprint for the dialogue and action we must take. It's time again for us to build and be built, together.

Am Yisrael Chai

**Omri Dahan**  
Israel 2048 US

## 2022: A Year in Review

After many months of intensive research and writing efforts led by Ambassador Michael Oren, we completed our Manifesto 2048: *The Rejuvenated State* in Arabic, English, and Hebrew. It will be published by Toby Press and available for purchase this spring in time for Israel's milestone 75th anniversary.

Stay tuned for information about book launch events!

In the interim, Ambassador Oren continues to feature as a commentator on major media networks, whilst publishing articles on a broad range of pertinent, Israel-related issues.



Meet 2048: The Second Century

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## Town Hall Tishes

Following several pilots of our “Town Hall Tish” roundtable model in Tel Aviv, New York, and Oakland (California) we held a vibrant tish in Herzlia in March at the home of Israel 2048 *amuta* (nfp) members Ariella and Charles Zeloof.



Ariella Zeloof welcomes participants to the Israel 2048 Herzlia Town Hall Tish

The event brought together leaders from Israel's private sector and touched on themes including sovereignty and Israel-Diaspora relations.



Town Hall Tish participants study a special preview of 2048: The Rejuvenated State manifesto

Additional Town Hall Tishes around the theme of “Israel the Nation-State” are planned for 2023 as we embrace new national and global partnerships – helping Israel 2048 reach hundreds of activists passionate about planning for Israel's future. One of these new partnerships is with the “Z3 Future of Zionism” initiative of the Palo Alto JCC. Israel 2048's Eli Ovits was also invited to participate in the 125th anniversary of the first Zionist congress in Basel – bringing together some 1,200 activists from across the world.

We are creating a facilitators' guide, facilitators' training, and a list of issue experts and organizations to accompany the Tish Series. Through this series we aspire to become a launchpad for meaningful policymaking and new student publishers.

## Organizational Structure and Strategic Planning

During 2022, Israel 2048 focused on capacity-building and strategic planning in order to position the organization for sustainable growth. Efforts led by board members Isaac Hassan, Rachel Moore, Warren Mazer and Omri Dahan included:

- Strengthening our Israeli *amuta* (nfp) and US affiliate "2048 The Second Century"
- Producing our first multi-year plan demonstrating how we will educate and engage young adults and influencers with the ultimate goal of facilitating change
- Undertaking two international development tours to meet stakeholders resulting in seed funding for marketing and core operations



Our virtual L'Chaim!

Our leadership came together for a virtual L'chaim to welcome in the new Jewish year and thank all our stakeholders for their ongoing support.

Over the coming months, we will welcome members of our new global advisory board.

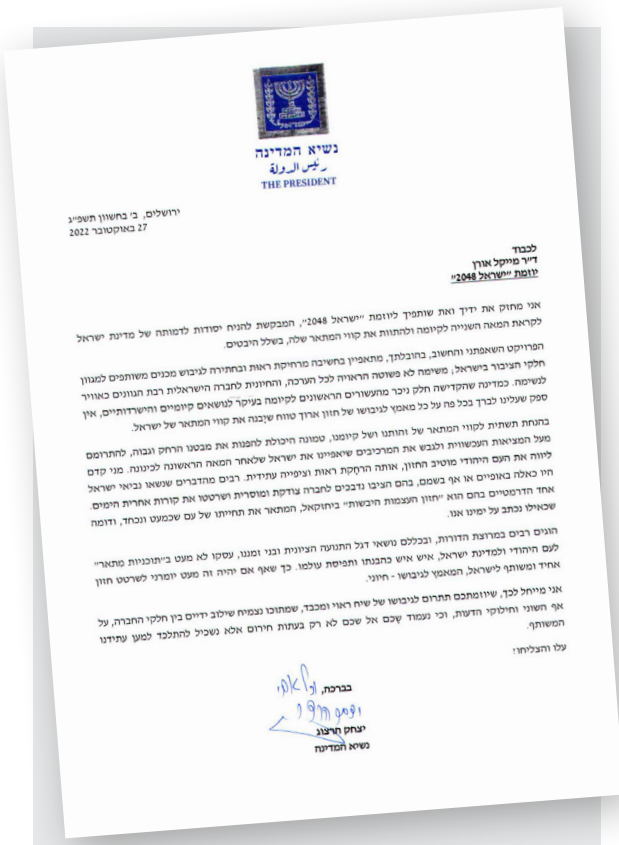
## Reaching New Audiences

We launched our bilingual website [israelin2048.com](https://israelin2048.com) enabling Israel 2048 to share content and upcoming activities.

As we embark on our public launch in 2023, a greater emphasis will be placed on digital social media channels as a way of reaching a grass-roots audience and widening our scope of public support.

We will also be distributing online a series of vision essays on Israel's future prepared by a diverse group of Israeli thought leaders. An impressive roster of leaders has been approached, and some have submitted. More are on their way, and we will be including this content in our online engagement in the months to come.

Our first letter to be released is from President Isaac Herzog conveying greetings to Israel 2048 for the launch of initiative.





## Z3 Conference

In December Israel 2048 featured at the Z3 Conference, bringing together some 800 participants from across Israel and the US.

The Z3 Project, an initiative of the Oshman Family JCC in Palo Alto, CA, is dedicated to modeling how Zionism can evolve.



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## Get ready for our upcoming book tours in Israel and the US!

Following the publication of *2048: The Rejuvenated State* in 2023 Michael Oren will be undertaking book tours in Israel and the US.

Israel 2048 will be setting up events in Tel Aviv and Jerusalem where you can hear more about *2048: The Rejuvenated State* from its author and engage with its ideas directly.

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*The Israel 2048 research team  
Amb. Michael Oren, Yuval  
Peretz and Saar Neri*



## Welcoming our new Project Coordinator

In October, Israel 2048 welcomed our new Project Coordinator, Benjamin Ross, to the team. Ben brings a broad background in research and shares our passion for Israel's destiny.

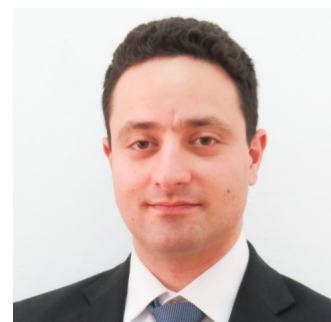
Earlier in the summer we thanked Ben's predecessor Yuval Peretz who led Manifesto research with Stephanie Manopla and Saar Neri.

## Benjamin Ross, Israel 2048's new Project Coordinator

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Dear friends of Israel 2048,

Coming on board as Israel 2048's Project Director I am excited to move our vision out of the research and into the action phase in 2023. Over the next year I will be focusing on fine tuning our materials for our town hall meetings and expanding our local and international partnerships.



I come to Israel 2048 with a BA in History and a MA in Social Science research from the University of Chicago as well as 2.5 years in the IDF's Nahal Brigade behind me. If there is anything I've learned along the way it's that the world as we know it was created by people just like us, and therefore the power to change it can lie only in our hands as well. Let's all take a step today to improve Israel.

Sincerely,

**Benjamin Ross**

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## Concluding Remarks

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The Israel 2048 team would like to thank its generous supporters and volunteers for all their efforts this past year.

As we enter Israel's milestone 75th anniversary year, now is the optimal time to launch our initiative publicly – through our book, town hall meetings, activism and policy making efforts.

With your ongoing support we will:

- Significantly scale the number of people aware and involved in our initiative
- Increase our partners and donors in order to facilitate our growth. Donations can be made online, at this link.

Help us realize the dream of a significant grassroots, top-down, combined effort – to ignite a dialogue among the Jewish people, so that we can create a shift that will help us not just celebrate Israel's 75th, but take into our hands the responsibility of crafting Israel's centenary!

Help us embark on the ambitious task of envisioning Israel's future. The Israel 2048 team can be contacted at [info@israelin2048.com](mailto:info@israelin2048.com).

We appreciate your ongoing support. Donations can be made online at [www.israelin2048.com/donate](http://www.israelin2048.com/donate)