

“I heard about Reut’s ISRAEL 15 Vision years and years ago, and now I see it in the words of the Prime Minister and I see it as a shared goal of the society.”

Ricardo Hausmann,  
Director of the Center  
for International Development at Harvard  
University, 01/2011

“They are one of the premier Israeli policy research centers.”

Thomas Friedman, NY  
Times columnist and  
Pulitzer Prize winning  
author, 03/2010

“Reut’s recent economic initiative was stupendous in its importance and impact. Their ability to mobilize people and define a new path deserves recognition.”

Prof. Eugene Kandel,  
Head of the National  
Economic Council,  
01/2011

“I would like to see the Reut Institute, the local municipalities, and the government sitting together. We need to partner to advance the brilliant ideas put down in Reut’s reports.”

Benjamin Ben-Eliezer,  
Minister of Industry,  
Trade, and Labor  
09/2010

## Purpose

Reut is a non-partisan and non-profit organization, designed to be the most effective force of change in Israel and the Jewish World.

## Vision

Reut’s vision is of 21st Century Zionism, that of the Jewish people’s right to self-determination in a secure, prosperous, and democratic state of Israel.

## Mission

Reut’s mission is to sustain significant and substantive impact on the future of the State of Israel and the Jewish people and to make an indelibly Israeli and Jewish contribution to the future of humanity.

## Strategy

Reut identifies unknown gaps in Israel’s generally accepted mindset, methodologically diagnoses, offers alternative visions and mobilizes coalitions to catalyze tangible impact.

Reut recruits young leaders committed to a life of public service and cultivates them into strategic leaders of Israel and the Jewish world.

Reut’s innovative model is uniquely adapted to the fast pace of change in an increasingly dynamic and interconnected world.

## Culture

- Zionist yet Global •
- Visionary yet Pragmatic •
  - Agile yet Focused •
  - Leaders yet Partners •
  - Creative yet Methodic •
- Avant-garde yet Institutional •
- Political yet Non-partisan •
  - Sprint yet Marathon •



## Our Achievements in 2011

We are proud to have made an impact on Israel and the Jewish World and to have been recognized both locally and internationally for our innovation and cutting-edge work. The recent achievements we are most proud of include:

- Reut's vision for Israel's socioeconomic development, the **ISRAEL 15 Vision**, became a formal government objective. Moreover, the government, leading NGOs, and businesses partnered with us to implement our conceptual guidelines on how Israel should face various socioeconomic challenges such as poverty, regional development, and labor relations.
- Reut worked with **TheMarker**, Israel's leading economic newspaper, to transform the public discourse and mobilize a new serving elite toward Israel's long-term development.
- Reut partnered with the Jewish Agency's Partnership 2000 Program and ELKA-JDC to implement our recommendations for regional development in different laboratories across Israel's geographic periphery.
- Reut's work on how to combat the delegitimization of Israel proved instrumental in catalyzing a global response by various Israeli government ministries, NGOs, Jewish communities, media outlets, and even military branches, all of which engaged the team for strategic advice on how to combat this threat.
- Reut's work with the Israel Trauma Coalition became the **definitive work on national and local resilience**, the recommendations of which the government and others began to implement.
- **Israeli-Palestinian political process:** Reut's work since 2006, which determined that the establishment of a Palestinian state in provisional borders in the West Bank was the sole possible outcome of the political process, received increasing attention and recognition both from media outlets and the highest echelons of Israel's political leadership.
- Reut's work on Israel's relations with the Jewish world proved foundational for several major Jewish-Israeli organizations. Reut partnered with the Federations, Hillel, JCCA, Taglit / Birthright, and others to advance the recommendations and vision set forth in its work.
- Reut's unique program for training strategic leaders received the **highest recognition**. In addition, our VP, Omri Dagan, was appointed the Head of the National Cadet Program for Public Service in the Government of Israel. Meanwhile, more than 300 qualified candidates applied for positions in our last round of recruitment.
- The Ministry of Foreign Affairs emulated the Reut model in their policy planning unit.
- We have raised more than 8 million dollars since 2004. We are 28 employees as of December 2010.