

A wooden clipboard with a silver clip at the top holds a white sheet of paper. The paper features a colorful rainbow logo at the top, followed by the Hebrew text 'גשר לעתיד', the English text 'BRIDGE TO THE FUTURE', and the Hebrew text 'עיקר העיר (ע"ר) מספר 580763522'. At the bottom of the paper is the logo and name of the 'Jewish Federation OF CLEVELAND'.

גשר לעתיד

BRIDGE TO THE FUTURE

עיקר העיר (ע"ר) מספר 580763522

 Jewish Federation  
OF CLEVELAND





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# BTF Timeline

2005

2006-7

2007

2008

2017

2019

2023

Developed the holistic concept and ecosystem model

Developed the MRI tool, based on the 8 capital indices in partnership w/Technion

Update of MRI & GEAR tools, development of additional work tools  
Manager: Talia Omer

Establishment; activity in Jisr az-Zarqa

Manager: Ido Shelem

Began activity in Beit Shean and the VoS, with the support of the Jewish Federation of Cleveland

Joined Oranim Academic College, in the framework of KAMA Center

Established City Centered NGO

Ekar Haer



# Who we are?

We work toward social-urban renewal in the local authorities of Israel's geographic and social peripheries, with a holistic view on partners in the region/space to create collective impact.

We aim to increase the community's resilience through understanding the assets, capacities, and knowledge of local community and organizations, helping to realize them for the benefit of the region/space at large.

We support local authorities, municipal clusters, social activists, businesses and governmental entities, to create an array of value adding partnerships.

Our intervention and development processes are based on cutting edge measurement and evaluation tools we have developed, to assess local authority's capabilities, social mobility infrastructure, other players involved, and community resilience.

## We believe

The power to change is in the hands of each and every one of us

## Our mission

To reduce the gaps between Israel's center and its peripheries

## We lead

A holistic view, collaborations, and data-driven decision-making,  
using the tools we develop



# Model of Activity



### Types of capital

Considering all capital types in the work process



### Community resources

Building on the community's capabilities and resources rather than just its needs



**The Ecosystem Model**

### Community development

Combined perceptions of and approaches to community development, both on the individual and authority levels



### Measurement & evaluation mapping

Developing data-based work tools as a foundation for constructing a long-term strategic plan



# Our Team



**Talia Omer**  
CEO



**Idan Porat, PhD**  
Urban planner



**Meirav Yaniv**  
Project manager



**Yogev Sharvit**  
Municipal economist



**Dubi Rodman**  
Project manager



**Meital Soudry Eden**  
Project manager



**Tiltan Katzir**  
Development and  
Strategy Director

## Our partners





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# 3 axes of activity

## Bridge to the Future

Build capacities, on-site intervention, work with local authorities and communities to improve functionality and services

## The Lab

Research & development of measurement and evaluation tools for data-driven work as a capacity building foundation

## City Centered

Shape and form the field of urban community renewal, to promote revival of city centers through restoration of physical assets

# BTF sample projects



Valley of Springs Regional Council  
Support the establishment of a  
new community & economic  
development department



הבית שאן  
רשת מנהיגות מקומית

Beit She'an local  
Leadership network -  
Lead a local leadership  
program



Beit She'an - Support the  
municipality in establishing  
a multisectoral employment  
roundtable



Emek HaYarden [Jordan Valley]  
Young Adult Center  
Mapping and analyzing the needs  
of young adults in the local  
communities



The City-Valley Network: Beit  
She'an & Valley of Springs  
Help create a local  
leadership development  
program



Ministry for the Periphery  
Negev, and Galilee Promote  
administrative reinforcement of  
young adult centers in the  
Galilee





# BTF work model examples

## Community

Lead and facilitate a local leadership program

Change leaders who work together and promote local growth, out of trust and shared responsibility.  
Develop local leadership, which serves as an example of social and professional activism, to improve residents' quality of life.  
Strengthen commitment, belonging and responsibility towards the city.

## Collaborations

Lead multi-sector roundtables

Lead strategic partnerships.  
Building partnerships between local authorities, civic organizations, businesses and central government.  
Lead joint processes to develop business and community opportunities to strengthen local economy and community.  
Support fundraising and trust building.

## Municipal

Support a municipality in setting up a new department

Build a rationale - work with management, support fund raising and formulate the department's work model.  
Actual support of department's employees in execution and implementation of work plans in the field.  
Participate in municipal work teams to start projects, improve work procedures and create quality responses for residents and stakeholders .

## Local Economy

Regional/ Municipal Economic Analysis

Analysis of the regional economic situation of local authorities in terms of employment, local businesses, and municipal resources.  
Process data from national and international sources, conduct surveys and in-depth interviews .  
Extract insights and prepare an optimal course of action.

# The Lab



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## MMRI

Local Mobility Index

MMRI: A measurement system to assess the mobility level in a locality

## GEAR™

Capability utilization measurement tool, used to identify and analyze the abilities of a community, organization, or project.

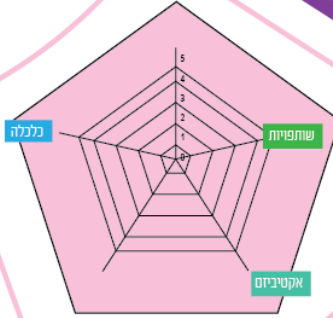


LifeCycle: a tool for mapping and promoting intersectoral collaborations



### MRI

**MRI:** An authority measure tool as a basis for a strategic plan.



### ECOSY-STEM

A capability utilization measurement of STEM activities in a certain locality.



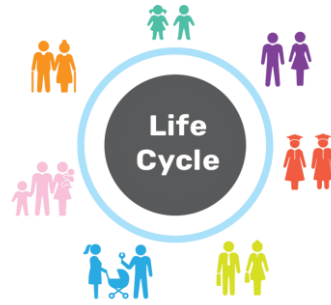
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# The Lab sample Projects



Kharkiv, Beit Shean,  
Hatzor HaGilit,  
Shfar'am



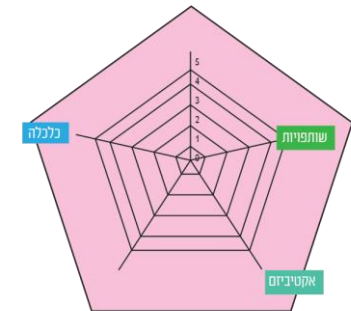
Beit Shean, Valley of Springs,  
Lower Galilee Regional Council,  
Azor, Eastern Galilee Cluster



Beit Shemesh with  
JDC Ashalim

GEAR™

Valley of Springs Regional Council, Hadera  
Foundation, Ministry for the Periphery  
Negev, and Galilee , The Settlement Division



ECOSY-STEM

STEM Shean, STEMaianot,  
Jerusalem

# CityCentered the Challenge!



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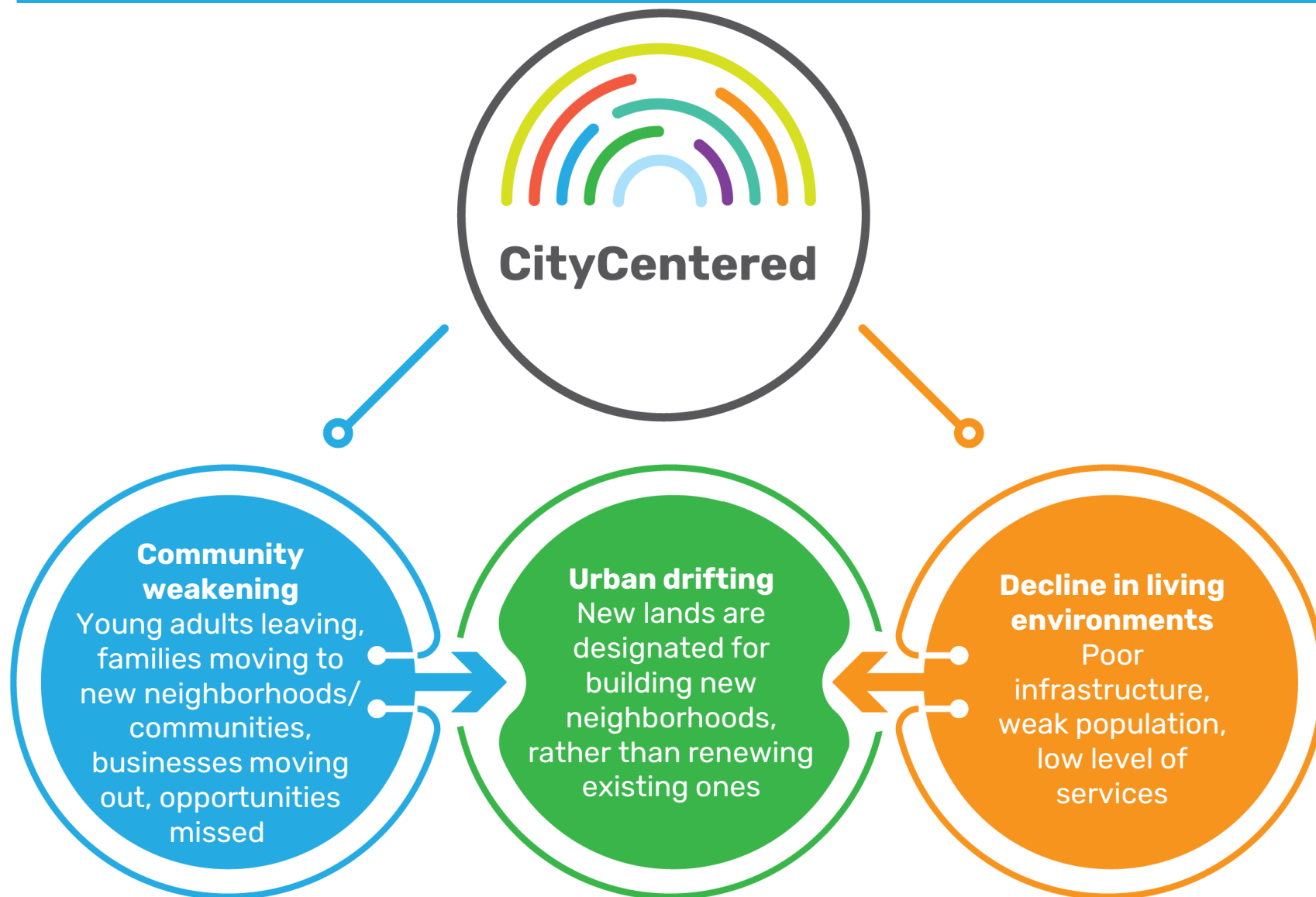
# Current situation in the periphery



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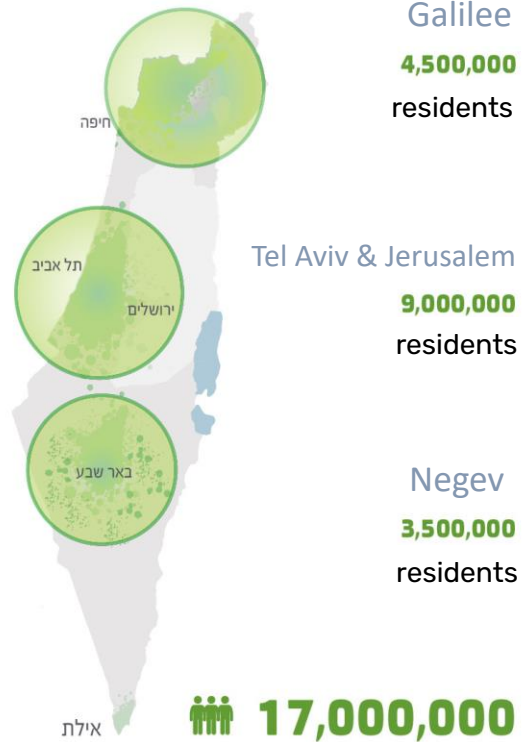
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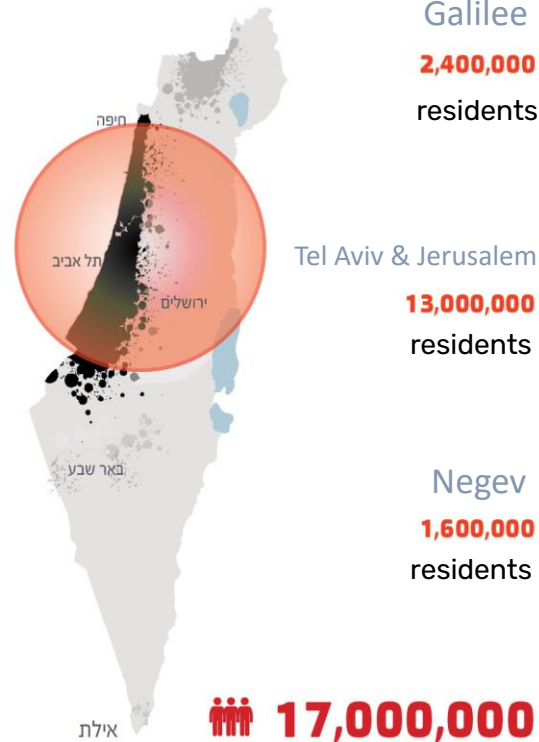


# Predicted Population Distribution in 2048

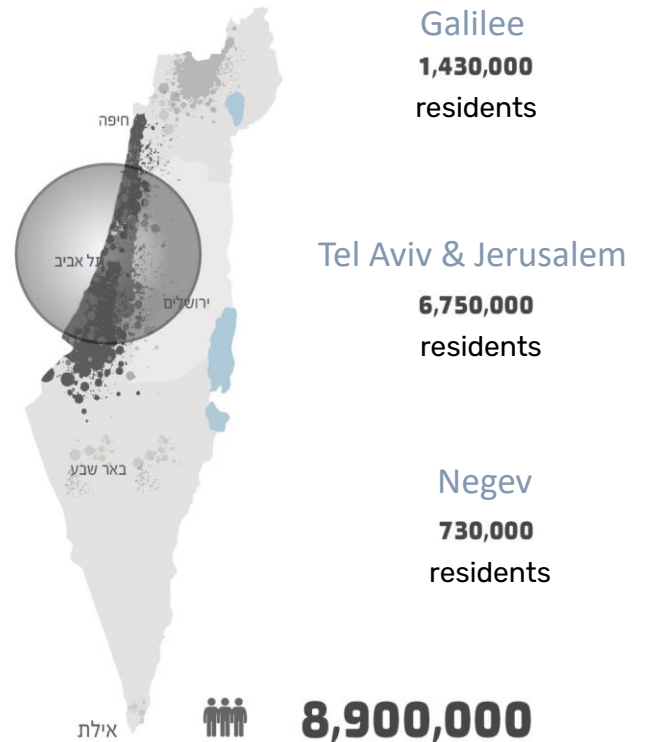
Israel future **desired**, 2048  
**3 centers**



Israel future **predicted**, 2048  
**1 center**



Israel **present situation** 2019



What will Israel look like in 2048? From: 2048 Initiative



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# CityCentered the Goal

**High quality of life in geographic and social peripheries.**

Improved living environments, with a robust community and growing economy, led by local leadership.





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# CityCentered **the Solution**

## Urban community renewal

Strengthen peripheral regions by leveraging local assets, reinforcing local leaderships, and constructing intersectoral partnerships on the national and regional levels.







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# Areas of Focus in City Centers Renewal



Inclusive housing



Urban space



Belonging



Quality of life



Quality housing



Local economy



Green building



Social mix



Exclusion prevention



Community

From an impact measurement tool in urban renewal initiatives, Hagar Institute and SFI



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# Organizations active the field in Israel



## Various Projects

Recently established Metzadot – a housing and infrastructure development company for growing cities, Negev Galilee. Owned by the developers.

## Projects in Nahariya, Kiryat Yam

An initiative of young residents. Eretz-Ir supported Reality Fund which was the real-estate developer. Long-term rental, owned by the developers.

## Vacate & build project in Lod

Vacate & build project in partnership with Jindas, the Ministry of Construction and Housing, and Azorim.

## Project in Hadar Haifa

An initiative of young residents. Eretz-Ir supported Reality Fund which was the real-estate developer. Long-term rental, owned by the developers.

# 18 years of experience



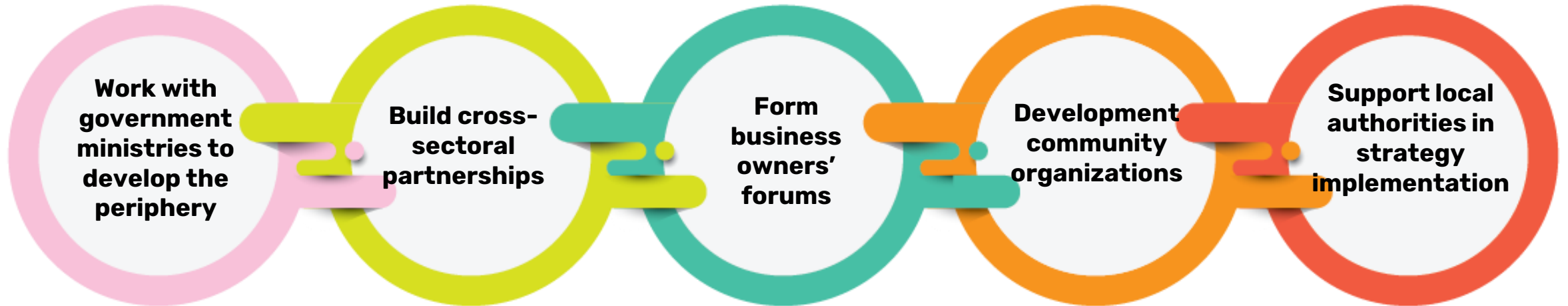
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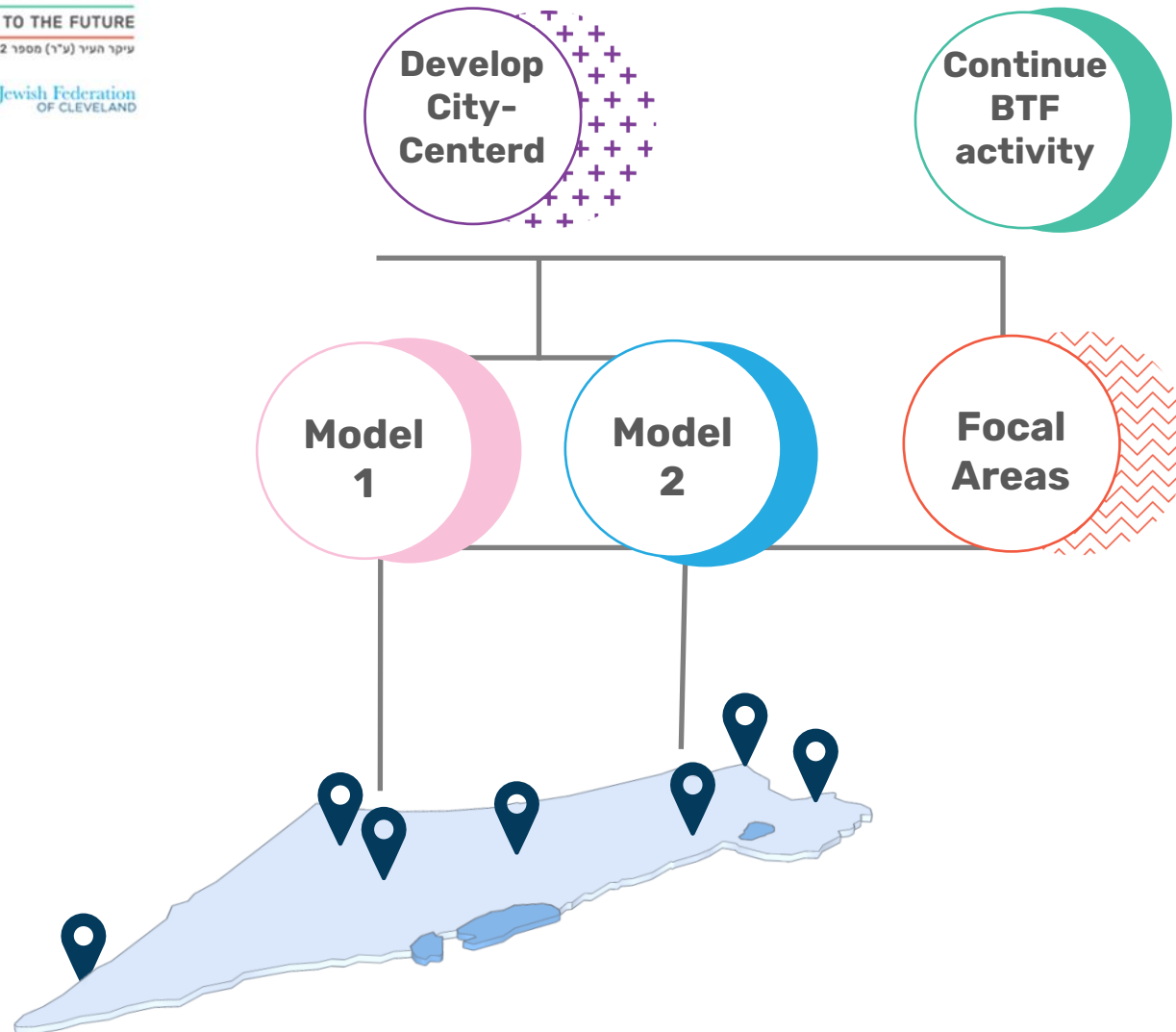
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**Why us ?**



# CityCentered Work Process



## Q1 2023

Establish an NGO

## Q2 2023

R&D, ongoing activity

## Q3 2023

Identify pilot opportunities with stakeholders in focal areas

## Q4 2023

Aim to launch the first City-Centered pilot

**Initiate and lead  
urban community renewal projects,  
in collaboration with central and local  
government, impact investors and  
philanthropy**



