



ההסתדרות הציונית העולמית  
World Zionist Organization



***World Zionist Organization Newsletter***  
***Issue 11, March-April 2018***

## Message from the Chairman

Shalom and greetings,

As you can see, the departments have returned to full and intensive activity now that the budget has been approved, to our great satisfaction.

In addition to the activities mentioned in the Newsletter, I want to call attention to the Zionist Executive representatives' work in the relevant countries. Our UK representative is Izchak Sonnenschein, who departed for shlichut last February and has already made his presence felt in a number of areas.

Our veteran representatives – Moshe Cohen in France, Esther Serok in North America, and Itamar Sternberg in South America – actively collaborated on the organization of Israel's 70<sup>th</sup> Independence Day events. Special mention should be made of Itamar's Remembrance Day siren initiative, which proved effective with individuals and communities alike.

The 70 Years of Independence festivities have not yet concluded; we will be experiencing them over the coming months, in many different countries. May we be privileged to participate in yet more national celebrations.

Avraham Duvdevani (Duvdov) Chair of the World Zionist Organization

## World Zionist Organization Awards the Jerusalem Prize to Natan Sharansky



On Jerusalem Day, as part of World Zionist Organization activity in the Commonwealth of Independent States, and in coordination with the Jewish Agency, an event was held in Moscow marking the unification of Jerusalem and the 70<sup>th</sup> year of Israeli independence. In the presence of World Zionist Organization Chairman Avraham Duvdevani, the WZO awarded the Jerusalem Prize to Jewish Agency Chair Natan Sharansky.

Department for Diaspora Activities Director Gusti Yehoshua-Braverman, who also headed the Jerusalem Prize selection committee, spoke at the award ceremony:

*"As Jewish Agency Chair, Mr. Sharansky has worked tirelessly to find a solution to the Western Wall problem, which threatens to split the Jewish people and undermine the relationship between Israel and Diaspora Jewry. Inspired by a "One Wall for One People" approach, he formulated the Western Wall Framework, aiming to ensure equality between men and women and between Orthodox and Conservative/Reform Jews.*

*"This endeavor demonstrated Mr. Sharansky's determination to find a solution that would allow every Jewish woman or man to feel at home in Jerusalem, and that would make the Western Wall a place of hope and joy ... and for this we are proud to award Mr. Natan Sharansky the Jerusalem Prize for 2018."*



## Settlement Division

### From Hashomer Hatzair Kibbutz to Diverse Communal Settlement

A synagogue and Torah scroll were recently dedicated at Kibbutz Kerem Shalom, in the Gaza Perimeter area. Settlement Division Chair Gael Greenwald, Eshkol Regional Council Head Gadi Yarkoni, and United Kibbutz Movement Secretary-General Nir Meir, participated in the synagogue dedication. In recent years the kibbutz has sustained a crippling decline in resident numbers and birth rates. With the help of the aforementioned organizations, **the kibbutz is revitalizing and absorbing many new families. Kerem Shalom, which was founded as a Shomer Hatzair kibbutz, has decided on a renewal and expansion effort. The kibbutz is now absorbing both religious and nonreligious families, effecting its transformation into a mixed, diverse and special community.**

The Torah scroll dedication was a powerful and moving event featuring the joyous participation of pre-army *mechina* pupils, kibbutzniks on break from their work in the field, yeshiva students, IDF officers, and others. The atmosphere was one of great hope for continued Jewish life in this area.

### Olim Settling in the Galilee and the Negev

By Summer 2019, the Rural Growth and Development Division, in cooperation with immigrant organizations, government ministries and the relevant regional councils, plans to establish two centers for the absorption of olim planning to settle in the Negev and the Galilee. Options for a provisional absorption center were examined in the course of a tour that we conducted of the Lower Galilee. The main idea is to lay needed physical infrastructures and to integrate the olim in the community. There will be adoptive families and close guidance to ensure optimal absorption. The plan addresses the economic barrier: through community support, olim will be provided with the entire array of needed services – educational, social, medical, and cultural.



## Education Department

### Israel70 Project

On April 22, 2018 a new exhibition was dedicated at the London Jewish Cultural Centre – the culmination of the Israel70 Project, a joint initiative with the Education Department.

<https://www.israel70project.com/>

Ten Israeli museums participating in the project sent photographs and information on 5 exhibits from their collections that have some bearing on Israel's historical, cultural, and artistic narrative.

Some 6500 pupils from 33 primary and secondary educational institutions in the UK, Singapore and Seattle chose exhibits, researched them in depth, and created their own two- or three-dimensional visual-artistic interpretations.

This learning process gave the Diaspora pupils access to Israeli cultural and artistic institutions and enhanced their knowledge of Jewish history, with an emphasis on Israel's founding.

The pupils' final products were assembled for an exhibit to be displayed at the London Jewish Cultural Centre-JW3 and, later, in Israel, at the Babylonian Jewish Heritage Center.



### Study Day at the Herzl Center, Jerusalem – *Current Issues in Informal Diaspora Education*

On March 5, 2018 the Education Department, in cooperation with the HaNoar HaTzioni Council, held a study day at the Herzl Center, with 100 participants representing the 12 HaNoar HaTzioni youth movements belonging to the Council.

The study day opened in the presence of Education Department Head Silvio Joskowicz, WZO CEO Eli Cohen, HaNoar HaTzioni Council President Dani Liberant, and Head of the HaNoar HaTzioni Council Sergio Edelstein.

Professor Yehudit Liberant and Professor Sergio della Pergola spoke during the study day about *Constructing Identities and Defining Relationships in the Trans-National World*. Dr. Adam HaYisraeli spoke about *The 21st Century Generation – a Profile*, and roundtable discussions were held on topics relating to Diaspora Education.



## Aliyah Promotion Department



### 70<sup>th</sup> Years of Israeli Independence Festivities in Argentina

The Aliyah Promotion Department was involved in an impressive array of events held by the Argentinean Jewish communities, marking 70 years of Israeli independence – culminating in the main Zionist Federation event in Buenos Aires (pictured) with the participation of thousands of community members. The Department was also involved in Yom HaZikaron and Independence Day events in the Natan Gaznev and Shalom Aleichem schools, and in the Independence Day events held in Rosario, Neuquén, General Roca, and Córdoba.



### Ambassadors of Hebrew

The Department launched a new and innovative initiative in France that connects Hebrew ulpan students with Israeli students studying at French universities.

Hebrew-language meetings are held between the Israeli students and the ulpan participants, featuring personal discussions of topics relating to life in Israel.

The students hold these meetings on a volunteer basis, and the hours will be counted toward the internship hours required by their study programs.

The program has been enthusiastically received by both the ulpan students/teachers and the university students.

## Herzl Center

### Celebrating Rebirth – a Trip Through Time: Zionism, Violence, Bereavement, and Independence

As part of the enrichment activity offered by the organization's worker's committee, the Herzl Center hosted over 100 WZO and Jewish Agency employees on the day before Holocaust Day, for a unique and moving tribute to the miraculous story of the State's establishment – from Holocaust to rebirth.

**The activity called attention to the visionary and groundbreaking nature of the Zionist movement, the heavy price paid along the way, and the dream that came true with the State of Israel's establishment** The participants visited the Herzl Museum, were taken on in-depth tours of Mount Herzl, and took part in a moving memorial ceremony in the new National Hall of Remembrance.

We were pleased to introduce our partners to the activities offered by the Herzl Center on a daily basis, and we are grateful for the productive collaboration with the workers' organization staff.



### My Flag

In honor of Israel's 70<sup>th</sup> anniversary festivities, the Herzl Center, in cooperation with the Education Department, launched a values-oriented educational kit on the meaning of the national flag. The kit is intended for pupils, youth movement participants, college/university and ulpan students.

The kit contains: an instructors' handbook, Hebrew language instruction handbook for use in the workshop, teaching aids and, of course, an Israeli flag.

The My Flag kit has been translated and exists in English and French as well. Copies have been sent to communities and educational institutions in Israel and abroad.

Additional kits can be ordered from the Herzl Center. The kit materials may be viewed on the Education Department website.



## Department for Israel and Countering Antisemitism



### 37<sup>th</sup> Youth Zionist Congress

**Hundreds of teens from all over the country participated in the 37<sup>th</sup> Youth Zionist Congress. The Congress is organized each year by the Israel Department via the Zionist Council. This year the Congress was held in Ofakim, and its theme was 70 Years of Israeli Independence – 70 Faces of Israel.**

During the Congress, the participants toured the Negev and took part in study circles and workshops.

The concluding events were held in the presence of Knesset Chair Yuli Edelstein, WZO Chair Avraham Duvdevani, Vice/Acting Chair Yaakov Hagoel, KKL-JNF Chair Danny Atar, Zionist Council Chair Yigal Bibi, Zionist Council Director-General Shlomi Ashkenazi, IDF Chief Education Officer Brig. Gen. Zvika Fairaisen, Ofakim Mayor Itzik Danino, and members of the Zionist Executive.



### MASA 70

The Department for Israel and Countering Antisemitism, in cooperation with Amichai Mechina – a pre-army academy founded by the Zionist Council in Israel – joined the MASA 70 project, a march in the form of a relay race that started out simultaneously toward Jerusalem from the Roaring Lion Monument at Tel Hai and the Ink Flag in Eilat.

**The march was part of Israel's 70<sup>th</sup> anniversary festivities. For 7 weeks the participants walked across the country, until the march concluded on Independence Day at the Western Wall Plaza in Jerusalem. Each day of the march was led by a different social organization or pre-army mechina.**

Amichai Mechina bore the flag from Beersheba to Hatzerim, and organized a tour of Beersheba that ended with a performance in the city's Bell Park, as well as a parade along Statues Road that ended with a performance on the Hatzerim lawn. Teens, IDF soldiers, WZO employees, and residents of Beersheba and Bnei Shimon Regional Council participated in the concluding event. Beersheba Mayor Ruvik Danilovich and Vice/Acting WZO Chair Yaakov Hagoel spoke at the event.

## Center for Orthodox Religious Affairs in the Diaspora

### Poster Competition Marking Seventy Years of Israeli Independence

At the initiative of the Center for Orthodox Religious Affairs in the Diaspora, and in cooperation with the Department of Graphic Design at Emunah College, Jerusalem, a poster competition was held marking seventy years of Israeli independence.

The judging panel appointed by Rabbi Yehiel Wasserman, Chair of the Center, was headed by Yitzhak Steiglitz and also included Graphic Design Program Director Yigal Gross, and Yaakov Aharoni, Director-General of the Israel Department. Three outstanding posters were selected. Designers Hodaya Rihanyan, Aviya Skitel, and Hannah Gelfer, who produced the top-ranked posters, were awarded prizes in an impressive Independence Day Eve ceremony. The posters were sent to hundreds of Diaspora Jewish communities.



### Study Day at Kinloss Synagogue, London, Marking Seventy Years of Israeli Independence

Hundreds of people took part in a shabbaton and study day held at London's Kinloss Synagogue, marking seventy years of Israeli independence.

The study day was inaugurated by Rabbi Yehiel Wasserman, Head of the Center for Orthodox Religious Affairs in the Diaspora, who spoke about Israel's development and achievements over the past seventy years.

Kinloss Synagogue Rabbi Jeremy Lawrence praised the Center for Orthodox Religious Affairs in the Diaspora and the World Zionist Organization.



## World Leadership Center – Mt. Herzl

### Orayta Leadership

Over the past year, the World Leadership Center has trained outstanding young Diaspora Jews studying at Orayta Yeshiva in Jerusalem for a variety of leadership roles. Twenty of these young people were chosen for focused training to strengthen their "inner leaders," with the aim of helping them function better on college campuses and in an array of roles in the Jewish community.

**The training includes weekly meetings throughout the year, shabbatons, a two-day in-depth encounter with the desert, meetings with hasbarah spokespeople, and more. As part of the program, participants assume various functions and carry out personal projects related to the fields they will be involved in the following year.**

The program will end in early June with a certificate presentation ceremony and recognition for the program's main donor. The plan is for the program to continue next year, in a similar format.



### Leadership Day

"It was one of the most intensive and productive days I've spent in the year-long program. I learned a lot about nature, leadership, and especially about myself as a leader." With these words one of the participants summed up the Young Judea Leadership Day at Neot Kedumim.



## Department for Diaspora Activities

### Global Zikaron BaSalon

This is the third year that the Department ran the Zikaron BaSalon project to mark Holocaust Memorial Day. The project's growth has been extraordinary. Communities in Poland, Hungary (pictured), South Africa, Belgium, Argentina, Uruguay and dozens of communities in the US and Canada marked this special day with gatherings in private homes, featuring Holocaust survivor testimonies, readings, songs and discussion.

Zikaron BaSalon was first developed and operated in Israel; the Department expanded it to include Jewish communities the world over, enabling people to experience the memory of the Holocaust in a different, moving, and more involved way.



### Mochileros, Group Four: First Contact with the Bayit Chadash Community in Guayakil, Ecuador!

Congratulations are due to Group Four of the Mochileros ("Backpackers"), who set off on their journey and landed right in the middle of Israel's national holidays. The shlichim arrived at the Mendoza, Bahía Blanca, and Santa Fe communities in Argentina and, for the first time, reached the Bayit Chadash community in Guayakil, Ecuador. **Word of the project has spread, and demand among new communities is growing. We are also gaining a foothold in communities that are receiving their first Zionist representation from Israel, such as the Ecuadorian community.** We hope that later groups will succeed in "conquering" even more communities in Central and South America.

In the meantime, we joyously celebrated Israel's seventieth year of independence in the communities!



## Masorti Olami



### Movement Emissaries to Chile

For the first time, the Masorti Olami movement will be sending a pair of Service Year volunteers as shlichim to the Masorti/Conservative communities of Chile. Melania and Alon departed in August for the service year. They will be working in the Masorti/Conservative communities and with groups of young people in Chile (i.e., Noam camps), running Israel education activities, and fostering direct contact between groups of young people in Latin America and Israel.



### Movement-Wide Educational Kit for Israel's 70<sup>th</sup> Year of Independence

Mercuz Olami recently published an online Zionist education kit containing material on Zionism, Israel, and the Masorti/Conservative movement, including activities for all age groups, a Zionist and Masorti calendar, video clips and lessons prepared by Conservative thinkers. The educational kit is dedicated to Israel's 70<sup>th</sup> Year of Independence festivities, and we plan to keep updating it with additional educational content. **The kit was developed in cooperation with Melitz, and is meant to upgrade the Masorti/Conservative communities' capabilities in the Israel education sphere and to deepen their familiarity with Zionist history.** The kit may be found [here](#).

## Zionist Enterprises Department

### New Volunteer Center Created for Ten (“Give”) Project

The Zionist Enterprises Department, in cooperation with the Jewish Agency, is working to establish a new Israeli volunteering center for the Ten project. In April teams from the Department and from the Jewish Agency's Young Activism Department set out to find a site for the center, and to identify spheres of volunteering activity in the Mitzpe Ramon area. **The project will bring Diaspora Jews and Israelis to live and volunteer together for 5 months on educational, agricultural and community projects. The project has been very successful at five other centers, one in Israel and four elsewhere.**



### The Kibbutz Movement’s Timna Shweika Leadership and Social Entrepreneurship Program Is Launched

The program is a collaboration between the Zionist Enterprises Department and the Kibbutz Movement. **Sixteen young entrepreneurs and leaders from the Kibbutz Movement and its immediate circles will be trained and taught skills for improving Israeli society, in the spirit of Herzl’s vision of a model society.**

Timna, the Kibbutz Barkai member for whom the program was named, was killed a year ago in a road collision. Her father, Itamar, talked to the participants about the deep sense of social responsibility that led her to strive on behalf of a better Israeli society.



### Mofet Program Concluding Event

The first group to participate in the Zionist Enterprises Department's flagship program, Mofet – the Social Accelerator, has completed the program. At the concluding gala, the program participants presented their projects to the judging panel, focusing on how the projects developed over the four months since the program got underway.

At the end of the evening the panel chose 8 outstanding projects for monetary grants that will allow the winning participants to realize their vision, promote social justice and tikkun olam, and create a model society in the spirit of Binyamin Ze'ev Herzl.

“Each and every one of you entrepreneurs chose a different path for achieving a model society. Some decided to promote change through education and work with youth, some chose to create a more equal and accessible society for people with disabilities, and some chose to focus on reducing gaps and creating connections between different parts of Israeli society. Some decided to make life better for seniors, and so on. But you have all worked on behalf of Israeli society and our future. **When I look at you I am certain that the road to be traveled by the Zionist movement over the next 120 years will be no less wonderful than the road we’ve traveled up to now,**” said Department Head Dror Morag in his moving speech at the event.



## Herzl Day at the Herzl Center

**As in previous years, the Herzl Center celebrated Binyamin Ze'ev Herzl's birthday. This year's festivities marked the 158<sup>th</sup> anniversary of Herzl's birth, and 70 years of Israeli independence.**

The day was funded by the Public Council for the Commemoration of Herzl in the Prime Minister's Office, and was led, organized, and produced by the Herzl Center. Some 800 high school pupils and education system graduates took part in the event, in a variety of pre-military frameworks.

Many different activities were offered to the participants over the course of the day:

A visit to the Museum, an online quiz whose answers could be found on Mt. Herzl, the opportunity to be photographed against the background of the famous railing and river in Basel, a walking tour of Mt. Herzl in quest of Zionist leaders, an in-depth discussion of Zionism with Professor Ariel Feldstein, written/scrawled ruminations about Herzl on a huge graffiti wall set up in the compound, the formulation of a social change vision with guidance from a creative writing expert, “Café Dilemma” roundtable discussions led by expert moderators, “Smart Wall” activity (advanced technologies used to raise major Zionist issues, past and present), participation in a “press conference” convened by Herzl, a singalong with Assaf Ashtar who took the participants on a fascinating musical journey through Zionist history, a performance by Goshen Theater based on Herzl's life, and more.

**All this rich variety made the day an outstanding success and an unforgettable experience for each and every participant. The attendees learned in depth about the Zionist visionary and the relevance of his vision in the seventieth year of Israel's independence.**

To images >>> next page



# Herzl Day – How It Looked

