**Purpose of the grant:** support for Radical and Under the Radar for a three-month pilot aimed at promoting dialogue about a political settlement among young Israelis aged 18-35.

**Background**

Radical is a nonprofit house for ideas established in 2021. Its aim is to disseminate optimistic and groundbreaking ideas about democracy, social change, the economy, and climate change, and to motivate Israelis to take action. To date, Radical has published six books that are on sale in over 80 stores across Israel. In addition, about a year ago, they established Radical House in Tel Aviv – a 200-seat auditorium, a video and podcast studio, a library, and a cafeteria, where they have held over 150 events.

Under the Radar is a media organization for young people. Established in 2021, it aims to connect young Israelis to the reality in their country, by promoting liberal values and motivating them to act. Under the Radar produces topical news in accessible language via social media. They work with a team of some 80 volunteers across the country, and have reached about 1.7 million young people, and achieved about 250,000 impressions of their content, with about 15 million interactions.

Radical and Under the Radar have joined forces with the aim of maximizing the potential of both organizations, and motivating large numbers of young Israelis to take action based on liberal democratic values. Together, they have created a large youth organization that has three different branches – Radical Publishing, Radical House, and Under the Radar. Each branch promotes shared ideas in unique and diverse ways, with the goal of reaching as wide an audience as possible. Beyond that, all staff, insights and research, content, ideas, challenges, and costs are shared.

**Work** **plan**

Radical and Under the Radar contacted us with a request for support for a three-month pilot project aimed at increasing awareness and support among young people aged 18-35 regarding a political settlement. The project’s goals are to create positive discourse among young Israelis regarding the need for a political settlement, and to connect liberal democratic values with the need for a political settlement.

The content that will be created as part of the project will be targeted at young audiences on social media through short videos, interviews, street questionnaires, texts, and explainers. These will address the need for a political settlement by talking about the most painful issues for Israel’s younger generation: regular or reserve military service in Gaza or the West Bank, the damage to Israeli democracy, and the threat to the future of life in Israel.

The overarching messages that will be conveyed through the project are: that only a political settlement can guarantee Israel’s security, that such a settlement is the only democratic solution to the Israeli-Palestinian conflict, and that a political settlement will preserve Israel as a Jewish and democratic state, repair Israel’s status internationally, and repair the economy.

The project will include:

* Regular news coverage of political moves, protests and civil initiatives, and activities that aim to reach a political solution.
* Street questionnaires across Israel on a variety of topics related to a political settlement.
* Texts and videos that address the history of the Israeli-Palestinian conflict in an informative and interesting way.
* Conducting regular surveys on issues related to a political settlement and publishing data that show support for a political settlement.

**Pilot budget – July-August (in NIS)**

Content production – 25,000

Media – 90,000

Surveys and questionnaires – website infrastructure and messaging – 10,000

Staffing – 25,000

Total – 150,000

**Success metrics**

**Outputs**

Production of 12 short videos – including street questionnaires + 12 explainers

About 1M unique users will be exposed to the content with at least 9M impressions and 4M video views.

Conducting at least 2 large surveys and disseminating data from them, alongside initiatives and content that promote a political settlement.

**Outcomes**

* Raising awareness and creating a broad discourse among young people on digital platforms around issues relating to a political settlement.
* Creating a toolbox of ideas that will allow the public to conduct an effective dialogue on the topic of a political settlement.