**Strategic Road Map 2019-2020**

Over the course of 2019, the Society for International Development - SID Israel continued to solidify its position in the humanitarian aid and international development community, becoming the central player in a cross-sector effort to strengthen Israel’s involvement in the developing world. We aim to continue our work in the coming year. Here is our strategic road map for 2020:

1. **Knowledge Center**

Annual targets:

* Convene roundtable discussions as part of "Israeli Global Impact 2030," a cross-sector strategic thinking process that aims to develop recommendations for the Israeli government on amplifying Israel’s involvement and impact in the developing world. SID Israel will hold a roundtable discussion entitled “Increasing the Israeli impact on the developing world and advancing the achievement of United Nations sustainable development goals.”
* Hold three roundtable discussions and three Communities of Practice (CoPs) that, as part of “Israeli Global Impact 2030,” will bring together government officials and representatives of civil society, business, and academia on the following topics: raising awareness among the public, in education, and in academia; creating financial tools for humanitarian and development work; developing governmental tools for capacity-building to assist Israeli companies and organizations; encouraging cross-sectoral collaboration; and reframing international development as a common ground for cooperation between Israel and diaspora Jewish communities.
* Produce new publications similar to our recent volunteer handbook and our lexicon of international development and humanitarian aid terms, and to update our existing publications annually.
  + Develop tools for competing for UN tenders together with P4B, an organization that provides expert advice on entering the UN and humanitarian aid markets to business clients and organizations. Services include tender analysis, comprehensive support for proposal development and the bidding process, risk assessments, advice on terms and conditions, security and financial arrangements, legal status, conflict resolution methods, and much more.
  + Build databases of experts and volunteers: SID Israel has partnered with GivingWay, a digital platform that helps connect people around the globe, to build a database of civilian volunteers and experts for companies working in emerging markets — a comprehensive list of volunteers and professionals ready to serve humanitarian aid organizations at a moment’s notice.

1. **Policy and Public Outreach**

**The Strategic Thinking Process** -Israeli Global Impact 2030:

Over the course of the last year’s strategic thinking process, SID arranged a series of meetings with senior government officials, organized an annual conference in the Knesset, and initiated the founding of a political lobby to promote Israeli activity in the developing world. The goal is to persuade the Israeli government to begin tackling the subject and to formulate a strategy and tools that will support Israeli activity in the developing world.

SID’s efforts in the last year are consistent with the government decision on July 23, 2018, to promote Israeli involvement in emerging markets through a long-term government strategy. This decision gave official force to the efforts by the prime minister in recent years to deepen ties and cooperation with states in Africa, Latin America, and Asia.

The team worked in close partnership with key plays in the public sector, the private sector, academia, civil society, and diaspora Jewish communities. Its work was based on the analysis of other countries’ attempts in the field, and on consultations, in-depth interviews, surveys of private companies, and a public opinion survey. Afterwards, the team wrote a report summarizing the findings of the strategic process and a policy paper whose proposed recommendations will be presented to the Israeli government. During the coming year, we will work to ensure that the decisions will be adopted in the relevant government decisions, and we will continue to promote the report’s overall recommendations: the need for a policy to maximize the Israeli impact in the developing world — a comprehensive governmental body that will be entrusted with the cooperation with the developing world; the establishment of an Israeli fund for the promotion of cooperation with the developing world; increased government support for companies and organizations; and raising awareness and knowledge creation.

* “**Africa: The Continent of Tomorrow” Series**: We will continue to host the “Africa: Continent of Tomorrow” lecture series, in collaboration with the law firm of Herzog, Fox & Neeman, that seeks to promote dialogue between public and private initiatives in Israel and opportunities in African countries, with the participation of government agencies, NGOs, academics, start-ups, and development specialists.
* **Global Impact Awards:** To continue our effort to increase public awareness of issues in international development, we will present an award for world-changing innovation that will recognize Israeli social, technological, and other innovations that have helped improve lives in the developing world.
* Our ongoing dialogue with members of Knesset from different parties led to the formation of a political lobby aimed at promoting Israeli involvement in the developing world. This lobby demonstrates that international development can be an agenda supported by all parties.

The State of Israel will hold elections in April, which will obviously have an impact on members of Knesset and ministers in the next government. In order to continue the strategic planning process, we will need to continue the activates of the political lobby after the upcoming elections.

* **The New SID Israel Website**: Our new website will reflect the changes in SID Israel’s focus, and provide more information for private sector companies looking to do business in developing nations. It will also, of course, retain all current information for NGOs and individuals interested in humanitarian aid and international development.
* **Sid Israel News Monthly Newsletter**

**III. The Israeli Center for International Development and Humanitarian Aid Studies**

* In cooperation with SID Israel, the Rabin Medical Center (Beilinson and Hasharon), and the International Program in Emergency & Disaster Management at the Sackler School of Medicine, Tel Aviv University, will establish a new center for international development and humanitarian aid studies. The center will serve Israeli professionals who will receive training at an international level, enabling them to join humanitarian aid projects in the developing world. This year’s courses and seminars will be held for professionals from the medical and mental health fields.

The course contents will focus on ethical and professional issues, acquiring experience in managing a team, decision making, and providing general knowledge alongside practical, hands-on information and readily-applicable tools. These tools will be focused on ongoing humanitarian activities in the target countries as well as during large scale events such as natural disasters and conflict. In addition, the courses at the center will include simulated tasks for assimilating the knowledge.

The activities at the center will enable the expansion of Israeli involvement in the world of international development, and will serve as fertile ground for meaningful, ongoing humanitarian volunteer activities and for aid in regions devastated by disasters. In this way, the center will contribute to positioning Israel as an influential leader in the field. The center will promote research and international cooperation, and will strengthen the connection with the diaspora.

**The center will include:**

**Professional courses (flagship courses)**: The courses will be taught by a team of instructors and field operatives who are experienced in working in the developing world with Israeli and international organizations. We will provide theoretical knowledge hand-in-hand with practical information, survey the history and the background of the development of work in the humanitarian aid sector, discuss ethical questions that arise from field work, and gain insight into the structure of the sector and the organizations that are active in the developing world today. The relevant courses will also provide medical instruction focused on aid in a disaster situation and on humanitarian missions.

**Brief Training Courses and Seminars**: These short-term and focused programs provide knowledge and complementary tools for work in the field of humanitarian aid.

**Internet Volunteer Database**: Constructing an online alumni database that will include all the alumni of the courses and seminars as well as their areas of specialization. In this way, we will create an organized and easy-to-use resource for organizations working in the field, which will ease the formation of rapid and accessible connections between organizations and skilled professionals who can depart on a moment’s notice.

**External Relations for Creating Partnerships with International Organizations**: Within the framework of the center’s activities, an array of partnerships will be established with Israeli and international organizations in order to promote and allow for volunteering by the center’s alumni in development and aid activities at home and around the world.

**A Platform for Furthering Research**: The centre aspires to be a leader in research in the field of humanitarian aid through initiatives and research collaboration with academics and organizations working in the field, and through utilizing the vast knowledge on disaster situations that has been amassed by Israeli academia and the top field organizations in the world.

* **“Breaking Boundaries”: Medical teams in international humanitarian aid:**

Medical teams are vital players during humanitarian disasters, both in the initial response phase and in later stages. For the second time in Israel, experts from the United Nations will lead a comprehensive course that delivers the knowledge and practical tools that medical staff must have in order to become involved in humanitarian work around the world. Among other main themes, the course will focus on international standards for emergency medical treatment, the professional language spoken in the field by experts and employees, and collaboration between the international organizations, led by WHO, and local authorities. The course aims to provide all the information medical staff need before they depart on relief delegations.

* **Global Impact Studies:**

We will continue for a second year the diploma program in in international development, entrepreneurship, and humanitarian aid, in cooperation with the Lauder School of Government, Diplomacy & Strategy at the Interdisciplinary Center (IDC) in Herzliya. The program, entitled “The New Global Impact Studies: From Disaster Relief and Crisis Management to Sustainable Governance and Entrepreneurship in the Developing World,” prepares students to address pressing global challenges (disaster relief, clean water, renewable energy, infectious diseases, etc.) in emerging markets and developing countries, with a special focus on employing Israeli technology and innovation to face these challenges. It is our hope that 15 students will complete the first cohort of the program.

* **Global Citizenship Education Program:** This high school program aims to increase awareness among Israeli youth about global issues and to create a sense of solidarity that transcends national borders. The program has been approved by the Ministry of Education.

***Fundraising and Ensuring Financial Sustainability***

Our goal is to grow our revenue from the various services we provide while continuing to develop the tools that we offer to government ministries, SID members, and our various partners. Looking to SID Washington as an example, we also plan to build partnerships with private sector companies and look forward to inviting them to become cooperate members of SID.

In order to secure more funding and to establish a stable and diversified funding base, SID-Israel will engage in a structured, concerted development effort that encompasses the following areas of activity:

* Advocating for direct support from the Israeli government, both for SID-Israel and for the broader community of Israeli aid organizations. This will build on SID-Israel’s success in receiving recognized supplier status and funding from the Ministry of Finance.
* Identifying collaborative activities that can be implemented in partnership with existing Israeli actors, and which can help raise funds for all those involved.
* Mobilizing resources from partner organizations, including in-kind donations (such as the provision of staff time for collaborative efforts) and membership fees.
* As an umbrella organization gathering knowledge in various fields, we intend to make it available to organizations, corporations, and private individuals for a nominal fee that will cover the costs of the activities, as we do in the area of courses and training.
* כארגון גג המתחלל ידע בתוחמים מגוונים, אנו מתככנים להנגיש את הידע לארגונים, חברות ואנשים פרטיים בילות סמלית אשר תכזה את הפעילות, כפי שאנו עושים בתחום של הקורסים והכשרות

Respectfully yours,

Alon Beer