

Sample 1:

A Day of Unity

Be'dibur Echad

The Jerusalem Unity Prize Award Ceremony

Wednesday, 23rd of Sivan, June 6th – The Presidential Residence, Jerusalem

5778 - 2018

About the Prize

The Jerusalem Unity Prize, held for the fourth consecutive year, was initiated by the families of the three kidnapped teenagers, Eyal Yifrach, Gilad Shaar and Naftali Fraenkel, in cooperation with the Mayor of Jerusalem, Mr. Nir Barkat, the Ministry of Education, the Ministry for Social Equality and the Gesher non-profit organization. The prize celebrates organizations and individuals in Israel and the Diaspora who contribute to the unity of Israeli society. These organizations seek to reinforce compassion, mutual responsibility and solidarity. They recognize the rare human mosaic residing in the land of Israel and work to create social unity in which people accept the 'other' during times of calm, not merely during crises. The prize is divided into three categories and modes of impact: local, national and global, reaching a total sum of 150,000 NIS. The award ceremony is the height of Unity Day marked in Israel and the Diaspora. Throughout the day activities are held nationwide among different sectors and in a range of social frameworks. Unity Day aims to break barriers between communities and populations and bring Israeli society and the Diaspora closer together. The number of people in Israel and abroad who participate in the day's events is extraordinary, as they address the significance of unity and take practical steps to promote unity throughout the year. Marking Unity Day and awarding the Jerusalem Unity Prize have been made possible due to the generous and

outstanding contributions of several organizations and people, who strongly support and advocate unity in Israel and the Diaspora: Robert and Amy Book | David and Sarena Koschitzky | Ira and Ingeborg Rennert | Jay and Jeanie Schottenstein , the UJA Federation of New York, and the sponsorship of the Ministry for Social Equality.

Runners without Borders

Category: Local

Activity outline

The Runners without Borders Jerusalem running project connects Jewish and Arab youth through running since 2014. Following their desire to engage the running group's evolving community, the organization's leaders established three exceptional races in Jerusalem for Jewish and Arab participants known as "Jerusalemites Run Together". Over 1,300 runners from East and West Jerusalem have attended these races so far. Furthermore, the project's youth travel the world to represent Jerusalem in international races, while spreading the message of hope and friendship.

Rationale

Runners without Borders is a non-profit organization dedicated to unifying diverse Jerusalem populations. The organization has successfully maintained a simple message: Jews and Arabs can live together, run together and visit each other's neighborhoods. The youth participating in the organization's activities do not speak the "other side's" language, and many have significantly improved their Hebrew and Arabic language skills since joining the project. Over 100 media channels have covered the activities of the running group in Israel and the Diaspora. The project serves as a symbol and example of local unity and hope for a shared life.

TEC Center - (The Center for Technology, Education and Cultural Diversity)

Category: National

Activity outline

The TEC Center was established in 2005 as the first Israeli initiative to use computers and advanced technologies for multicultural cooperative learning among diverse sectors of the population. The center aims to change preconceptions, prejudices, and negative opinions that affect Arabs and Jews and religious and secular Jews in Israel, from as early as elementary school. The TEC Center developed a unique and original academic model based on gradual progress: children, students and teachers from all sectors meet weekly online through a designated social network. The joint learning process reaches its peak when participants meet one another in person at the end of the school year. The model was recently adopted by several other countries around the world, and implemented as a means for promoting multicultural discourse among children from different cultural backgrounds. Over the past year, the TEC Center founders, Dr. Asma Ganaim, Dr. Elaine Hoter and Dr. Miri Sheinfeld, founded the Nir Diskin z"l non-profit organization in cooperation with the Diskin family. Nir was a young man who believed whole heartedly in the values of equality and social justice. The organization works to expand TEC projects with the hope of spreading its vision, advancing tolerance in Israel, and enhancing cultural acceptance of all human beings.

Rationale

The TEC Center is an innovative model for forming relationships between different sectors and creating constructive dialogue among thousands of participants. Nearly 3,000 students, 13,000 children and 400 teachers have participated in the program to this day. Studies held by the center indicate that the participants' experiences on the program have led to a significant decline in negative opinions towards other cultures, and to an increase in tolerance towards the other. Similarly, the program generated meaningful collaborations between educational teams from different sectors, who serve as agents of change in their

home communities. All this and more demonstrate the importance and relevance of the TEC Center to cultivating moderate and unifying discourse in Israeli society.

Koolulam

Category: National

Activity outline

Koolulam is a social-musical mass singing initiative established in 2016. Koolulam events are held throughout the country, enabling participants to congregate in an exciting, uplifting and harmonious musical experience. Hundreds or thousands of people attend each event, regardless of age, gender, faith or vocal skills. The events are filmed and broadcast on various media channels, conveying the message of hope and unconditional love. To this day tens of thousands of people have joined dozens of Koolulam public events.

Rationale

Koolulam brings a wide spectrum of Israeli society together through music. The project sets the stage for harmonious communal interactions, which are otherwise absent in everyday life. The project helps remove masks, cast aside prejudices, and experience an astounding sense of solidarity and joy. Social organizations and non-profits assume an active role in each Koolulam event, enabling them to receive recognition and promote their cause. Singing collectively voices the message of acknowledging and accepting the 'other', and asserts the belief in respect and tolerance.

Life achievement award in honor of Israel's 70th anniversary and Birthright's 18th anniversary

Birthright

Category: Global

Activity outline

The Birthright project was established in the year 2000 as a means for enabling young people from around the world to discover new meaning in their Jewish identity and connect to Jewish and Israeli history and culture. One of the project's key components is building an understanding, friendship and long lasting relationship between young Jewish adults in the Diaspora with Israel and its inhabitants. Over 600,000 young Jews from 67 different countries, ages 18-26, have taken part in the Birthright project since its establishment. Consequently, Birthright is considered the largest and most successful educational-Zionist project in the Jewish world.

Rationale

Birthright serves as a bridge between Israel and Diaspora Jewry. Over the last 18 years the Birthright project has generated a significant change in the attitude of young Jewish adults in the Diaspora toward the state of Israel. Many Birthright graduates return to Israel following their trip and become more actively involved in their local Jewish communities around the world. This year the Birthright project is celebrating its 18th anniversary and is expected to break another record with the arrival of 50,000 young Diaspora Jews in a single year. The project is a monumental life achievement devoted to shaping identities, nurturing Jewish solidarity, and deepening the relationship and connection between Jews in Israel and their friends in the Diaspora.

Sample 2:

Beit Hatfutsot

The story of the Jewish people is a story of constant renewal.

Beit Hatfutsot, the Museum of the Jewish People, aims to weave the unique individual stories of Jewish people into one uniting tale, while expressing and preserving a wide range of exceptional feelings of belonging to the Jewish people.

Our goal is to provide the next generation with the key to understanding its Jewish identity, to strengthen its sense of belonging to the Jewish people, to deepen the ties between Jews and Israel and between Jews throughout the world, and to cultivate a sense of pride in Jewish heritage.

The Koret International School for Jewish Peoplehood at Beit Hatfutsot promotes an informed and active sense of belonging to the Jewish people that draws on awareness and identification with the Jewish collective, based on common denominators: historical memory, Jewish values, culture and Jewish creativity, Hebrew and other Jewish languages, a multi-faceted affiliation with Israel and a Jewish way of life.