

# 2019

ANNUAL REPORT

# Adva Center

Written by Noga Dagan Buzaglo

Designed by Lital Biton

# WHAT DOES ADVA CENTER DO?

**The Adva Center is a leading Israeli progressive think-and-do tank**

## **We believe that:**

All Israelis, Jews and Arabs, women and men, high- and low-income persons deserve high-quality public services;

An active citizenry is crucial to democracy;

Civic action should be knowledge-based.



## **Adva's main activities are**

Publishing critical analyses of public policy in the areas of budgets, taxation and social services – including their implications for Israeli society as a whole and for each of its major social groups;

Dissimulating our reports for use of Knesset members, government officials, academia, students and social activists all over the country as a way to advance egalitarian policies;

Translating information to graphic language accessible to all;

Operating community action and popular education projects in dozens of localities countrywide with hundreds of participants from all groups composing Israeli society.

**Adva is also known as a stable, responsible and effective organization that people like to work in and work with. Our core team has been acting together for 10-25 years!**

# RIPPLES

## **Adva is a source of inspiration for**

Community organizations working to better the lives of residents;  
Municipalities and agencies promoting equality for women.

## **Adva is deluged with requests for background information**

By the media;  
By high school students, researchers, politicians, civil society organizations and others exploring equality issues.

## **Adva materials are utilized extensively by**

Social advocacy organizations;  
Plaintiffs claiming discrimination;  
Executive officials and legislators;  
College teachers and students.

## **Adva joins forces with other non-profits**

To combat poverty;  
To preserve and improve the public health system;  
To promote equal education;  
To boost public housing in Israel;  
To integrate social justice policies into climate-change related programs;  
To advocate for a political settlement with the Palestinians.



# PUBLIC POLICY ANALYSIS



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## Israel: A Social Report 2020

Examines the main aspects of inequality in Israel. It also points to some desired socio-economic goals: inclusive economic development that involves all areas of the country and all segments of the population, expansion of the middle class, and a significant decrease in poverty.

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## Central Government Subsidies of Municipal Budgets, 1997-2017

Compares affluent localities, Arab villages and towns, development towns and settlements.

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## Near Poverty: Danger of Falling into Poverty, Chances of Joining the Middle Class

More than one-fourth of Israeli households live in poverty or near poverty. This study finds families in near poverty not much better off than families in poverty.

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## Annexation Trumps Start-up Nation

Offers a fresh look at the implications of the Israeli-Palestinian conflict for Israeli society and confronts two different national agendas and two Israeli settlement projects: The Development Towns and The Settlements in the Occupied Territories.

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## A Tale of Four Cities

Introduction to some of the major national and ethnic groups in Israel, as well as a glimpse into some of the major political and economic issues.

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## The Care Deficit: What it Means and How it Can be Reduced

Examines the care economy in Israel and focuses on two case studies: childcare and care for the elderly, looking at patterns of public and private investment and what is required for a care economy that promotes a better care system.

### The following op-eds are available in English:

- New Poverties? Look to the New Rich for the Causes
- Just like in America – The Israeli Middle Class is Being Squeezed
- Not Exactly a “Start-Up Nation”
- Not One, But Two Top One Percentiles
- Words Are Not Enough to Eradicate Violence Against Women

THANKS TO ADVA

# INEQUALITY IS AN ISSUE IN ISRAEL



## **Adva Center was the first think tank**

in Israel to document inequality between the different social groups comprising Israeli society – inequality in pay and household income, educational achievements, health status and housing opportunities. Adva was also the first to point out alternative social policies that could decrease inequality.

## **Since then**

Other think tanks and researchers in academia began to study inequality and suggest alternatives;

The Israel Education and Health ministries began to publish systematic statistics on inequality in health/education;

Government ministries and non-profits created programs to increase equality in the labor market, and members of minority groups increased their workforce participation;

Minority groups organized for better services;

Israeli citizens engaged in social protest to demand not only affordable housing, but greater social justice.

**Inequality is still high** But today there are many more partners working for greater social justice in Israel.



# POPULAR EDUCATION AND CIVIC ACTION PROGRAM

Adva's lectures and workshops on Israeli society educate thousands of Israelis about the issues that most impact their lives, motivating them to take an active part in the shaping of local, regional and national policies.



Staff of  
government  
offices



Local authorities  
and civil society  
organizations



Cadet and  
leadership-  
development  
programs



Community  
activists



Student  
programs



Pre-army  
preparatory  
programs

In 2019 we conducted:

# 84 LECTURES AND WORKSHOPS

Throughout  
the country

## 6 courses on gender equality for municipal employees

In Haifa, ShefarAm, Afula, Rehovot, Akko and Tamra;

## Leadership, activism and community engagement course

In Beit Jann

## "The Negev Forum of Women Business Leaders"

The 2-year project ended after successfully consolidating an efficient network of activists that implement joint and individual projects designed to economically advance the region's women.

## "The Empowering the Empowerers" project

Launched to build a coalition of 60 women position-holders assigned with advancing gender equality in local government across the country.



# WHERE DID ADVA CENTER WORK

In 2019



Acre  
Afula  
Ashdod  
Ashkelon  
Bat-Yam  
Beer Sheba  
Beit Berl  
Beit Dagan  
Beit Jann  
Chan Hashayarot  
Giv'atayim  
Haifa

Holon  
Jerusalem  
Kfar Sava  
Kfar HaNassi  
Kiryat Bialik  
Kiryat Ekron  
Kiryat Motzkin  
Kiryat Ono  
Matte Asher  
Megiddo  
Modi'in-Maccabim-Re'ut  
Nazareth

Rahat  
Ramat Gan  
Rehovot  
Rishon LeTsiyon  
Rosh Ha'ayin  
Ruppin Academic Center  
Sakhnin  
ShefarAm  
Shefayim  
Tamra  
Tel Aviv-Yafo  
Yehud





# ADVA CENTER IN THE MEDIA

In 2019

# 294

**items in conventional media channels in Hebrew, English, Arabic and Russian**



118 items in print newspapers



156 items in online newspapers and news websites



20 items in TV and Radio programs

## **Indications that Adva narratives and terminology are penetrating the public discourse:**

Growing use of the concept of "cost" of the Israeli-Palestinian conflict;

More appearances in the most popular mainstream media outlets: Ynet; Globes; in print: Yediot Aharonot and the financial newspaper Calcalist.

The most frequent exposures relate to the following reports: Israel- A Social Report; Poverty and Near-poverty; The Care Deficit; Housing; Government Allocations to Local Authorities; and Gender Budgeting.



# ADVA CENTER IN THE SOCIAL MEDIA



## FACEBOOK

	13,000	followers
	91	posts published
	2,500,000	views and
	120,000	shares, likes and comments

## WEBSITE

	77,000	visits
	400	page views per day
	2,600	subscribers to our newsletter

**Adva posts** present different aspects of socio-economic policy, data and critical commentary regarding national policy and budgets in a straightforward, visual manner accessible to all.

Another on-line advocacy platform is the **Adva Center website**, on which all Adva reports and position papers are posted, and public education courses are also publicized and marketed.

## MORE

Adva also operates a **Twitter account**, with regular tweets in Hebrew and English.

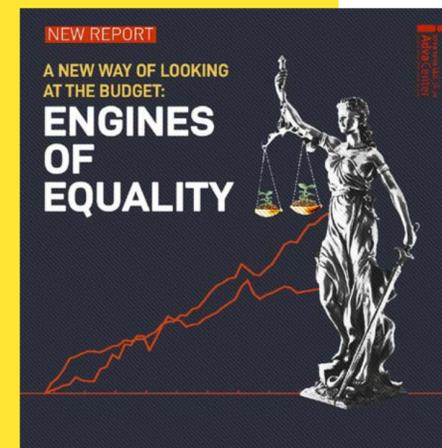
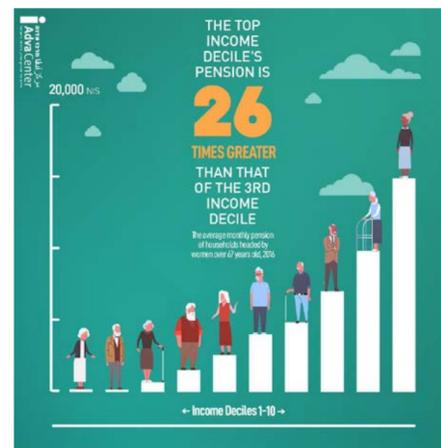
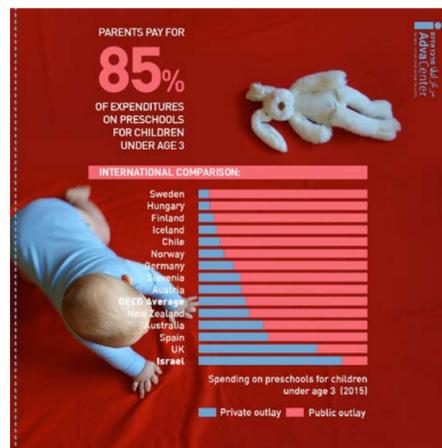
**Adva YouTube Channel**, on which are posted all videos featuring media appearances of Adva staff members as well as Adva-produced video clips; the clips received thousands of views.

Monthly Newsletter in Hebrew and Quarterly Newsletter in English. Readers are invited to subscribe!

In 2019 Adva launched a

# NEW FACEBOOK PAGE IN ENGLISH

On which we published selected posts, targeted at interested persons around the world

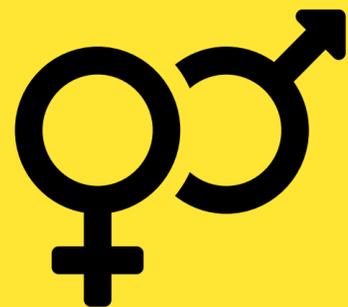


Adva Center is a progressive, innovative research center that places new issues on the public agenda that are later taken up by other organizations, public officials and citizen groups. The ripples of Adva's work reach far and wide and are not always visible in the short run.

**SOCIAL CHANGE  
IS A MARATHON,  
NOT A 100M DASH**



# GENDER MAINSTREAMING



In 2014, 16 years after Adva Center established the Women's Budget Forum that introduced the concept of gender mainstreaming to Israel, the government adopted resolution 2084: **The National Budget of Israel was to be Gender Audited.**

Since 2015, the budget books of government ministries, available to the general public via internet, have included chapters devoted to a gender analysis of their budgets. In 2018, Adva Center served as a consultant for the Ministry of Social Equality on further implementation of this historic decision.

In 2019, two government ministries began to examine in depth the reasons for the gender pay gaps of their officials and to act to reduce them.



1

Adva Gender Expert Dr. Yael Hasson participated in a committee set up by the director-general of the Israel Ministry of Health to find ways and means to narrow the gender gap of 28% in the remuneration of women and men in its employ; and

2

A working group was established by the Ministry of Labor and Social Affairs, for the purpose of developing a model that will allow it to mainstream gender into its programs and budgets. The issues being examined are: appointments, salaries and working conditions, work-life balance, and the prevention of sexual harassment.

# BREAKTHROUGH

## IN GENDER MAINSTREAMING IN THE FIELD OF SPORTS



In 2012, Adva Center published the first study conducted in Israel on gender budgeting in Sports entitled, **“Changing the Rules of the Game.”** This pioneering study revealed discrimination in the allotment of sports budgets.

In 2019, the women’s soccer team of Beer Sheba petitioned the court over discrimination in financial support, in which the Association for Civil Rights in Israel was also involved as a plaintiff. The court handed down a decision in favor of the team and instructed the Beer Sheba municipality to increase its financial support.

The verdict included the main contention of the Adva study:



The present criteria lead to a preference for funding teams of longer standing and greater popularity, which creates a vicious circle, in which teams that are smaller and less popular do not have a chance of competing, because the very rules of the game are against them.



# FUEL FOR THE WOMEN'S PROTEST

In 2017, Adva Center published a report analyzing public prevention and care programs for women victims of violence. Sadly, the findings of this report received considerable attention in the last weeks of 2018 and first months of 2019, as the number of violent incidents, including murder, against women surged. The report was used to define the goals of the women-led protest that gained momentum, and the author of the report, Dr. Yael Hasson, was invited by MKs Pnina Tamano-Shata and Leah Fadida to present the findings at the first meeting of the newly established Lobby for the Prevention of Violence against Women in the Knesset.

TRAINING  
LOCAL  
OFFICIALS

# EMPOWERING THE EMPOWERERS

## Regional Forums of Gender Equality Advisors in Local Authorities

2019 - 2020



Israeli law requires the appointment of Gender Equality Advisors in all local authorities. However, this move by itself did not result in tangible improvements in the status of women, due to the fact that Advisors lack a feminist agenda, training and budgets.

Thus, in 2013 Adva established the "Negev Forum of Mayoral Advisors on Gender Equality," in which 22 Advisors, from both Jewish and Bedouin localities were trained and mentored. Amazingly, this Forum remained active after the project ended and the Gender Advisors who are still in office continue to generate impact.

In October 2018, municipal elections were held, and during the ensuing months many new Gender Equality Advisors were appointed. Building on the successful Negev pilot, Adva launched, together with the Union of Gender Equality Advisors, three additional regional forums of 20 participants each, in the North, Carmel and Central regions of Israel.



For me, the forum meetings are vital in order to strengthen our important roles as Advisors. We gain knowledge, tools, an effective platform for peer-learning, networking, collaborations and for expanding our actions. The forum is being led in a professional way and I'm very thankful for its establishment

**[Tali Rona, Advisor to the Mayor on Gender Equality, Kfar-Saba]**



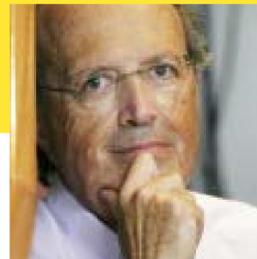
The professional team is excellent; we gain lots of knowledge and support and we also get to learn from more experienced advisors. It makes us feel that we are not alone. The issues are being chosen in accordance with the different needs the advisors express.

There is still lots of work to do in order to improve gender equality strategy in the local authority, and the role of the advisor is not clear enough to the mayors. Therefore I believe we must go on with the forum's meetings

**[Salwa K'na'an, Advisor to the Mayor on Gender Equality, Tamra]**



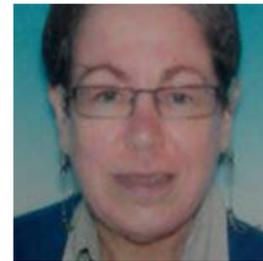
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Adva Center Boasts a  
Stable, Dedicated

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