

2020  
-2021

BI-ANNUAL  
REPORT

AdvaCenter 

# What Adva Center Does



**The Adva Center** - a leading Israeli progressive think-and-do tank - believes that all Israelis, Jews and Arabs, women and men, high- and low- income persons deserve high-quality public education, low-cost public health services, decent affordable housing, and a robust social security system.

**We also believe** that an active citizenry is crucial to democracy, and thereby engage in community activism and popular education programs, with an emphasis on Israel's socioeconomic periphery.

**Since its establishment in 1991**, Adva Center has been at the forefront of the struggle to advance equality, social justice and gender-responsive programming in Israel, monitoring social and economic developments and working top-down and bottom-up with all groups composing Israeli society.

**Our studies** of Israeli society present 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.

**Our reports** are used by Knesset members, government officials, academia, students and social activists all over the country to advance egalitarian policies.

**Our research and findings** are translated into straightforward graphic language accessible to all.

**Our community action and popular education projects** operate in dozens of underserved localities countrywide with hundreds of women and men of all groups composing Israeli society.

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

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

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

The media;  
College teachers and students;  
Social advocacy organizations;  
Plaintiffs claiming discrimination.

## **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 to the Israeli-Palestinian conflict.

# Ripples



# Adva Center During the Crisis

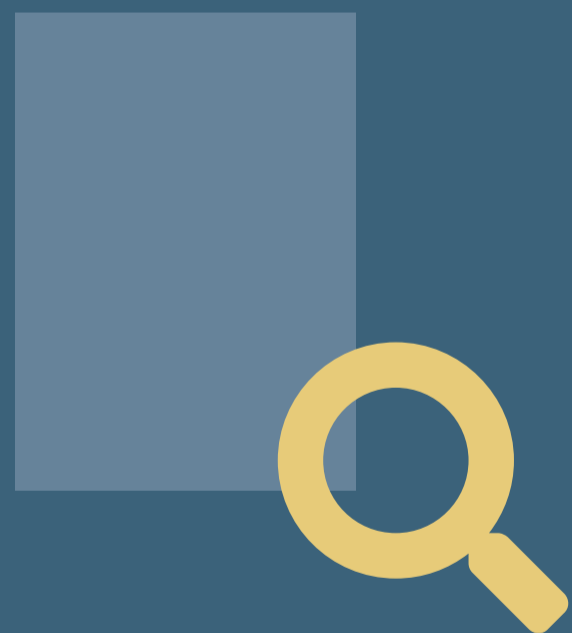


Over the past two years marked by the pandemic and political turmoil, Adva Center has leveraged its experience and reputation to put the plight of low- and mid-income persons, women and marginalized groups on the public agenda.

Independently and as part of newly established and existing coalitions we successfully advocated for policies and programming:

- An extension of the period of eligibility for unemployment compensation to elderly unemployed persons;
- Provision of partial stipends for people laid off during the Coronavirus epidemic and rehired at lower wages, parents of more than three children and pregnant women;
- Mitigation of the plan to raise women's retirement age in a manner that better protects low-earning women;
- Establishment of a special committee at the Ministry of Housing to re-examine the criteria for eligibility for public housing.

# Public Policy Analysis



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During the reporting period Adva published dozens of reports, position papers and op-eds including:

Social Report 2021 – Coronavirus:  
Epidemic of Inequality

[READ >>](#)

The 2021-22 State Budget: An  
Isolated Expansion followed by a  
U-Turn

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A Look at Employers: Employment  
Patterns of Arab, Haredi and  
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Hidden Figures:  
How the Coronavirus Affected  
Women in Israel

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50 Plus: Income of households  
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A Gender Analysis of the 2021-2022  
State Budget

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Housing for All: An Outline for  
housing policy in Israel

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The Ministry of Construction and  
Housing 2021-22 Budget:  
The “Private Market” Ideology  
Continues to Dominate

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Equality Does Not Begin at  
Retirement Age

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Regulation Authority: A Regime  
Change?

[READ >>](#)

Who Will Protect the Unemployed  
Elderly?

[READ >>](#)

The Education Budget: Has the  
Government Given Up?

[READ >>](#)

## A series of publications

in collaboration with the Van Leer Institute

A project highlighted the impact of the Coronavirus epidemic on women in Israel in terms of unpaid work, employment, social security, violence against women and representation in policy-making forums.

# Hidden Figures: How the Coronavirus Affected Women in Israel

The shrinking of economic activities in the wake of the Coronavirus, converging with existing social and economic gender inequalities, had a disproportionate adverse effect on women: more women lost their jobs, suffered domestic violence, and took on the bulk of unpaid care work.

Minority women, women with disabilities, refugee women and single mothers were the hardest hit by gender-insensitive policies, due to their economic disadvantage.

[READ MORE>>](#)



# Popular Education and Civic Action Program

Adva's lectures and workshops on Israeli society educated thousands of Israelis - staff of government offices, local authorities and civil society organizations, cadets in leadership-development programs; community activists; student programs; pre-army preparatory programs and others - about the issues that most impact their lives and livelihoods, motivating them to take an active part in the shaping of local, regional and national policies.

In 2020-2021

**We conducted 122 lectures and workshops including:**

- [ ⚙️ ] Coronavirus: Epidemic of Inequality;
- [ ♀♂ ] Gender mainstreaming;
- [ ⚖️ ] Inequality between the center and the periphery;
- [ 🏠 ] Making more equitable budget allocations;
- [ 📖 ] Education policies in Israel;
- [ 🌐 ] Globalization and privatization.
- [ 🏠 ] The socio-economic implications of Israel's occupation of Palestinian territories.



# Policy Advancement and Consultations

- **Reading the state budget together:** two workshops for 20 councilors and parliamentary advisers.
- **Women in times of Coronavirus:**
  1. Two inter-sectoral round table meetings with representatives of Government Ministries and women's organizations, aimed at addressing the urgent needs of women .
  2. Key role in the "Feminist Emergency Forum" that reviewed studies from around the world on gender and the Coronavirus, collected data from various authorities, and formulated alternative policies from a feminist point of view.
  3. Findings and recommendations of the year-long examination of the crisis' impact on women presented to the advisory committee to the National Security Council.
  4. Reports about women in times of Coronavirus presented in a conference attended by the Social Equality Minister, MKs and the head of the EU's gender index program. We worked with the "Teams of Experts on the Crisis".
- **Work, welfare, education and gender equality:** presentations at Knesset committee meetings
- **Arab society:** Lead role in the "Teams of Experts on the Crisis" that examined its impact on Jewish and Arab society in terms of employment, health, education and more.
- **Poverty and food insecurity:** effective advocacy for immediate allocations to ensure food security as part of the "MAZON" coalition.
- **Employment of Women of Ethiopian Origin:** publication of a comprehensive report followed by a conference attended by government officials, activists and academicians (in collaboration with the Association of Ethiopian Jews).
- **The "Celluloid Ceiling - A Gender-Based Analysis of The Israeli Film Industry":** Adva's report was presented at an international panel held in cooperation with the British Women's Film Club and Sweden's Film Institute.



# --- Building Coalitions and Alliances ---

New and existing collaborations and coalitions - Some examples:

The “Advancing Employment Taskforce” of “Omdim BeYahad,” ACRI, 121 Plus and over 20 other organizations proposed steps for the extension of unemployment benefits in the wake of COVID-19.

The recommendation was adopted by the Finance Ministry along with several other measures that secured protection and stipends for unemployed persons over 67 years of age, recipients of disability and income supplement benefits, and more.



With The Public Housing Forum for equitable, affordable universal public housing: Adva's reports and policy recommendations, along with advocacy efforts, resulted in the establishment of a new committee in the Ministry of Housing whose mandate is to re-examine the criteria for public housing.

With a coalition of feminist organizations, we continued to advocate against the draconian measures included in the Budget Arrangements Law for raising women's pension entitlement age. In this context and with the Ministry for Social Equality, Adva's experts formulated an alternate model that will protect low-earning women.

# Innovative means of conveying complex data

To strengthen the progressive camp by reaching audiences thus far unengaged and/or marginalized from the public discourse, and to put new issues on the agenda, we "translate" our findings and insights into straightforward language and infographics. A joint endeavor with the "Teams of Experts on the Crisis" examined the impact of the corona crisis on marginalized groups.

We published three short documents that depicted fictional persons, each representing a population group and his/her plight – food insecurity, employment, access to health care and more. Through the personal stories of Bilal, a teen age boy from an unrecognized Bedouin village, Shmuel, an elderly man from Beersheba, and Rivki, a Haredi woman with a small business from Bnei Brak, we gave the dry figures a face and presented a complex image of inequality in Israel.

READ: [1>>](#) [2>>](#) [3>>](#)





Training Local Officials:

# Empowering the Empowerers

The “Empower the Empowerers” 3-year project was launched in 2019. It involved the creation of 3 Regional Forums of some 80 Arab and Jewish Municipal Advisors to Mayors on Gender Equality, who were trained and coached on how to be involved in the setting of local policy, so as to improve services relevant to women, how to resist discrimination, how to write position papers, collect gender data and map needs and barriers.

The project’s impact was demonstrated during the health crisis despite advisors having been sent on unpaid leave: the advisors continued to work from their homes and made use of their newly gained knowhow – setting-up hotlines to address a variety of women’s urgent needs and drafting a blueprint for work in times of Coronavirus. With the help of the Itach-Maaki organization, they even petitioned the High Court, got reinstated and had their job defined as “vital”!

The project has increased the efficacy of dozens of advisors, and at the same time, built up the Union of Mayoral Advisors’ capacity to unite, support and mobilize its members and put some structural changes in motion.

In 2021, the 3rd and final year of the project, the focus shifted to the production of a digital toolkit that provides an overall, crosscutting guideline to current and future advisors for achieving impact and launching projects to benefit local women.



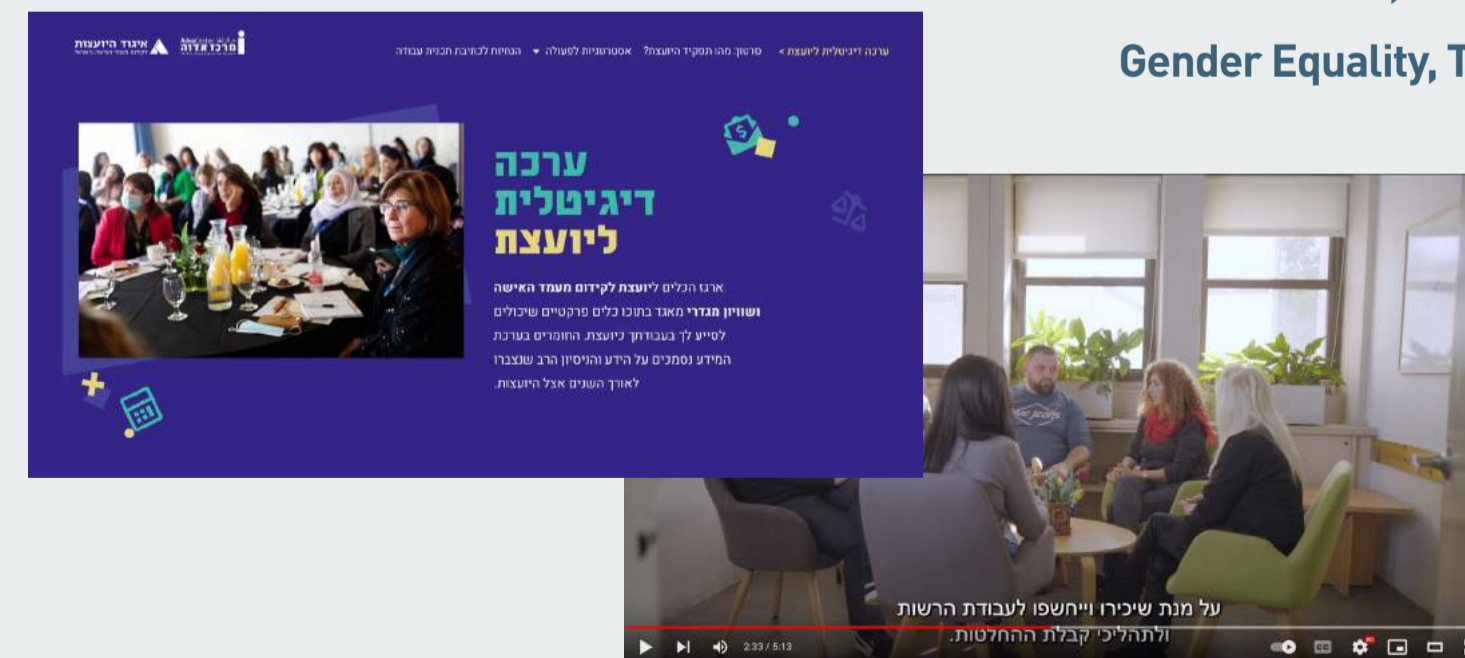
For me, the forum meetings are vital in order to strengthen our important roles as Advisors. We gain knowledge, tools, an effective platform for peer-learning and networking, for collaborations and for expanding our actions. The forum is being led in a professional way and I’m very thankful for its establishment

**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**



# Working with local councils

## Tel Aviv-Yafo Municipality

Adva's experts drafted a gender-sensitive green transportation workplan. Some of the plan's components have already been implemented, including the establishment of a steering committee, data collection about gendered utilization patterns, a public campaign to encourage women residents to use the municipal bicycle rental system, and gender considerations in the planning of the light rail system.

## Hof HaCarmel Regional Council

Adva's researchers guided the Mayoral Advisor on Gender Equality in the establishment of a strategic committee for gender equality. The committee, composed of 25 residents and local officials, participated in six training sessions and drafted a workplan for the authority in four areas: gender-sensitive education, safety in the public sphere, sports and health through a gender lens, and women's participation in decision-making. The plan was presented to the council assembly in early December 2021 and was presented to the public in the first quarter of 2022.



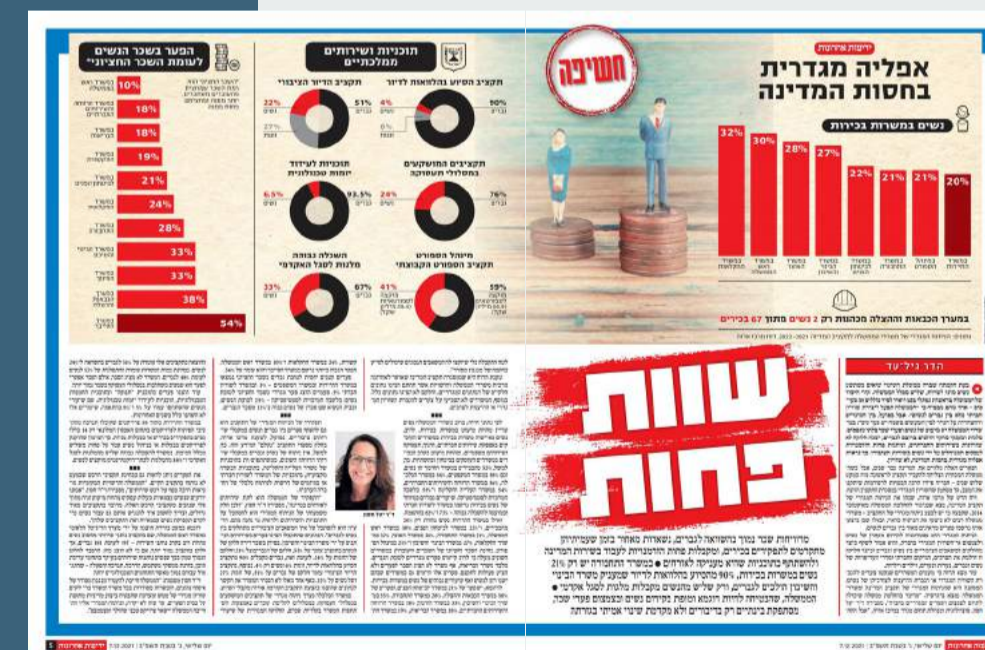
# Adva Center in the Media

In 2020-2021

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

- [ 📰 ] 182 in print newspapers
- [ 🌐 ] 285 in online newspapers and news websites
- [ 📺 ] 75 on TV and Radio programs

Adva's decades' worth of work on gender budgeting received considerable attention recently, with 2 double-page, in-depth articles published in the popular "Yediot Aharonot" newspaper.







Dr. Yael Hasson discusses gender-sensitive budgeting for the media




# Adva Center in the Social Media

## FACEBOOK

 <b>15,750</b>	followers
 <b>222</b>	posts published
 <b>4,150,000</b>	views
 <b>210,000</b>	shares, likes and comments

The posts published on our [Facebook page](#) present different aspects of socio-economic policy, data and critical commentary regarding national policy and budgets in a straightforward, visual thumbs-up manner accessible to all. Many of our Facebook posts of 2020-2021 focused on the implications of the Coronavirus crisis on Israeli society and economy, with an emphasis on the consequences for vulnerable groups, as well as pointing out more just and equitable policy directions for coping with the crisis. Many other posts dealt with the proposed state budget and its social implications for various groups in Israeli society.

## WEBSITE

 <b>216,500</b>	users visited
 <b>600</b>	page views per day
 <b>2,950</b>	subscribers to our newsletter

In 2020, we launched [a new website for the Adva Center](#), in Hebrew, English and Arabic.

## MORE?

Adva also operates a [Twitter account](#), a [YouTube channel](#) and a **Monthly Newsletter** in Hebrew.

Readers are invited to subscribe!





In collaboration with the  
Journal of Israeli Sociology:

# Sociological Lexicon

## In times of Coronavirus

Launched during the Coronavirus crisis, the lexicon deals with a variety of issues related to the consequences of the Coronavirus crisis for Israeli society. As part of the collaboration, numerous entries from the lexicon were published on the Facebook page of the Adva Center.

[READ >>](#)

### READERS REACT:

"Thank you, Adva Center! Each and every entry is excellent in itself and this whole project is extremely important!"

"Finally an in-depth and renewed discussion".

"The Adva Center is such an important and vital institution that it is unrivaled. Check out this project! It is the duty of everyone to read and peruse".

"Thank you, Adva Center! Each and every entry is excellent in itself and this whole project is extremely important!"

"Relevant and well written".

"Thanks for the important words, I learned a lot".

"More up to date than ever!"

"Heartbreaking. What luck that Adva Center exists to shatter false myths and illuminate reality".

"Thanks for the reminder. To do this, one must first replace the government".

"One of the most thought-provoking entries, thank you! It is very important".

# The Celluloid Ceiling

A Gender-Based Analysis of the Israeli Film Industry



## WE EXAMINED THE ISRAELI FILM INDUSTRY FROM THE PERSPECTIVE OF GENDER

Over the past twenty years, there has been a growing involvement of women in the Israeli film industry. Since the establishment of Israel and up until the year 2000, women directed a mere 7% of screened Israeli narrative features. However, as shown in this report, over the last two decades this gap has been growing smaller, and the ratio of films directed by women between 2013 and 2018 stands at 21%.

With that said, the positive change in the growing numbers of female-directed narrative features is not reflected in some of the film-related professions, and the gender-inequality within the Israeli film industry is still quite large.

[READ >>](#)

## RIPPLES

The Kibbutzim Teachers' Seminary's Film School committed to work to amend the inequalities that the report pointed out. Changes were made in the syllabus.



## Special project #3



Yaron Hoffmann-Dishon, Adva researcher and Kfir Cohen Lustig, Van Leer Institute

Photo: [Eyal Tueg, The marker](#)

As part of a Van Leer  
Institute project

# Housing for All:

## An Outline for Housing Policy in Israel

Thinking about alternatives in the present neoliberal era is challenging. In the years 2020-2021 Adva Center took part in a project led by the Van Leer Jerusalem Institute, which aims to meet this challenge. Considering the ongoing housing crisis in Israel and using examples of best practices around the world, two policy papers were written by Adva Center presenting the necessity for a new housing policy in Israel, one that would allow access to decent and stable housing for all citizens, without subjecting their future to large debts and heavy expenses.

**Ripples:** The ideas and reports we developed during the project were presented in meetings with the rest of the project participants, in an open meeting with the general public and in a large article published in *TheMarker* newspaper.

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Adva Center staff members meet with MK Emilie Moatti (Labor)



# Social Change is a Marathon, Not a 100m Dash

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 representatives and citizen groups. The ripples of Adva's work reach far and wide and are not always visible in the short run.

**ADVA CENTER IS SUPPORTED  
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AND BY INCOME-PRODUCING  
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# AdvaCenter

Designed by Lital Biton

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