

"PNIMA - a house for Israeli solutions" was established in 2016 to promote Israel as a Jewish, democratic, united, and prosperous nation. PNIMA strives to develop Israeli solutions that enable social resilience, a common vision, and shared values.

Israel is facing a deep polarization crisis: our shared spaces are limited, the lack of trust pushes attitudes to extremism and harms the ability to provide solutions to the challenges before us. Sectoralism is intensifying and the different communities do not have a common vision.

PNIMA locates strategic core issues for the future of Israel that can reduce polarization and offer a shared vision and values. Alongside research and in-depth learning of the issues, PNIMA specializes in building broad and diverse partnerships that jointly develop applicable solutions with a broad consensus. PNIMA promotes the solutions together with the government and the Knesset and adapts them to the Israeli reality. The state is responsible for implementing the solution and budgeting for it. Through the Israeli Workshop, PNIMA focuses on establishing a strong ideological center, in addition to being a 'House of Solutions'. Through men and women of spirit and action who represent Israel's society as a whole, this house of ideas and thoughts assumes an orderly ideological agenda.

The uniqueness of PNIMA PNIMA receives support and forms a deep partnership with all parts of Israeli society and with all the parties in the Knesset, the government and civil society. PNIMA specializes in developing and promoting long-term solutions and policy change in explosive issues together with partners from all sides of the map. A profound social and cultural change can occur when the core issues are handled from conceptual development, through promotion and government relations to actual implementation, resulting in the adoption of new paradigms, a change in public consciousness and tens of millions of shekels of investment by the Israeli government.

PNIMA's working model











Solution Development	Policy-making	Implementation
Creating a paradigm shift	Solutions are adopted by key players	Adaptation to government programs and organizations
A diverse and committed partnership	Harnessing leadership	POC
Narrative Policy Research	Public activity	Standardization, evaluation and measurement
Professional solutions for core issues	Solutions are adopted by the Israeli government	State-sponsored proven solutions



IMPACT

Developing Israel's resilience as a Jewish, democratic, cohesive, and prosperous nation

New Israeli Contract



In light of a deepening polarization crisis and the face of a collapse of public trust in government systems and state institutions, PNIMA is writing a new Israeli vision and contract: a redefinition of the relationship between the state, the local government, the community, and the individual. We develop solutions for a wide range of strategic core issues: public education, a new service model, personal security, decentralization of powers based on local democracy, immigration, national identity in Arab society, holy places, and more.



PNIMA's solutions

PNIMA identifies core issues in four key areas: governance, society and economy, Judaism and state, and identity and communities. Each core issue is accompanied from the solution development phase with a diverse partnership, through policy promotion to implementation and assimilation by the state. Here is a breakdown of our solutions - the first chapters of the 'New Israeli Contract':

Local in Israel

The regional arena has many advantages. Municipalities are known for their close relations with citizens and a thorough understanding of their identities and cultures. This enables a quick and accurate response to the changing needs of residents. PNIMA's solution strengthens the process of decentralization of powers from the national government to the local government while establishing a local democratic culture that recognizes local communities as a strategic factor that promotes cohesion and social resilience. State governance changes from highly centralized to participative, local governments transform from executive into leading local governments, and communities develop local identities and shared values.

Service for All

The solution was created to end the recruitment crisis that has plagued the IDF for decades. This innovative model provides meaningful service to every young man and woman in Israel in a culturally and communally appropriate manner. "Service for All" promotes social leadership, belonging, and meaning, as well as shared responsibility, Israeli values, and Israeli ethos.

Public Education

The ethos of public education is eroding. Having no educational core indicates a decline in the state's education responsibilities. In order to define the role and responsibilities of the government, the authority, the community, and the individual in education, PNIMA operates a steering committee, a forum of ministers of education (with all former ministers of education participating), a think tank under the "Israeli Workshop", a research team and a policy group. PNIMA will promote the solution to be implemented by the government following the development phase.

Israeli Sabbath

The Sabbath is a significant national asset for Israel, but in recent decades it has been a source of social controversy. In PNIMA's solution, Shabbat becomes a valuable and unifying symbol that highlights each community's unique identity. Halacha, Jewish nationalism, and personal freedom are at the center of this celebration of diverse Israeli culture. The Ministry of Culture approved PNIMA's solution and budgeted more than NIS 40 million each year to open free cultural institutions throughout the country tailored to cater to everyone, including religious and ultra-Orthodox groups. There are more than 100 authorities participating in Israeli Shabbat, including ultra-orthodox and Arab authorities.

Personal and Public Security

Violence is on the rise in Israeli society. Personal security is lacking across sectors and borders. Personal and public use of force has become a legitimate and profitable course of action. Israeli citizens are harmed by violence, and our shared spaces are threatened. With the focus on the perception of how the police function, moving from enforcement to prevention and their public image in society, PNIMA proposes solutions while examining the responsibility of the state. PNIMA looks at the role of local authorities as well as the community in dealing with violent norms that have taken hold.

Arab Identity in Israel

In 2021, PNIMA established a work team to address issues of identity and belonging among Arab society in Israel, particularly the delicate relations between Arab society and the State of Israel. This team operates on several axes: an internal policy team, a working group, and a senior steering committee. The work products will include policy recommendations for the government, local authorities, and civil society, to promote an innovative concept of "uniqueness and togetherness".

Immigration

One of PNIMA's solutions to citizenship and immigration is the "Waiting to Return" solution, which addresses one of the most painful issues for Israelis of Ethiopian origin - the treatment of their relatives who remain in Ethiopia from the "seed of Israel." With the formulated solution, all the different parties will be able to agree to some extent without creating a precedent that will bind them in the future. After many years, the Waiting to Return solution brought an end to the painful affair and allowed 3,000 families to be reunited. In recognition of our efforts, PNIMA was awarded the "Harel Award" for bringing Jews to Israel in 2022.

Currently, we are working on an immigration policy that will provide comprehensive and coherent answers to immigration questions.

The solutions offered by PNIMA are not short-term compromises, but long-term solutions combining inspiration and applicability. They are essential for paving the Israeli Golden Path and strengthening social-national resilience in the spirit of the Declaration of Independence.



IMPACT 2022



Solution development

200 partners from all parts of Israeli society took part in formulating 4 joint Israeli solutions to core issues

50

70

80

ministers, Knesset members, and mayors

civil society officials and community leaders

private individuals, entrepreneurs, and businesspersons

Policy-making

PNIMA's solutions were adopted and budgeted by the state with an investment of hundreds of millions of dollars.

37.5M\$

4M\$

0.5M\$

14.5M\$

282M\$

Ministry of Defense

a joint venture with the Prime Minister's Office and the Rashi Foundation

Ministry of Economy

Ministry of Culture and Sports

Ministry of Immigration and Absorption



Implementation

The State of Israel implements PNIMA's solutions and creates a broad and long-term social impact

130

museums and

heritage sites are

open on Shabbat

and are accessible

to all sections of

society

9	Service for All
A joint	
venture	1 د

to build and

standardize the

new model

Over 1,000

participants in PNIMA's service model

Israeli Sabbath

108

3,400

Immigration

authorities participate

Jews immigrated from Ethiopia to Israel under the terms of PNIMA's proposed solution



Public Activity

255

65

Media publications (print and digital)

Interviews on radio and television

Books published by Beit Yotzer Israeli

80% of PNIMA's investors are Israelis

We believe in Israel as a Jewish and democratic state. Strengthening its cohesiveness and ensuring its prosperity are in our power and responsibility. This is a considerable task - we need you with us!

Join us!