

The Portland Trust

The Portland Trust – Tel-Aviv

The Portland Trust (TPT) is a non-profit 'action tank' with offices in London, Ramallah, and Tel Aviv, established in 2003 by Sir Ronald Cohen and Sir Harry Solomon, with the mission of promoting peace and stability in the area through economic development.

TPT Tel-Aviv is focused on enhancing economic opportunities for Arab and Haredi societies and other periphery communities. Our programs include a variety of projects all about integration into the Israeli society, through high-quality employability and the development of economic opportunities. By creating unique models, we engage and leverage private sector actors and Governmental support in all our programs.

Paving the road for empowerment and equality: a master plan for the Arab-Israelis employment



A comprehensive master plan for Arab men and women integration into the Israeli workforce in partnership with the Israel Democracy Institute's Arab-Jewish relations sector, in tight cooperation with the Ministries of Finance, Economy, Education and Equality and the Board of the Arab mayors, as well as other NGO's. The plan was embedded as part of the 5-yrs. GR 550, allocating 30B NIS to integrate and boost the Arab population's socio-economic state, a 1.5B NIS to boost the employment and workforce participation of the Arab society, and 150M NIS for Gov. employers' incentives. The next phase includes accompanying implementation processes.

Regional Economic Growth Strategy for the Arab sector in Israel

The project delivers a strategic plan for regional economic development, addressing the gaps and imbalances between the Arab and Jewish societies. It produces a private-sector-led framework for regional Arab sector economic growth. Following research & analysis, the first Growth Engine is in the Sakhnin valley, health industry-focused.

Planning and Implementation started 2019, Development stage 2nd half of 2020. Expected impact:

- Additional 1,000-3,000 high-paid jobs
- Increased GDP contribution by Arab sector
- Boost to equality and economic integration
- A Tech-Complex (~1200 sqm.) will be opened in 2022 and will include: Health-focused Y-Combinator partnering with MEDX and IIA, Two North sites by Sapiens and Kaltura, Regional Med & Health - Tech Lab, Innovation center by the IIA.



The plan is to use this model for national scale-up and its now included as part of Industrial Zones in the Arab cities, in GR 550.

Lotus Project for Orthodox Druze Women



TPT supports Lotus, an NGO run by Druze women based in Daliyat al-Karmel. Lotus created the first generation of Orthodox Druze women to break the glass ceiling and achieve employment in hi-tech firms. The unique model developed by TPT, leading hi-tech companies to open their doors to this model of employment, ensuring placements and creating a strong impact in the Druze society.

The 54 women of Lotus work remotely as Full-stack SW developers from the newly renovated Lotus Hub in Daliyat al-Karmel. Participants go through 8-months of Full-Stack Bootcamp training as well as soft skills and are employed by leading hi-tech companies in Israel. The Hub provides ongoing professional mentoring and social support. By the end of 2022, we anticipate ~80 total women, with ~20 in the northern studio (Galilee).

Fursa



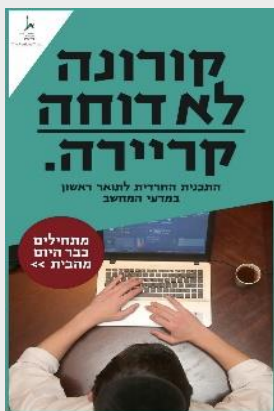
Fursa is an NGO established by TPT, aimed at the successful placement of Arab youngsters in the Israeli hi-tech industry, providing a scalable solution for unemployment among university graduates of the Arab-Israeli society. Talented young Arab-Israelis who hold academic degrees in computer science are often not integrated into the hi-tech sector. The program leverages the model and the know-how created in the Lotus project and addresses the hi-tech sector's needs while taking into consideration the context of Arab society in Israel.

Fursa works to identify the talented youth and the enabling factors needed for their inclusion in hi-tech. Fursa builds appealing costs and business models for the employers, working directly with talented youth, the government (on the design of government incentives for employers), and the employers (on hiring pre-requisites and fine-tuning of the model and the employment scheme). Many of the positions for which Fursa graduates are hired were previously sub-contracted to offshore countries. The program was launched in November 2020, to date 40 graduates are placed in High-Tech companies (95% placement rate), with an anticipated Scale x2-3 by the end of 2022.

Beyond Dev. – Eshkol Hasharon

At the initial stage (pre-implementation), an extension to an additional regional economic cluster, and of the Fursa concept, focusing on Beyond-Development Tech (Testing, BA, ETL, etc.) in coordination with the cross-sector advisory board and cooperation of the H'asharon Cluster. The program aims at Arab Society academics who are interested in improving their career paths by integrating into the hi-tech industry in professions that are not SW development. The employers are engaged from the get-go and carefully validate the program to provide professional training and employment after training. Anticipated Annual GDP impact of over \$200M with 250 ppl. employed, within 3 yrs. To be launched in early 2022 once funds are secured.

Tora v'Daat - An Elite Creation & high-tech placement for Ultra-Orthodox Jewish men



An initiative in cooperation with the Hebrew University, to enable Haredi men to study for a full degree in Computer Science at the Hebrew University (rated among top universities) and guarantee employment in leading jobs with high salaries. The program provides academic, social, and financial support to its participants, helping them to successfully focus on their BSc and integrate into leading global hi-tech firms at graduation. Validation of the program included the involvement of hi-tech industry companies, which in turn allows them to influence the process and later will employ the students. The program provides scholarships and social loans to students who have made a significant commitment to succeed. The 1st year began Oct. 2020, currently, 34 students are included, and their academic success is on par with that of the general students' population in the faculty. Total contribution to the economy by the end of the 10th year is approximately 825.5M NIS with a recurring annual impact from year 10 of 221M NIS per year