

The Strategic Process – Aliyah

BOG, March 2025



הסוכנות היהודית
לארץ
ישראל
THE JEWISH AGENCY
FOR ISRAEL

Strategic Goal: Strengthening Israel through Aliyah

Main questions raised for discussion:

1. What are the key 'supporters of Aliyah' whose existence could significantly increase the volume of Aliyah and the Agency's power to promote it?
2. What are the main barriers to Aliyah that the Jewish Agency could eliminate?
3. Identifying courses of action in response to recognized barriers that the Jewish Agency has the power to impact and change
4. How can we use technology to help increase Aliyah, including addressing recognized barriers?

Main points of the process:

1. Meeting with international experts from academia: Prof. de la Pergola (demography and trends in the world of immigration), Prof. Karen Amit (decision-making processes for immigration, integration of immigrants into society)
2. Learning from research, data analysis from within the organization, and from Deloitte's research on olim employment
3. A day of learning and in-depth meetings with key partners in the field (NBN, IFCJ, Gvahim)
4. Mapping the environment: analysis and identification of key Aliyah supporters and mapping of barriers
5. Work teams to identify key areas of action that support immigration

Trends, Challenges and Opportunities: Key Insights

1. Significant investments are required to be a major and leading player in the arena and support complementary efforts with partners
2. Knowledge infrastructure, data and ongoing trend monitoring
3. Personalization – Responses are tailored to the needs of the Aliyah candidates and their individual profile, starting from the Aliyah encouragement stage
4. Technology that supports and adapts to the process that promotes Aliyah efforts
5. Developing new customer-tailored programs

THANK YOU



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