



## "Restart Fund"

### A Call for Project Cooperation Proposals, November 2020

#### 1. Concert and Its Objectives

- a. "Concert - Together for Israel, Ltd." [hereinafter: "Concert"] is a Public Benefit Company incorporated in Israel. Concert's fundamental goals are to enhance Israel's image in the global arena and combat anti-Israel delegitimization and new antisemitism worldwide, using tools of public diplomacy. Concert provides funding to like-minded groups that promote programs that coincide with Concert's objectives.
- b. Among the wide array of tools at Concert's disposal are mapping, planning, and research; organizing delegations of thought leaders to Israel; facilitating social media engagement and campaigns; empowering initiatives of organizations in the pro-Israel network; building up professional capabilities and advancing innovative and creative endeavors.
- c. Concert's activity is part of a joint venture with the State of Israel. According to a formal government resolution, Concert will use state funding to support selected projects under the terms of this call for proposals.
- d. Concert has a limited budget and will select proposals that it believes will have a high-degree of success and compatibility with its stated goals.

#### 2. Main Objectives

Concert is inviting incorporated entities and organizations with a proven track record of success in the relevant areas (hereinafter, "Organizations" or "Applicants") to submit proposals for projects and programs covering the objectives listed below:

- a. Strengthening the positive perception of the State of Israel in the world.
- b. Combating hate speech and incitement against the State of Israel.



### 3. Topics

Proposals submitted must be related to one or more of the following sub-categories:

- a. **Strengthening the positive perception of the State of Israel in the world.**
  - 1) Initiating programs designed to promote the idea of normalizing relations between Israel and the Arab world, as an acceptable concept in global and Arab public opinion.
  - 2) Promoting joint initiatives and discourse with international institutions and organizations to affirm the legitimacy of the State of Israel.
  - 3) Countering boycotts (economic, cultural, sports, etc.) against the State of Israel.
  - 4) Promoting dialog and forming coalitions to affirm the legitimacy of the State of Israel, with special emphasis on diverse audiences (such as organizations, institutions, entities, and movements holding a variety of outlooks and representing various social and ethnic sectors).
  - 5) Motivating the Israeli public to actively participate in campaigns for the enhancement of the legitimacy of the State of Israel, with emphasis on activity on social media platforms.
  
- b. **Combating hate speech and incitement against the State of Israel.**
  - 1) Call for action, public engagement, and raising awareness of the need to combat hate-speech and incitement against the State of Israel, with emphasis on social media.
  - 2) Advocating for the adoption of clear policies to counter online hate-speech, antisemitism, and incitement against the State of Israel on social media.
  - 3) Monitoring, reporting, and researching hate speech on social media, with an emphasis on antisemitism and incitement against the State of Israel.
  - 4) Encouraging dialog and forming alliances with diverse communities to empower action against hate speech in general, and antisemitism and



incitement against the State of Israel in particular, with emphasis on social media sites.

- 5) Motivating the Israeli public to actively participate in campaigns for the affirmation of the legitimacy of the State of Israel, with emphasis on activity on social media.

The proposals should be within the scope of the Applicant's goals. Applicants are encouraged to prefer the use of digital tools within the framework of their proposals, while focusing on the following:

- a. Creating platforms for discourse with diverse communities and audiences representing organizations, entities, groups, and movements, with a variety of social and political identities, representing, among others, ethnic and sectoral groups;
- b. Motivating the Israeli public to participate in the type of activities covered in this Call for Proposals.

Examples can be found in Appendix 1 "Areas of Interest for Activity Categories".

#### **4. Criteria for Eligibility, Prioritization, and Approval of Projects and Programs**

Given Concert's limited resources, it will make awards based on the following criteria:

- a. Quality of the submitting organization – Established organization with existing sources of funding that seeks to promote programs relevant to Concert's objectives. It must have experience, relevance to the field of the program mission, and proven performance capabilities.
- b. Quality of the specific program – The degree of the program compatibility with the categories outlined in Appendix 1 of this Call for Proposals (compliance with at least one of the categories is a threshold condition for eligibility). Additional requirements are defining clear goals, a high-quality action plan, and high level of feasibility for meeting the program goals.
- c. Originality and innovation – The degree of innovation and originality of the proposed project. Organizations may expand into new areas based on



Concert's funding, but these must be consistent with the organization's objectives and mission.

- d. Cost-effective budget – Reasonable cost of the proposed program relative to the expected outcome.
- e. Significant priority will be given to programs that promote, as part of their core, one or more the following topics:
  - 1) Activity within various media sectors, with emphasis on social media and online engagement:
    - i. Capacity building in the area of media, including training and teaching skills relevant to the various social media platforms, for a single organization or for joint programs of several organizations
    - ii. Mobilizing thought leaders to be active on social media
    - iii. Mobilizing diverse audiences to be active on digital platforms
    - iv. Activities on digital and social media platforms, online engagement, and innovative campaigns
    - v. Creating technological capabilities in the areas of public awareness, quantification, monitoring, and distribution of content
  - 2) Discourse with diverse audiences
  - 3) Motivation of the Israeli public to engage in relevant activities
  - 4) Partnerships: collaboration between three or more organizations

## 5. Submitting Proposals

- a. The proposals may be submitted in either Hebrew or English. Applicants must complete the application form on the Concert website at: [www.concertisrael.org](http://www.concertisrael.org)
- b. The proposals must be completed in full, including all the requested information, proposal details, and a proposed budget in the format included in the application form.
- c. An organization may submit more than one proposal.

## 6. Proposal Evaluation Process

- a. Concert will consider only project proposals that are compatible with and promote its objectives, and are not for profit.
- b. Concert will consider only project proposals that are within the scope of the defined activity categories.
- c. Each proposal will go through the following review stages:
  - 1) Initial review by Concert's professional staff, during which Concert may suggest adjustments to improve the quality of the proposal. Concert will factor into its decisions the Applicant's response. Whether the Applicant decides to accept or reject Concert's suggestions, the Applicant will retain ultimate control of the proposal and Concert will not direct or control the content of the program.
  - 2) Submission of the final proposal.
  - 3) Examination of the revised proposal by a specially appointed professional committee, and formulation of final recommendations: the professional committee may recommend approval of the proposal and of the associated budget, in whole or in part, within the limitations of Concert's budget and work plan.
  - 4) Deliberation by Concert's Board of Directors and Steering Committee on the recommendation of the professional committee.

The Board of Directors and/or the Steering Committee may approve the proposal and the associated budget in whole or in part, in accordance with Concert's budget constraints and work plan.
  - 5) After receiving preliminary approval of the proposal from the Board of Directors and/or Steering Committee, based on the recommendation of the professional committee, a contracting procedure is undertaken by Concert's Engagements Committee, in accordance with the company contracting procedure.
  - 6) As a prerequisite for the execution of any project, the Organization whose proposal has been approved will be required to sign an agreement with Concert, in the format valid at the time of engagement. The purpose of the contract is to establish funding protocols, ensure reporting to allow Concert to know that its funding was spent according to the proposal,



and to protect the financial interests of Concert. The contract does not establish direction or control over the Applicant.

- d. To eliminate all doubt, Concert may at any stage request the Applicant to provide any additional information, including references, clarifications, and complementary data, at the sole discretion of Concert needed to evaluate the merits of the proposal. A request by Concert to receive such supplementary information may not be regarded as the initiation of negotiations with any organization, or as indication that Concert is considering to accept or approve a proposal. Any decision concerning the proposals shall be made at Concert's sole discretion.

## **7. Financing Model**

- a. This Call for Proposals is based on a joint venture between Concert and the State of Israel. Under the terms of this joint venture, up to 50% of the budget of each proposed project approved will be covered by state funds ("**Matching Funds**").
- b. After receiving preliminary approval of a project proposal, and as a prerequisite for the signing of a binding funding agreement with Concert, the Applicant will be required to submit proof to Concert's satisfaction that it has raised donations for at least half the total budget of the proposed project, including Concert's overhead cost, as specified in Section 7 (d).

Under no circumstances will Concert's Matching Funds exceed half the actual expenses paid out by the Organization or the approved project budget (the lesser of the two), in accordance with the terms of the agreement signed with the Organizer ("**the Funding Agreement**").

- c. The Matching Funds will be transferred to the Organizer following the completion of the project, and only after a performance (content and financial) report demonstrating that the Organization used the funding in accordance with the terms of the Funding Agreement is filed by the Organizer and is accepted by Concert.



- d. 15% of each approved budget will be used to cover Concert's professional support and overhead. The financing of this item shall be shared equally and jointly by project donors and the State of Israel, calculated based on actual project expenses, and to be paid out at the end of the project, according to the details in the agreement between the Organizer and Concert.

## 8. Transferring an advance payment

At its discretion, and according to the Organization's needs, Concert may transfer an advance payment to the Organization before the project is completed, as follows:

- a. A sum amounting to 25% of Concert's portion in the approved budget (12.5% of the entire project budget), subject to the transfer of 25% of the donation that the organizer had raised, with the donor's approval and written undertaking to transfer the entire donated sum according to the approved budget, and subject to the signing of the agreement between the Organization and Concert.
- b. The advance payment shall be transferred on condition of receipt of the Organization's written commitment to implement the project in its entirety. If the project is not executed or completed as the Organization has planned, the Organizer will reimburse Concert for the advance payment.

## 9. Publication

The names and content of the projects selected for funding under this Call for Proposals will be showcased on Concert's website and available for review by the public. The Ministry of Strategic Affairs and Concert may publicize the projects through other means, such as annual reports, traditional media, and social media.



## 10. General

- a. Concert may cancel, change, or update this Call for Proposals at any time. In the aforesaid case, Concert will not be obligated to review information submitted to it or to endorse project proposals that were submitted prior to said cancellation.
- b. It is clarified here that the procedure described in this document is in no sense to be perceived as a public tender. The agreement with the Organization whose proposal is approved will be in accordance with Concert's engagements procedure, available for review on the company website. Such engagement procedures are for purposes of providing funding based on the Organization's request for funding to advance its proposal, and not for the purposes of control over the Organization's activities.
- c. Concert is allowed at all times, and in any manner, it chooses, to examine, promote, and implement additional projects, proposals for which have reached it by other means, in addition to responses to this Call for Proposals.





## Appendix 1 – Areas of Interest for Activity Categories

Multiple proposals may be submitted in one or more of the following areas. Concert is willing to fund activities in these areas—Applicants may apply based on their interest in engaging in such areas without respect to Concert’s funding.

1. Initiating programs designed to promote the idea of normalized relations between Israel and the Arab world as an acceptable concept in global and Arab public opinion

*As part of the normalization process and treaties with the Gulf States taking place in recent months, we find great importance in publicizing these developments and the values they represent to international and Arab audiences, with the understanding that normalization can counteract boycotts and the delegitimization of Israel.*

### **Possible Project Ideas:**

- Promoting and publicizing activities about the normalization of relations between Israel and Arab countries in international and Arab outlets, on social media platforms, and among influencers, reaching out to diverse audiences. Priority will be given to joint initiatives with groups and organizations from Arab countries.
- Encouraging the Israeli public to initiate collaborations and activities with organizations and entities in Arab countries, accompanied by media exposure, to promote the idea of normalization as a concept contrary to that of boycotts, common in global and Arab public discourse.
- Any other proposal that may promote the purpose outlined in the headline of this paragraph.

2. Advancing activities and discourse with international institutions and organizations for strengthening positive perception of the State of Israel

*In past years, BDS and delegitimization organizations have been promoting anti-Israel activities in the international arena, such as the International Criminal Court and the Human Rights Council. We believe that it is important to present the Israeli*



*narrative to these institutions and organizations, and to encourage activities and discourse that strengthen a positive perception of Israel.*

**Possible Project Ideas:**

- International seminars and symposiums on various topics, tailored to relevant target audiences and thought leaders, such as learning about Israeli and international law on issues regarding the international status of Israel.
- Virtual visits of delegations to Israel, and when permitted, physical trips aimed at familiarizing visitors with subjects such as human rights, coexistence, minority rights in Israel, and international law.
- Research, analysis, and evaluation of activities by international organizations concerning Israel as a basis for future activities to advance the Israeli narrative.
- Any other proposal that may promote the purpose outlined in the headline of this paragraph.

**3. Undertake initiatives to counter boycotts (economic, cultural, sports, etc.) against the State of Israel**

*Delegitimization and boycott organizations encourage international entities (official and unofficial) to take an active part in boycotts, divestments, and sanctions in various sectors including economic, cultural, sport, and others against the State of Israel. We believe in the importance of countering such activities by presenting positive viewpoints on the activities of the State of Israel, rejecting the idea of boycotts as a concept, and creating dialogs on these topics with diverse audiences and influencers.*

**Possible Project Ideas:**

- Creating dialogs and positive public impact campaigns. Leading international conferences with a variety of diverse influential audiences (including liberals, progressives, and non-aligned conservatives) of opinion leaders, labor unions, the economic press, ethical investors, and officials from the corporate responsibility sector in national and international umbrella organizations.



- Promoting advocacy campaigns and activities that receive exposure to important institutions as well as international and Arab audiences, showcasing Israeli companies that advance, improve, contribute to society and the environment, and demonstrate corporate and ethical responsibility.
- Creating campaigns and relevant content during international and important cultural and sports events where Israelis participate.
- Meetings between Israeli cultural, musical, and sport influencers and their international counterparts.
- Any other proposal that may promote the purpose outlined in the headline of this paragraph.

#### 4. Combating hate speech and incitement against Israel

*In recent years, social media sites have become platforms enabling the exploitation of freedom of expression by various entities, taking advantage of loopholes in platform policies to promote activities against the State of Israel, including spreading hate content, fake news, and incitement. We believe that it is important to take the lead in this area, including initiating activities directly with the social media sites to demand implementing clear policies, performing broad and meticulous monitoring, exercising significant enforcement, and ensuring transparency. Activities should include advancing public media exposure of the phenomena of the hate speech and incitement, and of their propagators.*

##### **Possible Project Ideas:**

- Public projects to combat antisemitic expressions and expressions of delegitimization against the State of Israel both online and in public discourse, as well as directly targeting social media platforms.
- Raising the awareness of influential officials of the extent of the phenomenon and of the methods for combating it, using various tools, such as media exposure, seminars, articles, op-eds, and delegations.
- Direct engagement of social media companies demanding the implementation of clear policies regarding online hate speech, antisemitism, and incitement against Israel.



- Collaborations with civil society organizations to combat the phenomenon of hate speech in general, and antisemitism and incitement against Israel in particular.
- Creating the technological and research capabilities for monitoring, mapping, and presenting expert reports concerning the phenomena of hate speech, antisemitism, and incitement against Israel on social media sites.
- Any other proposal that may promote the purpose outlined in the headline of this paragraph.

5. Creating dialogs and coalitions with diverse audiences to strengthen positive perceptions of Israel and to combat hate speech and incitement

*In recent years, we have witnessed the formation of alliances and coalitions between organizations, groups, and movements with universal liberal beliefs and organizations working for the delegitimization and boycott of the State of Israel. We believe that it is important to expand dialogs, build alliances, and deepen cooperation with these diverse audiences (who often associate Israel with activities contrary to their values), in order to expand the discourse needed for strengthening a positive perception of Israel and addressing hate speech.*

**Possible Project Ideas:**

- Establishing collaborations and conducting dialogs with organizations that represent diverse audiences in order to support the State of Israel and its values.
- Creating joint projects with organizations, groups, and movements representing diverse audiences to create joint efforts with them to promote the positive perception of the State of Israel (including creating campaigns and discussions with influencers and delegations, and working with the traditional media, artists, film makers, researchers, organizers of conferences and seminars, and more).
- Campaigns promoting tolerant, productive, and respectful inter-sectoral discourse.
- Any other proposal that may promote the purpose outlined in the headline of this paragraph.



6. Collaborating with and motivating the Israeli public to be active in strengthening a positive public perception of Israel, and in the fight against hate speech and incitement, with emphasis on activity on social media

*Israelis are the greatest asset in the fight against attempts to demonize Israel because of their deep understanding of Israel, their authenticity, and their knowledge of foreign languages. We believe that it is important to actively motivate the Israeli public to join the activities to strengthen a positive perception of the State of Israel abroad, and to deal with hate speech and fake news against Israel on social media sites.*

**Possible Project Ideas:**

- Expanding Israelis' understanding of the challenge that Israel faces as a result of the delegitimization campaign in the international arena.
- Creating action plans to encourage digital involvement by Israelis in an ongoing manner, in times of emergency, and whenever needed, on social media sites. This includes encouraging social media users to create digital content (short videos, memes, photos, etc.) in different languages.
- Establishing activity centers for training and mentoring Israeli social media activists.
- Encouraging Israelis who speak foreign languages (specifically English, French, Spanish, and Arabic) to get involved in social media activity in order to take part in strengthening a positive perception of Israel and in combating hate speech and incitement.
- Mobilizing youth movements, preparatory programs, and university students to become involved in activities supporting a positive perception of the State of Israel.
- Developing and integrating technologies for motivating the public to take part in digital activities in these areas.
- Any other proposal that may promote the purpose outlined in the headline of this paragraph.