A Request for Proposals (RFP) for Joint Initiatives, May 2022

"The Israeli Story"

1. **Concert and Its Objectives**

   A. "Concert - Together for Israel" [hereinafter: "Concert"] is a Public Benefit Corporation (PBC) incorporated in Israel. Concert aims to enhance a fair perception and position of the State of Israel in the international arena and combat anti-Israel delegitimization and the new anti-Semitism, through the use of various public diplomacy tools. Concert provides funding to like-minded groups that promote programs that coincide with Concert's objectives.

   B. "Concert" operates to realize its objectives and goals through a diverse collection of tools, including; hosting thought leader delegations in Israel, social media activities, organizational empowerment programs in the pro-Israel network, research to improve professional capabilities in the field of public diplomacy, Israel advocacy, and advancing innovative and creative endeavors.

   C. "Concert" was established and has operated according to an Israeli government resolution to create a joint venture with a designated entity to combat delegitimization. According to the terms and conditions of this RFP, its share of the project funding is based on the funding it receives from the Israeli Government and private donations as part of the joint venture. On behalf of the State of Israel, the implementation of the joint venture is led by the Ministry of Foreign Affairs.

   D. Concert operates under a defined budget and will select proposals that have a high chance of success and correspond to its objectives in its assessment.

2. **Main Objective**

   "Concert" hereby publishes this RFP inviting organizations and entities to submit project proposals which present the unique and diverse story of the State of Israel to various international audiences.

3. **Topics**

The proposals submitted as part of this RFP will engage in at least one of the following categories:

1. Promoting experiential, educational and professional activities in Israel or topics related to Israel.
2. Creating dialogues with diverse target audiences such as organizations, institutions, and movements holding a variety of outlooks and representing diverse sectors in order to enhance understanding of the State of Israel.
3. Motivating the Israeli public to participate in activities aimed at sharing the authentic story of Israel with audiences worldwide.
4. Encourage media projects that portray a diverse, vibrant and liberal Israel.

The proposals should be within the scope of the Applicant's goals. We encourage using diverse tools to make the Israeli experience accessible, with emphasis on programs aimed to create dialogues and partnerships and/or motivate the Israeli public toward involvement in these areas.

Guidelines for the type of relevant activities are presented in Appendix 1 to this RFP.

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

Programs will be chosen while considering their compatibility with Concert's objectives, their compliance with the following criteria and priorities, and the budget as defined in this RFP:

A. Quality of the Submitting Organization - experience, relevancy to the program's particular field, proven funding and performance capabilities.
B. Quality of the Proposed Program - the degree of the program's compatibility with the categories defined in Appendix 1 of this RFP (compliance with at least one of the categories is a threshold condition for eligibility), its clear definition of goals, a quality action plan, and an ability to meet benchmarks and high- level goals.
C. A Project's that considerably increases or substantially alters the existing activity of the organization - program creativity and innovativeness.

D. Cost-effective budget - reasonable cost of the proposed program relative to the expected outcome.

E. Preference for programs that will operate in the following ways, all or parts thereof:

1. Experiential activities in Israel or topics related to Israel for influential audiences from various fields.
2. Activity with diverse audiences to create a foundation for follow-up and relationships with relevant audiences in Israel.
3. Encourage the Israeli public to engage in relevant activities
4. Activity in the digital sphere, emphasizing activity on social media networks - Online Engagement:
   I. Mobilizing thought leaders to be active on social media
   II. Mobilizing diverse audiences to be active on social media
5. Collaboration between at least three organizations.

5. Submitting Program Proposals

A. The proposals may be submitted in Hebrew or English via the designated application form on the "Concert" website at www.concertisrael.org.

B. The proposals must contain all the relevant information, including a budgetary proposal, as appears on the designated application form.

C. An organization may submit more than one proposal.

6. Proposal Review and 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 only consider project proposals from one of the defined activity categories.

C. A review of the proposals is conducted in stages, as detailed below:

1. An initial review of the proposal will be conducted by Concert's professional staff - as part of which Concert retains the right to propose modifications to the proposal, to improve quality. The submitting organization is entitled to accept or reject them, and its response will be factored into Concert's final decision. Whether or not the submitting organization accepts Concert's position, the execution of the project, if

approved, will be under the control and responsibility of the submitting organization.

2. Submission of the final proposal by the submitting organization.
3. A review of the submitted final proposal and formulation of a designated professional staff recommendation will be defined for this process.

   The professional staff can recommend approval of the full program or parts thereof, for the entire requested amount or parts thereof, and approval of several programs, or avoid making any recommendations whatsoever, 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 will be able to approve the program in full or parts thereof, for the full requested amount or parts thereof, and all per Concert's budgetary restrictions and work plan.
5. Following receipt of preliminary approval by the Board of Directors and/or the Steering Committee, based on the professional staff's recommendation, a contractual procedure is carried out as part of Concert's Contractual Engagements Committee per the company's contractual engagement procedure.
6. An organization whose proposal is approved will be required to sign a contractual agreement, in the wording acceptable and practiced by "Concert," as a condition for the project's execution.

D. It will be clarified that during every phase, "Concert" may request from the applicants any additional information that it may require, such as references, supplementary data, and clarifications. This is not to be understood as a negotiation between the organization and Concert. Furthermore, any request or inquiry by "Concert" to any applicant will not be regarded as an indication that it is weighing acceptance or approval of the proposal. The decision regarding the proposals is at the sole discretion of "Concert."

7. Financial Model

A. This RFP is based on a joint venture between "Concert" and the State of Israel. Under the terms of this joint venture state funding is up to 50% of the cost of the proposed project.

B. A condition for the project's approval and signing of an agreement for its execution with "Concert" is receipt of a donation made to Concert for at least half of the proposed project's budget, including "Concert's overhead" cost as detailed in Section 7 (e).

C. The project's funds will be paid according to the organization's expense and the terms of the contractual agreement submitted to the organization for its signature.

D. The funds will be transferred to the organization following the execution of the project, submission of performance reports, their approval by "Concert" and receipt of the governmental funding.

E. 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 Organization and Concert.

8. Publication

The names and content of the projects selected for funding under this RFP will be showcased on Concert's website and available for review by the public. Furthermore, "Concert" is entitled to publicize via other means, e.g., an annual report, traditional and social media.

9. General

A. "Concert" is entitled to cancel, modify, or update this Request 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 entitled, at any time and in any way that it chooses, to review, promote, and execute additional projects that their proposals will arrive through means other than this RFP.

Appendix 1 - Guidelines for Activity

Concert will fund activities in the areas below; program proposals may be submitted to more than one area. Organizations are entitled to submit proposals based on their work and desire to engage in these subjects without respect to any Concert funding.

1. **Promoting experiential, educational and professional activities in Israel or topics related to Israel.**

   The past two and a half years have been marked by the Coronavirus pandemic that severely damaged the ability of individuals, initiatives and organizations to establish and build relationships with Israel and Israelis in a professional, educational or experiential framework. Experiencing Israel first hand has been proven most effective in order to understand the Israeli reality on all levels; cultural, social, economic and geopolitical. Concert seeks to promote experiential activities in Israel or topics related to Israel for thought leaders from various fields; media, municipal leadership, social activists, public sector, environmental and climate change, academics and intellectuals.

   Possible Project Ideas:

   - Delegations to/from Israel with an emphasis on Western countries.
   - International seminars and conferences on various subjects (for relevant and influential target audiences).
   - Activity encouraging direct dialogue between Israelis and their peers abroad.
   - Meetings between influential Israeli entities, including those from sports/cultural/formal and informal education/ the humanities and academics with foreign influencers and public opinion leaders in their respective fields.
   - Create digital platforms and online activities on the topic of Israel's multiculturalism, human rights, coexistence and minorities in Israel.
   - Initiatives and collaborations with leading international media outlets to showcase the diverse and vibrant Israeli democracy and its contribution to the world.
   - Any activity that will advance the objective listed in the headline.

2. **<u>Creating dialogues and coalitions with diverse audiences to strengthen positive perceptions of Israel and combat hate speech and incitement.</u>**

   There are organizations working in various arenas to promote delegitimization and boycotts against Israel including on social networks, where they disseminate hateful content, fake news and incitement. We firmly believe in expanding dialogue, building bridges, and deepening collaborations with diverse audiences with universal liberal beliefs to expand the circle of discourse required to strengthen the positive perception of Israel and address hate speech.

Possible Project Ideas:

- Establish collaborations and create dialogues on the topic of Israel and its values with organizations representing wide-ranging and diverse audiences.
- Create collaborative projects and initiatives with organizations, institutions, and associations representing diverse audiences for partnerships and to further establish the positive perception of Israel in their communities. These projects can include joint initiatives and ventures, promote a joint agenda, dialogue between influencers, assemble missions and delegations, conferences, symposiums, use of traditional media or cultural activity.
- Encourage thought leaders to promote tolerant, productive, and respectful inter-sectoral discourse to combat hate speech and incitement against Israel via media, trainings, articles, editorials, delegations.
- Collaborations with NGOs to combat hate speech in general, anti-Semitism, and anti-Israel incitement in particular on social media platforms.
- Any activity that will advance the objective listed in the headline.

3. **<u>Collaborating with and motivating the Israeli public to share the "Israeli Story", reflect its reality, and create personal connections with counterparts worldwide.</u>**

   It is important to facilitate connections and relationships between Israelis and their counterparts from various countries in order to create lasting, valuable, and relevant collaborations aimed to enhance the positive perception of Israel abroad, and combat hate speech and fake news.

Possible Project Ideas:

- Activities for raising awareness and expanding Israelis' understanding of the challenge that Israel faces as a result of the delegitimization campaign in the international arena especially on social media platforms.
- 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 in routine and in times of crisis, as needed.
- . Mobilizing youth movements, preparatory programs ,and university students to become involved in activities supporting a positive perception of the State of Israel worldwide, in public opinion.
- Any activity that will advance the objective listed in the headline.