

2020 ANNUAL REPORT

2020 was a year full of challenges and uncertainties, along with opportunities and achievements. As the coronavirus pandemic reached Israel, Co-Impact worked quickly to understand the pandemic's implications on the business sector and employment, with the understanding that employment and financial crises affect marginalized populations most severely.

We are very proud of Co-Impact's success in meeting 80% of our 2020 workplan goals, including welcoming nine new companies to the change process and meeting 96% of our placement goals.

The coronavirus crisis highlighted the importance of our strong partnerships and in-depth work process with our core companies, who stayed in close contact with us and maintained their commitment to diversity and inclusion even during crisis.

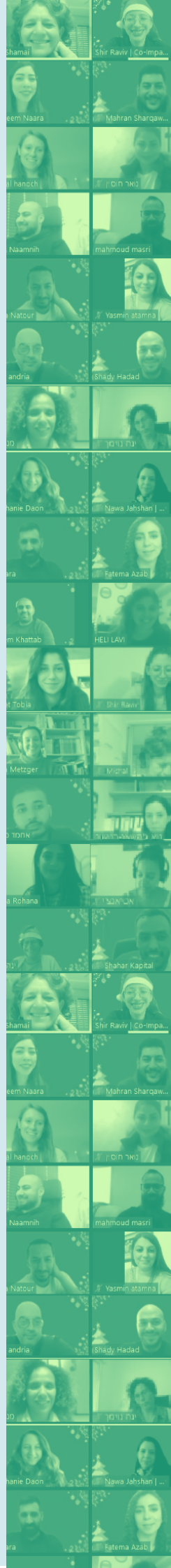
This challenging period has brought about frustration and uncertainty within Arab society, making it even more important for us to strengthen our connection with them. Accordingly, we significantly increased our online social media presence, holding numerous online exposure events for Arab employment candidates, connecting them with our core companies and ensuring they know companies are still hiring, and are still committed to diversity and inclusion.

In addition, we adapted ourselves to new urgent needs that arose, while promoting partnership and trust between the business sector and Arab society; we led a business sector-led food donation project for families in-need during the month of Ramadan.

Internally, we kept in close contact with Co-Impact employees while working from home; Co-Impact managers regularly checked in with employees, several virtual team building events were held, and holiday care packages were hand delivered (at a distance) to each employee.

All this important work would not have been possible without the remarkable support and commitment we received from all of our funding partners, for which we are very thankful.

During these complicated times, we see the great significance of our actions in the business sector and in Arab society. We are proud to share this annual report with you, highlighting our achievements in numbers, and spotlighting 2020's significant processes and milestones.



2020 IN NUMBERS: EMPLOYERS

Through adaptations, dedication and creativity, we successfully continued our work to promote Arab employment in Israel's business sector in 2020.

43

OF ISRAEL'S LARGEST
COMPANIES IMPACTED SINCE
CO-IMPACT'S FOUNDING

Despite the coronavirus pandemic, we successfully added 9 companies to the change process in 2020 (reaching 90% of our annual goal), bringing our total to 43.

101

MENTORING PAIRS OF MID-LEVEL
ARAB EMPLOYEES WITH SENIOR
EXECUTIVES

- Several virtual events were held to promote professional development of the program.
- Cross-community relationships with high impact have been established.

4,309

ARAB EMPLOYEES HIRED,
SINCE CO-IMPACT'S FOUNDING

- 724 of all hires are skilled employees.

960

ARAB EMPLOYEES HIRED,
IN 2020; 186 OF THEM SKILLED

- Companies met 96% of hiring targets.
- 186 skilled employees: 95% retention rate, 42% women.



*Figures in the employers category are not yet finalized, numbers will be finalized by the end of February 2021 (and will likely be slightly higher than those shown here).

2020 IN NUMBERS: CANDIDATES

We further strengthened our work with candidates this year, with the understanding that during these challenging times proactive, optimistic messages, specifically from employers, are particularly important. We want Arab society to know they will not be left behind.

500K

ARAB EMPLOYMENT
CANDIDATES HAVE VIEWED OUR
SOCIAL MEDIA CONTENT

- Facebook followers increased by **30%**.
- Instagram followers increased by **80%**.
- Over **2,000** LinkedIn followers.

28

EMPLOYER BRANDING VIDEOS, OF
WHICH 9 WERE PRODUCED IN 2020

- Videos featuring senior employees affirming their companies' commitment to diversity, and Arab employees sharing their experiences.
- Reached over **300,000** people.

32

ONLINE EXPOSURE EVENTS

Co-Impact companies, academic institutions, NGO partners, mixed cities and Arab local municipalities held online workshops and lectures connecting candidates with employers and employment resources.

10K

RESUMES IN OUR CV DATABASE

- **42% increase** in our CV database in 2020.
- **5,503 telephone interviews** were conducted in 2020 to increase the accuracy of the database.

5

ACADEMIC INSTITUTIONS

Tel Aviv University, Haifa University, The Technion, The Academic College of Tel Aviv-Yafo and Sapir College serve as channels for candidates.

7

ARAB & MIXED CITIES

16 online exposure events were held connecting Co-Impact's core companies with over **400 residents** of Arab municipalities and mixed cities.

2020 IN NUMBERS: PARTNERSHIPS

The importance of our role as the enabler of the collective impact model has been clear this year. The strong partnerships we have developed and nurtured helped us respond to the many challenges we faced.

35K

IN DONATIONS (AND \$220,000 WORTH OF FOOD)

Donations collected during Ramadan by Co-Impact's companies and Business Council for families in need, in partnership with the Arab Society Emergency Room led by Aiman Saif.

300

YOUNG ARAB CO-IMPACT MEMBERS

- Participated in 8 online enrichment sessions, promoting them personally and professionally.
- Sessions included management in the age of change, and trends in the labor and employment market.

12

PARTNERING NGOS

- Shared tool development program: developing and implementing tools for our companies and candidates.
- Increased actions in light of coronavirus crisis, sub-committees established to deal with specific issues, position paper regarding Resolution 922 extension written.

130

PARTICIPANTS IN OUR ANNUAL EMPLOYERS CONFERENCE IN MAY

- Held in partnerships with President Rivlin, and attended by core company CEOs and senior employees.
- Holding this annual event despite the complexities of 2020 is a testament to the strength of our partnership with the Office of the President.



IN-DEPTH WORK IN COMPANIES

We have been in ongoing communication with our core companies regarding their Arab employees, ensuring they aren't the first to be furloughed and the last to return to employment.

The commitment our companies displayed towards promoting diversity and inclusion during this incredibly complicated and challenging year revealed the true importance of Co-Impact's in-depth change process. Notable examples of such work include:

HFN - The firm has recruited a considerable number of legal staff from Arab society. Over the past few years the firm had the opportunity, consistent with its general policy of promotion, to promote several interns to associates, and one associate to a partner in the firm.

Microsoft - 45 Arab employees participated in a "Buddy" workshop in partnership with the aChord Center. They are now guiding and mentoring Arab candidates and new employees.

Amdocs - 12 young Arab economists participated in the second round of the Bootcamp Program for Economists in partnership with Kav Mashve; 5 were hired by Amdocs.



CHAMPIONS COMMUNITY

Our champion learning forum is advancing the D&I agenda in the companies. 40 champions, the change agents who lead the organizational and cultural changes in each company, met again this year to share in their achievements and challenges.

They shared their learning and insights; Osem presented their progress towards maturity, and Strauss Water shared how their internal organizational communication promotes D&I. In smaller groups, the champions discussed ways of dealing with opposition to the change process.

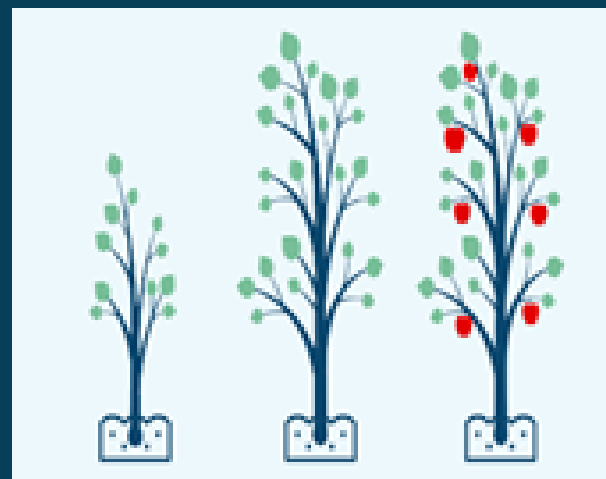
The champion meetings have been very successful in generating shared knowledge and networking. These meetings will also support companies after their maturation.



MATURITY MODEL

10 companies are expected to move towards working independently in 2021. The preparation for this transition has been a focus of this year.

After defining the critical criteria which must be reached to define a company "mature", in 2020 we carried out gap analyses and capacity building in each company. We are planning the development of a business model for professional services as well as the formation of a strong, cohesive, and active alumni network. We look forward to piloting the model and leading our first group of alumni in 2021.



OUR (CO-) IMPACT

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I received the golden opportunity to be part of the mentoring program. I have an amazing mentor, he is a senior manager in a leading company, and has been with me for more than a year. He really helps me in personal and professional development and growth, and deepening the connection between my personal aspirations and those of the company. The program also provides a meeting of two cultures. He is not only guiding me professionally, but has accepted me as Shahd, a young Arab woman, and now truly knows me, and I know him.

- Shahd Taha, Development Technologist, Prigat

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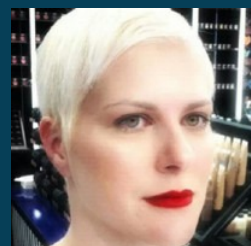


I can tell you proudly, that we at Osem-Nestle here in Israel are ranked at the highest level of Diversity & Inclusion of Nestle Europe in our zone. I am proud of that because I certainly believe it makes us a much better organization. **We are a very successful organization here in Israel and part of this is because of who we are.**

-Avi Ben-Assayag, CEO of Osem-Nestle

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In my mind, what really gives the full picture of what Deloitte is – is that there is an increase in the percentage of employees from Arab society. We place great emphasis on integration and retention, and the icing on the cake is that recently, an Arab employee made partner, which is something that says it all.

Deloitte.

- Shira Beit-Halachmi, Diversity Manager at Deloitte

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الحدث المركزي
جوار رقمي في عالم التشغيل
الثلاثاء | 16.6 | 17:00

نوا جهشان بطشون
مديرة العامة لخدمات كبرى
التنوع في التشغيل كخدمة
لتطوير المسيرة المهنية

بروفيسور حسام حايك
مساعد نائب رئيس الشؤون وعديد عام
لرؤساء لخدمات التوظيف
ما بين التطوير المهني
ولتعزيز الكفاءات

تأورهما
لجنة مدخل
طالبات متطوعات في خدمة الكسوف
في الشؤون وتلطفه في جمعية "كسوف"

مؤتمر التوظيف التثريوني 3



مع المختصة

ألاء حسونة
الفينيكس



Corona Exit

4.5.20 | 21:00



Yoram Yaacovi, Venture Partner at SCCC Capital
Post Corona Opportunities



Nira Kotek, CEO at Centimo
Real time access to data that is crucial
to business continuity



Maissa Shamshoun, Financial Controller at 'Iefon
Leadership through Uncertainty

2021: THE NEW NORMAL

ADVANCING, ADAPTING, AND REACHING MILESTONES

As we begin 2021 during an ongoing pandemic, we are determined to continue Co-Impact's work in all fields - employers, candidates and partnerships.

2021 is a significant year for Co-Impact, in which we will reach the halfway mark - guiding 50 companies out of our target of 100 companies in 10 years - and we will begin to implement the maturity model and "release" mature companies to work independently. It is a significant milestone which will allow us to continue to grow and influence more companies.

The maturity model strengthens CI's principal concept of building capabilities among the core companies so the change process is sustainable and continues over time, even after their formal partnership with Co-Impact ends.

We are excited to embark on this journey and continue our work within Israel's leading companies and Arab society. We plan to continue to emphasize strengthening the connection between Israel's leading employers and Arab society, understanding their needs and promoting Arab employment.

As part of our reaching this halfway milestone, we will continue to think about our strategy and impact moving forward.

We see it as our responsibility to continue our work connecting employers to Arab society. Working towards a breakthrough in Arab employment has never been more important,

Wishing us all a new year filled with health and new beginnings.