

JULY 2021 NEWSLETTER



TURNING CHALLENGES INTO OPPORTUNITIES

Dear Friends and Partners,

We hope you are all doing well and keeping healthy. As Israel continues to recover from the COVID-19 pandemic and the recent unrest, and in the wake of the newly formed government, Co-Impact has been busy making significant developments on our path towards a breakthrough in Arab employment.

With all the recent challenges, the resilience of the companies we work with has been displayed - we have seen the business sector taking a leadership role with great success. Our partners from the business sector have shown great commitment to diversity and inclusion, while showing great courage and inclusivity.

We are excited to share with you two significant developments: The Ben Gurion Airport Conference and CI's newest business case research. As we keep striding forward, we are more determined than ever to continue our in-depth change processes promoting Arab employment in the business sector. We thank you for your ongoing support, without which our progress would not be possible.

Wishing you a peaceful and healthy summer,
Nawa & the Co-Impact Team

BEN GURION AIRPORT CONFERENCE WITH CO-IMPACT'S BUSINESS COUNCIL

On June 29th we held a groundbreaking conference at Ben Gurion Airport (BGA), one of Co-Impact's newest core companies. Following in-depth work and meetings with BGA by Co-Impact in partnership with the Office of the President, Ben Gurion Airport's management invited leading Arab business leaders from Co-Impact's Business Council to meet in order to advance three main goals:



1. Promoting the diversity and inclusion of Arab society at Ben Gurion Airport.

2. Strengthening diversified suppliers from Arab society, by strengthening the relationship with leading business companies from Arab society, and making tenders accessible to Arab suppliers.

3. Improving Ben Gurion Airport's image in Arab society by improving the Arab passenger experience, transforming it from its negative current state, especially in airport security.

Welcoming BGA to be a Co-Impact core company is of great significance: it is a large strategic company which provides services to all sectors of Israeli society, and BGA's connection with the Arab business sector can lead to a significant breakthrough in Arab employment. Moreover, from the discussion held during the conference, it became clear that BGA has a clear business case for changing Arab passengers' experience at the airport.

The event was powerful, inspiring and hopeful. We look forward to our continued in-depth work with Ben Gurion Airport to make important progress towards meaningful change.

QUOTES FROM THE CONFERENCE

"For 20% of the non-Jewish citizens of Israel, equal rights slogans are insufficient. These slogans must be translated to actions. To do so at Ben Gurion Airport is a dramatic step, since the security issue is always present. Yet, we are a large employer with 2,000 permanent employees and 2,000 temporary ones – and have only 150 Israeli Arabs employed. This is not enough. And when 20% of the citizens do not use Israeli airline companies – this is an impossible situation. **I want to know, what needs to change? What do we need to do? Because the problem is with us."**

– Shmuel Zakai, Ben-Gurion Airport CEO

"If we would ask the Arab participants about the travel and security experience in BGA, there would be many stories. Some of the stories are told, yet many remain painful memories. Although EL-AL's slogan is "Feeling at Home in the World", **it does not feel like home for us at all.** We came here today, not to talk about painful experiences, but because we feel you reaching out and trying to change. **Ben Gurion Airport's management's invitation to the Business Council is a step that builds trust and fills us with optimism about the ability to build a better shared future."**

– Reem Younis, Co-Chairperson of Co-Impact's Business Council



Avigal Soreq (L), CEO of El-Al, and Imad Telhami (R), Babcom Chairman and Co-Impact Board and Business Council Member

RESULTS OF THE ARAB D&I BUSINESS ADVANTAGES RESEARCH

Last month Co-Impact, in collaboration with TASC, conducted a first of its kind business case research, quantifying the potential business benefits of promoting Arab diversity and inclusion in business companies. The results of the research were recently finalized; **there is strong data to back up the potential business advantages of Arab D&I.**

The study shows nine potential business benefits which stem from diversity & inclusion of employees from the Arab society: increasing market share among Arabic-speaking customers in Israel and around the world; access to new suppliers; business continuity; broader talent pool; higher employee retention; rise in organizational engagement; boost creativity and innovation and better corporate reputation.

The potential economic benefits indicate a possible contribution of 1%-5% to the organization's profit margin annually, which may add up to millions of NIS per year for large organizations.

The potential benefits were calculated using a digital calculator developed as part of the study, adapting itself to each company's data. The calculator is accessible on Co-Impact's website. The research results were featured in the media; a translation of a Mako article can be found at the end of this newsletter.



We are attaching the full summary of the research in English for your reference.

We are confident that this research, along with the experience of the companies we have and will work with in the future, will promote a breakthrough in Arab employment throughout the Israeli business sector as a whole.