

CHANGING THE FACE OF ISRAEL'S PERIPHERY

**The Ramle Social Tech Zone:
One Location, Infinite Possibilities**



Preliminary Illustration of the Ramle Social Tech Zone

Supporting the project

A donation of €750,000 over three years will enable the Appleseeds Academy to establish the Ramle Social Tech Zone , an ambitious project to continue the momentum of assisting high-tech culture to take root in Israel's economic and social periphery. The three-storey building will provide a modern, sleek open workspace on the first two storeys and an Innovation Lab on the upper storey, which together will create an environment in which people can collaborate and innovate together.

In appreciation of your generous contribution, you will receive naming rights for a significant space inside the building (clear and bold signage, individual lettering) as well as placement of a plaque in a prominent location on the donor recognition wall at the entrance to the building.

About Appleseeds Academy

Appleseeds Academy is an Israeli non-profit founded in 2000 with the aim of connecting Israel's growing Startup Nation with underserved communities in the country's social and geographic periphery. Appleseeds was established to reduce socioeconomic gaps in Israeli society by providing disadvantaged populations with the technological tools and vocational training needed to increase their socioeconomic opportunities. With a training staff of 250 instructors and over 20 years of experience, Appleseeds currently reaches 100,000 beneficiaries in over 350 training locations throughout Israel. Appleseeds Academy's vision for Israel is technological equality for all; the organization promotes digital equality by developing and implementing programs in the areas of technology, employment, and life skills.



The site of the Social Tech Zone (right) adjacent to the Tech Hub and Campus

Appleseeds in Ramle

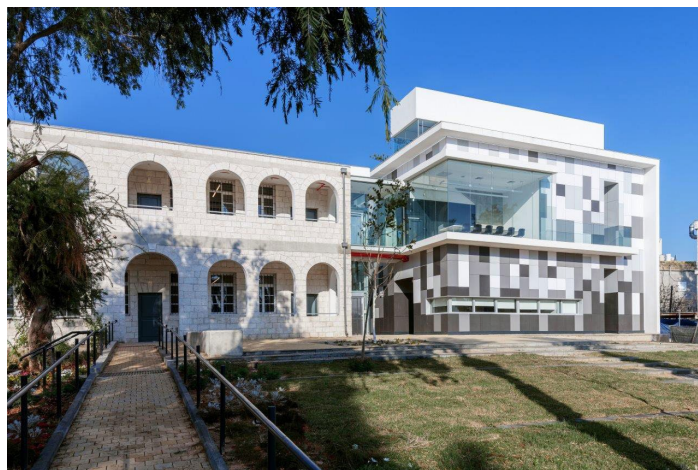
Ramle, a city of about 75,000 residents in the centre of the country, has for many years been plagued by neglect, financial problems and a negative public image. Appleseeds first entered the city 15 years ago with up-to-date technological training for youth and adults, which has improved the lives of thousands of the city's residents. Appleseeds' impact in the city, bringing on board partners such as Cisco, Microsoft and Bezeq, plus the support provided by the mayor, is helping to transform the entire Ramle city centre into an innovative ecosystem.



Illustration of the Social Tech Zone

Ramle is one of the most neglected cities in Israel with many social and economic challenges and a negative public image. The city ranks 4 out of 10 on the Socioeconomic Index, indicating that the mean household income is well below the national average. However, Ramle is a truly multicultural city, with a thriving market and strategic location close to the airport, and equidistant from Tel Aviv and Jerusalem.

Capitalizing on Appleseeds' success in Ramle, the next step was to create a technological campus within Ramle's city centre. The Ramle Tech Hub and Campus is the first program in Israel that allows people with a technological education to advance their skills and build project portfolios under mentorship and professional supervision of high-tech leaders in order to pave the way to better employment. The Tech Hub and Campus was made possible through the cooperation of the municipality and generous support from local and overseas donors.



The recently completed Tech Hub and Campus

Program Description

As the potential benefits of Appleseeds' involvement in Ramle has grown, the municipality decided to grant Appleseeds an additional 1,000 square metres of floor space by demolishing an existing building adjacent to the recently completed Tech Hub and Campus. The additional building is essential to accommodate the rapid growth of Appleseeds' programs, especially the Tech Hub which is already at full capacity. The idea is to create a modern, sleek open workspace to be known as the **Ramle Social Tech Zone: One Location, Infinite Possibilities.**



Preliminary Project Plan

The Social Tech Zone will include 1000+ sqm of multipurpose space, including state-of-the-art technology classrooms, high quality meeting rooms, shared workspaces, an event space, and a café. It will provide learning and inspiration space for Appleseeds beneficiaries, partners, and the local community, as well as a workspace for entrepreneurs and tech partners. Finally, the new building will allow us to host larger gatherings, cultural events, and hackathons — bringing Appleseeds participants, trainers, and partners from around the country to Ramle throughout the year.

Following the demolition of the pre-existing structure, Appleseeds will build a new three-storey building including a youth training centre, shared workspace, community learning and event space, as well as Future of Work and Innovation Labs.

Ground Floor: Community Space

The ground floor of the centre will include modular, open community learning space. Two desperately needed classrooms will open into a large event space to house 200 people. In addition, an open atrium and potential café will invite the community in to work, meet, connect to free wifi, and attend inspiring events throughout the year.

Design Inspirations



Floor 1: Co-Working Space

The first floor will house Appleseeds' workspace for startups and social impact organizations that need affordable, quality workspace. This will generate rental income that will contribute to the overall economic sustainability of the campus. The Future of Work Lab will house SEEDS accelerator participants and other entrepreneurs focused on the future of work will develop and test their ideas in Ramle. At least one VC will establish a presence at the campus, and our Cider software development house will employ a team of bootcamp graduates.

Design Inspirations



Floor Two: Classroom & Innovation Lab

The top floor of the building will include a classroom and Technology Innovation Lab that will host diverse and advanced tech programs, including hackathons, workshops, bootcamps, networking and community events – particularly benefiting youth programs. Cisco will donate their state-of-the-art Spark telepresence system, to allow students to attend online classes from the comfort of the Ramle campus, breaking down geographic barriers and increasing opportunities and inclusivity. Bezeq will provide the best internet infrastructure to compliment Cisco's hardware. The lab will be equipped with computers, 3D Printers, and other essential maker tools for Appleseeds' diverse hands-on workshops that will allow participants the opportunity to practice what they learn.

Design Inspirations



Rooftop: Flexible Event Space

Finally, the roof of the building will offer a 180-metre open-air space for informal meetings, events, and activities. The elevators and stairwells will both extend to the roof level, allowing for future expansion with the enclosure of a fourth floor.

Outdoor Areas

The main courtyard will have shaded areas for seating, and will provide ample space for hosting events, while connecting Appleseeds' offices, HUB, and tech zone into a cohesive campus. A back garden will include quiet seating and shaded areas.

A Leader in Green Building Practices

Appleseeds will explore all opportunities to model the best standards in LEED certified buildings. We aim to make our operations as environmentally sustainable as possible, from renewable energy to multi-use kitchenware, to smart-office sensors that reduce energy consumption.

Developing our Future Tech Leaders

Appleseeds will maximize the use of this space with youth programs, coding bootcamps, and vocational trainings, where partners from across the Israeli high-tech spectrum will mentor Appleseeds beneficiaries and entrepreneurs from the local community.

Ramle's mayor Mr. Michael Vidal is fully committed to supporting this project and has given Appleseeds the rights to land next to Appleseeds' current offices to build the new centre. Government partners such as Digital Israel, Ministry of Social Equality, as well as the Employment, Economy, and Social Welfare ministries, all view this project as a shared strategic goal, to strengthen Ramle's city centre. Appleseeds estimates that over 6,000 beneficiaries will directly benefit from the centre each year.

Appleseeds has already selected Tal Feist Architects to work on the project. They are long term partners who also led the first building project on the site, and have begun the planning work in earnest.



A Home for Appleseeds' Net@ Youth Movement and SEEDS Accelerator

The Ramle Campus will serve our Net@ Youth Movement participants in a variety of innovative ways, providing crucial training and gathering space for skills development, hackathons, mentorship, and events. It will also function as the primary training centre for all Net@ trainers nationally. As such, the centre will constitute an R&D hub for cultivating the most innovative educational experiences for youth in the Israeli periphery. Moreover, the centre will provide Net@ alumni and young entrepreneurs participating in our 6-month SEEDS accelerator with a jump-start for personal and professional development, utilizing all the knowledge and assistance that Appleseeds and its coalition of partners bring to the table.

Particularly now in a post-COVID era, the centre will be of key importance, providing a setting for the development and implementation of future of work training for underserved youth throughout the region. In this manner, the centre will truly offer "one location, infinite possibilities," developing the future of high-tech while shaping the careers of students, high school graduates and young adults in the social and geographic periphery.

Appleseeds New and Innovative Tech-Learning Bootcamp

Appleseeds is proud of the tender it recently won from the Israel Innovation Authority (the government's technological-investment arm) to run an innovative coding bootcamp. The bootcamp will address the talent crunch currently being felt throughout the local tech industry by specifically targeting populations in Israel's geographic and social periphery. The Social Tech Zone will be the address for this innovative bootcamp where participants will partake in an intensive multi-month "full stack" boot camp (frontend and backend technology development). The technology curriculum, which is market-oriented and geared towards job placement in a post-COVID era, has been developed in conjunction with CTOs and HR managers from leading companies, including Outbrain, Brightcom, and Inneractive.

Estimated Budget and Donor Recognition

The total cost of the three-storey Social Tech Zone project is estimated at €3,084,000, with part of the cost to be covered by the Ramle Municipality, Bezeq Telecommunications Company, the Wohl Foundation and the Weinberg Foundation. **The requested donation for helping to cover the cost of construction of the project is €750,000 disbursed over a three-year period (2021-2023).**

Your generous donation includes a contribution to Keren Hayesod-UIA programs for youth at risk, including Net@. In appreciation, you will receive naming rights for a significant space inside the building (clear and bold signage, individual lettering) as well as placement of a plaque in a prominent location on the donor recognition wall at the entrance to the building.



Samples of possible recognition. Photos for illustrative purposes only; final design and format to be determined upon agreement.

Project Expense Budget (In Euros)

Item	Sum in Euros
Renovation and construction	1,750,000
Outdoor planning and landscaping	137,500
Planning and consultants	125,000
Interior design and furniture	267,000
Technological equipment and production studios	375,000
Project management and on-site supervision	100,000
Taxes and fees	37,500
Unanticipated expenses	292,000
Total project cost	€3,084,000

Projected Sources of Income

Partner	Sum in Euros
Wohl Foundation*	625,000
Ramle Municipality	358,000
Bezeq	167,000
Weinberg Foundation**	834,000
Private donors	350,000
Keren Hayesod-UIA (current request)	750,000
Total	€3,084,000

* The Wohl Foundation is a UK-based family foundation. They were flagship donors for the first phase of construction in Ramla, they are incredibly passionate about Ramla and are enthusiastically committed to the new building. They are confirmed and committed, and have funded all the feasibility-study work, as well as the detailed planning to get the project up and running.

** The Weinberg Foundation is based in Maryland, US and is passionate about supporting the Israeli social and geographic periphery, particularly around issues of workforce development. They were also flagship funders of the first building, and the current project has been vetted by their professional team and is pending board approval during the next few months. They are excited by the project and are committed to moving forward together.

Arial View of the Site



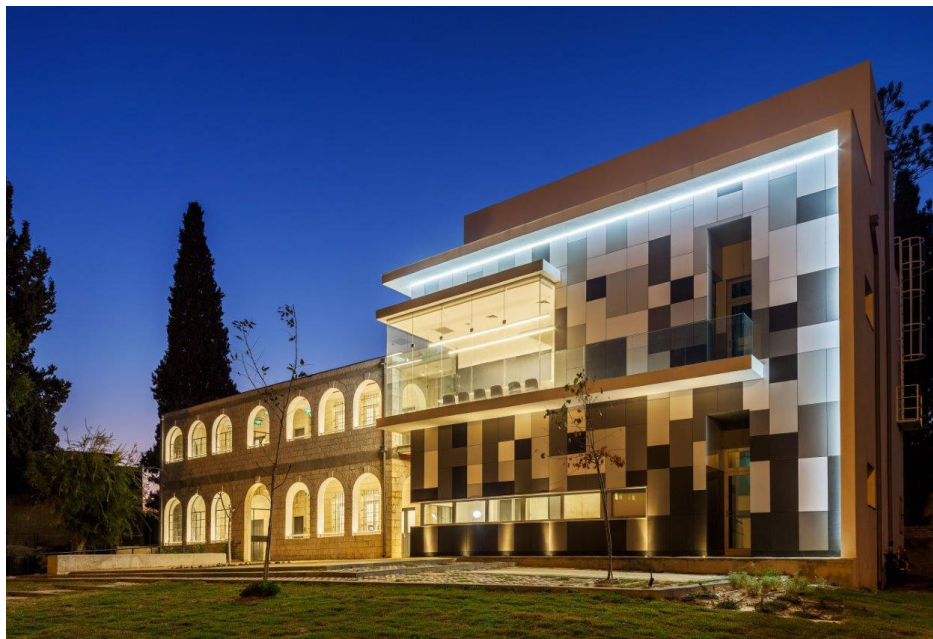
The building to be demolished and replaced by the Social Tech Zone

Map of the Downtown Ramle Area





Another view of the existing building



The Tech Hub and Campus



For further information please contact your local Keren Hayesod - UIA emissary or Projects Department:
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