# **Fighting Antisemitism and the Jewish Erasure during times of Internal polemic**

**Concept Paper**

Despite investing millions of dollars to combat the rise of antisemitism, the problem has surged in recent years. The evolving nature of antisemitism in North America and the election results in Israel fundamentally change the field and require an urgent strategic reassessment and an analysis-based strategy and operation. In this paper, we outline Atchalta’s approach to this challenge

**Need Assessment**

Atchalta identifies a few structural obstacles that have undermined the efforts to combat the rise of antisemitism and delegitimization:

* **Jewish erasure fand Woke culture** - With its emphasis on identity politics and intersectionality, ‘wokeism’ has contributed to the exclusion of Jews from the public sphere while identifying them as privileged. This Jewish erasure trivializes antisemitism and categorizes it as a "rich people's problem."
* **Jews have no allies; and talk in an echo chamber** – Intersectionality ousted Jews from the camp of [vulnerable](https://www.canva.com/link?target=https%3A%2F%2Fwww.google.com%2Fsearch%3Fq%3Dvulnerable%26spell%3D1%26sa%3DX%26ved%3D2ahUKEwiClPT-nPX8AhU8SPEDHfpBAmMQkeECKAB6BAgJEAE&design=DAFZV-t3_QI&accessRole=owner&linkSource=document) minorities. Messages of Jewish organizations won't come through, while Jews are polarized and fragmented.
* **Black Antisemitism in is growing**, but often ignored or downplayed by politicians and media.
* **Disengagement from Israel -** The outpost "Israel" has been abandoned by many Jewish groups. Israel's portrayal as a pariah state is no longer being challenged by many of them. Some Jewish organizations act as if distancing themselves from Israel would improve their position to combat antisemitism.

With all that in mind, the **recent elections have fundamentally changed the playing field**, causing a growing disconnection between Jewish Americans and Israel and leading many Jewish leaders to openly criticize Israel for the first time. As a result, the pro-Israel network is shrinking dramatically. While becoming more ideologically cohesive, the pro-Israel network is becoming less representative and less relevant in combating antisemitism from the left.

**Operational Framework**

Here is our operational framework:

* **Strategic Reassessment** – Atchalta will leverage its unique methodology and relationships with relevant stakeholders in North America and Israel to offer an updated framework of operation for the pro-Israel network. Our goal is to **revise the Jewish playbook to combat antisemitism** in light of the aforementioned obstacles and developments.
* **Rebuilding the center –** Rebuilding the Center – Atchalta sees an opportunity for collaboration between pragmatic Israelis and American Jews who share similar values, believe in democracy and Zionism, and reject radicalism (see [here for more](https://jewishjournal.com/commentary/opinion/357167/the-surprising-intersectional-opportunity-to-engage/?fbclid=IwAR3ES7MgefZWTsbsLaN_v6AJ9OgxFOMc9DDK1XbTJs7CQ0ZHOF8WMvl07JU) details). **We are launching the first-ever joint strategy summit** **of Israelis and American Jews focused on rebuilding the Jewish and Israeli centers**.
* **Mobilizing the Abraham Accords Coalition** (created by Reut in September 2022) - Atchalta aims to build on the success of this coalition through a **series of virtual events and an in-person summit in the US**. Our goal is to work on a shared agenda against extremism and the alliance between Islamists and radical progressives (the red-green alliance).
* **Supporting the Abraham Accords on Campus initiative led by Hillel International, as needed** – our work is likely to include engaging experts, start-ups, and universities in the Middle East (including travel), revising and consolidating models, and establishing a knowledge development advisory committee (with a separate budget).
* **Counter Intersectionality: Tackling Black Antisemitism by Partnering with the Bishop of Israel** – Atchalta will collaborate with Dr. Glenn Plummer, the Bishop of Israel of the Church of God in Christ (who resides in Israel), to engage Black churches and deepen their understanding of the unique challenges faced by the Black community. **We are planning a virtual strategy summit and a series of online workshops, seminars, and community engagement events.**
* **Conference on the impact of CRT and DEI on Israel-US relations in light –** Israeli leadership does not understand the challenges that North American Jewry faces, nor are they aware of the extent of anti-Semitism that it faces, nor of the challenges that arise from the social discourse and Jewish erasure. They do not understand why DEI's infiltration of American schools and academia undermines Israel-US relations and is an issue of national security. **Atchalta will hold a series of events including an in person conference during the fall of 2023**, and hold a series of roadshow presentations (separate budget).
* **Campaign vs. Jewish Erasure –** Atchaltawill work to conduct a **roadshow presentation and a media campaign** within Jewish organizations to generate a shared understanding in regards to the Jewish erasure.This effort will also include a complementary effort among Israeli decision makers regarding the need for Israel to adapt to changing realities in the U.S.-Israel relationship in an era of eroding bi-partisan support, and strategically re-align its operating assumptions, objectives, and modes of engagement accordingly.

**Atchalta will collaborate with the Jerusalem Center for Public Affairs (JCPA)**, by participating in each other's programs and delegations. The collaboration aims to promote shared goals through joint workshops, seminars, conferences, and events.

**About Atchalta**

Atchalta is a leadership organization that combines strategic planning with activism, founded by the former CEO of the Reut Group, Eran Shayshon (3/23). The organization's goal is to generate a revolution in the way Israeli & Jewish leaders confront the critical challenges of the present time, from a Zionist perspective.

Atchalta’s founder has led Reut’s seminal work on the challenge of the delegitimization of Israel. Reut under Eran, was the first to offer a comprehensive strategic framework to the challenge of delegitimization of Israel, define it, and put forward a long-lasting strategy to deal with it, which remains seminal for the entire field.

Atchalta uses a unique combination of methodology and technology (Mind mapping and AI) for leadership and strategy forming.

In the face of structural changes and challenges at Reut, Eran decided to establish a new framework that could better respond to the problems facing Israel and world Jewry.

A personal note from the founder: In the face of structural challenges at Reut, I have decided to establish a new framework that could better respond to the problems facing Israel and world Jewry.

I have made an uneasy decision both professionally and personally to start this organization dire financial times and the shrinking of pro-Israel philanthropy because I firmly believe that my unique tools and experience are urgently needed to address the rise of antisemitism and Jewish erasure, and the threat of social polarization and sectionalism in Israel.

Despite being at an early stage, I am passionate and committed to making a positive impact, and I urgently need your foundational support to make this happen. With your support, we can work together to create a more resilient and cohesive community in North America and Israel, combat antisemitism, and ensure that Jewish identity and culture continue to play a vital role in shaping society.