

# 2019 IMPACT REPORT



# A Letter from the team

We are proud to present our first public annual impact report as part of our effort to increase transparency and contribute to the mainstreaming of impact investing. We are happy to share our insights, elaborate on our investment approach and impact practices and present our diverse portfolio.

Our investment approach aims to inspire, generate and support commercial solutions to local and global societal and environmental challenges that benefit the underserved. In doing so we also hope to help transform investing practices in Israel and boost the Impact Tech ecosystem.

While this report summarizes 2019 we cannot ignore the current global turbulence as the world is facing the COVID-19 crisis. Unfortunately, it is the underserved who suffer the most and will continue to struggle as we slowly recover. We strongly believe an impact investment approach will be even more essential going forward as we try to recuperate globally and locally. We are still assessing the way our lives are going to change, but in the meantime our portfolio is already responding to this everchanging new reality. We tried to capture some of this response in the report.

As the largest impact investment fund in Israel, and the first to manage institutional capital, we embrace the responsibility to prove that our investment thesis works. We harness all our resources – our financial, human and intellectual resources, to realize this potential and meet our goals. Together with our affiliates, collaborators and partners we hope to accelerate the much-needed transition to a more inclusive and sustainable economy.



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# 2019 in numbers

approximately

**\$80M**

Under management

**7** Investments made, 4 in 2019 alone

**2** Portfolio companies publishing own impact report



**500**

Employed in mission driven businesses

**150**

Underserved employees fairly employed

**1000Ha**



Converted into sustainable agriculture

Local purchases from SME's: over

**\$7M**

**Venn**  
**38%** Reduction in loneliness  
**500** Community members

**N-Drip**  
**59%** Agriculture water savings  
**+15%** Yield per hectare

**Kando**  
**62%** Improvement in waste water pollution  
**75%** Customers NPS\* score

**Abraham Hostels & Tours**  
**14.5K** Multi-narrative tours' participants  
**600+** SMEs Suppliers

**XR Health**  
**10,000** Telehealth sessions  
**44%** indicates a significant improvement in symptoms

**Nazid Impact Food**  
**80** Employees from the Bedouin community  
**84%** experienced positive change in their life

**Viridix**  
**30%** increase in water productivity  
**78%** of installations in water stressed areas

\*The Net Promoter Score (NPS) measures customer experience and is used to predict business growth. It ranges from a low of -100 to a high of 100.

# Our investment approach

We invest in high growth, high impact Israeli companies through two investment strategies: Impact Growth and Impact Tech.

As a thematic investor we focus on four impact goals or themes:



Healthier lives



Stronger communities



Future skills



Sustainable planet

Within each of these themes (which are closely aligned with the Sustainable Development Goals) we identify investable solutions, based on careful analysis of the macro trends that are shaping our future. Our aim is to deliver attractive returns for our investors through investments that also generate better social and environmental outcomes.



- Venn
- Nazid Impact Food
- Abraham Hostels & Tours

## Impact Growth

Providing growth capital to profitable companies located or serving the Israeli socio-economic periphery; Identifying successful business models and management teams that have the potential to succeed also outside the Israeli Market



Providing capital to Israeli Impact Tech startup companies that can generate global environmental or social impact; Identifying promising technologies with strong customer validation and management teams that have the potential to succeed globally

## Impact Tech

- Viridix
- XR Health
- Kando
- N-Drip

# Our impact practice in a nutshell

For each investment:

## Theory of Change >>

After studying the **challenge**, we start with articulating an impact investment thesis in the form of a **Theory of Change** and solicit the most important **outcome** generated by the business.

We seek for **SDGs alignment** (at an SDT level) and assess the core effect across the impact dimensions:

- Input
- Activities
- Outputs
- Outcomes 
  - What
  - Who
  - How Much
  - Contribution

## Impact Indicators >>

We assign measurable and material impact performance metrics (KPIs) to track and manage impact. We strive to measure outcomes - the effects as experienced by stakeholders - and apply **performance data** across all impact dimensions to validate our original assessment. We use a combination of data forms:

- Objective self-reported outcome data**  
"My yields have improved by 30%"
- Subjective self-reported outcome data**  
"I feel lonely less often"
- Objective outcome data**  
60% water saved compared to control field
- Output data (proxy)**  
100 jobs created as a proxy for improved financial welfare

We'll then generate a



## << >> On-going Impact Management

Post investment we actively engage with management teams to implement enhanced **impact strategies**, deploy impact measurement programs and manage impact accordingly. We revise the impact statement based on actual performances

In addition we:

### Model Risks & Limitations

Clearly articulate limitations, risks and uncertainties related to the investment's impact thesis and agree on risk mitigation measures.

### ESG Consideration

Consider the interests of affected stakeholders (e.g. employees, the community, the planet) and the company's performance in areas not related directly to the main effect. We use B-lab's impact assessment where applicable and draft a clear **ESG action plan**, with completion targets.

### Investor Contribution

Consider our contribution and added value as investors.

# Introducing our impact statement scoring system

## We incorporate the key insights of the Impact Management Project

Understanding and optimizing the impact of our investments is a critical part of our strategy. That's why Bridges Israel has joined its affiliate, Bridges Fund Management, and decided to incorporate the emerging consensus around impact management and measurement as developed by the Impact Management Project. The Impact Management Project ('IMP'), is an industry-wide effort to establish a set of global standards and benchmarks for impact measurement and management. It stems from the understanding that if everyone who invests for impact defines and measures their progress in different ways, there will be less consistency, less transparency, and less collaboration in pursuit of shared impact goals. The aim of the IMP is to avoid that situation by building consensus among practitioners globally (over 2,000 organizations have contributed to date) about how to measure and report on impact.

[www.impactmanagementproject.com](http://www.impactmanagementproject.com)

It began by establishing that 'impact' can be broken down into five dimensions:



### What

What outcome(s) do the business activities drive?

How important are these outcomes to the people (or planet) experiencing them?



### Who

Who experiences the outcome

How underserved are the stakeholders in relation to the outcome?



### How much

How much of the outcome occurs in terms of scale, depth, and duration?



### Contribution

What is the enterprise's contribution to what would likely happen anyway?



### Risk

What is the risk to people and planet that impact does not occur as expected?

## Our IMP-based Scored Impact Statement

This year, we have introduced a new scoring system. We assess the core effect our businesses have on people and/or the planet using the five dimensions. We use the dimensions to formulate an 'Impact statement' for each portfolio investment. The key principles for the statement are:



### Outcome Orientation

Clearly define the outcome experienced



### Insightful KPIs

Assign measurable performance data (KPIs) to probe each impact dimension



### Scoring

We have spelled-out assessment units that construct each impact dimension. Based on a pre-defined scoring ladder and the annual performance data we rate each unit on a scale of 1-5. We then average the scores gained in all units to generate each dimension's score and ultimately the investment's overall average impact score.





## Impact Classes

Based on the overall impact score we classify the enterprise’s impact into one of four broad categories: causes or may cause harm, Avoids harm (“A”), Benefits stakeholders (“B”) and Contributes to solutions (“C”).

Bridges Israel is entirely dedicated to ‘B’ and ‘C’ investments with a strong preference to invest in C companies and identify impact enhancement opportunities that can shift Bs to Cs. Our goal is to have a portfolio with a weighted score within the C range.

This methodology is captured in the following chart, prepared by the IMP:

What	Important negative outcome(s)	Unknown	Important negative outcome(s)	Important positive outcome(s)	Important positive outcome(s)
Who	Various	Unknown	Underserved (experiencing negative outcomes)	Various	Underserved
<b>How much</b>					
Depth	Various	Unknown	High degree of positive change	Various	High degree of positive change and/or
Scale	Various	Unknown	Various	Various	For many and/or
Duration	Various	Unknown	Various	Various	Long term
Contribution	Various	Unknown	Likely same or better	Likely same or better	Likely better
Risk	Various	Unknown	Various	Various	Various
	▼	▼	▼	▼	▼
<b>Classification of impact</b>	Does cause harm	May cause harm	<b>A</b> ct to avoid harm Mitigate or significantly reduce important negative outcomes	<b>B</b> enefit stakeholders Generate important positive outcomes for various people/ the planet	<b>C</b> ontribute to solutions Generate important positive outcomes for otherwise underserved people/the planet

The scoring system is still dynamic and evolving as we are constantly refining it to suit both our tech and growth strategies. Moreover, we understand that companies with a varied set of effects, that drive outcomes for multiple stakeholders are harder to assess using a singular score. Thus, it’s important to note that the scoring is not a substitute for our ongoing impact management practices that capture nuanced features of the change induced by each of our investees. We continuously work with our portfolio management teams to test indicators and boost data quality.

Despite all the challenges, we believe that using the five dimensions as our framework allow us a more comparative approach at the portfolio level and overall represents our portfolio’s impact well. Above all, it refines our discussions, brings-up the right questions along the way and allows us to reflect on our decisions.

# Growing our impact



The chart below shows how we've been improving on our key impact scale metrics\* over the last two years for every company in our portfolio.

## Impact growth indicators - yield

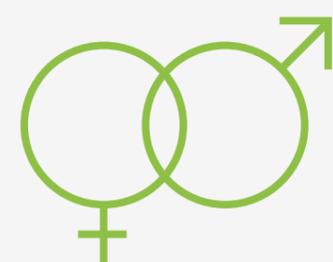


Portfolio	Impact growth metric
Venn	Number of active community members
N-Drip	Hectares installed with improved water productivity
Kando	Number of wastewater grids monitored
Abraham Hostel and Tours	Total number of guests
XR Health	Number of diagnostic and therapeutic XR sessions
Nazid Impact Food	Number of underserved employees who are fairly employed

Viridix was excluded due to very limited activity in 2018.

\*Indication of change in scale, not absolute scale of impact.

# Who is being affected?



Diversity reporting - gender	2018	2019	Change
Women representation - Fund's managerial positions	40%	40%	same
Women representation - Investment committee	20%	20%	same
Women representation - Fund's board members	43%	43%	same
Investees* - Women in managerial position	33%	46%	↑
Investees* - Women employees	38%	43%	↑

Bridges Israel aims to exemplify, inspire and support diverse and inclusive work environments. We strive to provide equal opportunities for all present and potential employees as well as potential investees and would refrain from discrimination on any grounds.

# venn

A neighborhood management company that offers a new way of urban neighboring balancing city life with more space for community, personal growth and social involvement.

Honored by  
Goldman Sachs for  
Entrepreneurship

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"I feel I'm living in the neighborhood and my life is the community - I am the community... I find here meaning and reason for doing."

Tal, Member since 2018  
Venn Shapira



## Spotlight

# Venn's community support system - Now more than ever

### Venn's Blog, March 19th:

"It feels like the community platform we've been developing for the past four years was built exactly for moments like these. When we really care about our neighbors and they care about us, community resilience and our own sense of belonging grow. We are stronger together, and we're better prepared to face the challenges and threats - together."

Here are some of the things we implemented so far at Venn:

### Brooklyn

We created a community supply center for the larger neighborhood to make sure we can support them with basic products in these times of need. Beyond that, we are trying to support the small businesses in the neighborhood by offering a 10% discount when Venn members order deliveries from them (food, groceries, laundry, alcohol, etc.)

### Berlin

We've started online yoga classes, given by one of our members to keep everyone moving.

### Tel Aviv

We moved our community programs online to our Facebook page, including events and workshops. We're streaming live online gigs, yoga classes, and more. We've also reached out to neighborhood organizations to see how we can support them and we're exploring online volunteer opportunities.





A disruptive, gravity - based micro-irrigation technology leading to substantial water savings while increasing yields. N-Drip is the ultimate alternative to flood irrigation and will influence farming globally.

Excellence in disruptive technologies award for 2019



"I think this is probably the coolest thing that I've ever been a part of when it comes to agriculture...this is the future of agriculture."

Jay Hill, Texas  
A Farmer using N-Drip's technology

# Our Thesis



Sustainable planet

2 ZERO HUNGER



6 CLEAN WATER AND SANITATION



Rapid population growth is expected to result in a 70% increase in demand for agriculture production and food. At the same time, the growth in population together with the effects of climate change cause severe pressure on the planet's water resources. To face these combined challenges, agriculture will need to increase production using less water.

Currently, 85% of global irrigable land relies on "flood irrigation" for crop production, because switching to more efficient existing micro-irrigation systems is cost-prohibitive for many crops and farmers.

N-Drip's first-to-market gravity-based drip irrigation solution unlocks this large, mostly untapped market by offering the water utilization efficiencies of traditional micro-irrigation systems at a significantly lower price point and with reduced requirements for high water pressure, electricity, and filtering. Scalable implementation will increase total proportion of agricultural area under productive and sustainable agriculture; leading to significant water savings and improved yield that subsequently enhance global food security.

→ Visit [N-Drip](#)

## Summary of the company's impact statement - Bridges assessment

<b>What</b>	<p><b>Increased water productivity</b> is an important outcome given that agriculture is responsible for &gt;60% of water withdrawal globally. Water stress is therefore a major risk for food security and global ecosystems and alleviating it aligns with SDG2: Zero Hunger, SDT 2.4.</p> <p>    Water Use Efficiency of 280% compared to flood</p>	<p>Negative Positive &amp; important</p> <p>●●●●● 5.0</p>
<b>Who</b>	<p><b>Planet*</b> N-Drip replaces highly inefficient flood irrigation in water stressed areas. Hence, the baseline is considered highly underserved.</p> <p>    57% Installations in water-stressed countries (% out of total Ha).</p>	<p>Well served Underserved</p> <p>●●●●● 5.0</p>
<b>How Much</b>	<p><b>Scale</b>     92.5 hectare converted from flood to micro-gravity irrigation (94% of installations)</p> <p><b>Depth</b>     Change in Water Use Efficiency: +180% compared to flood.</p> <p>    Water savings: 59% average reduction in water usage.</p> <p><b>Duration</b> long</p>	<p>Limited scale Large</p> <p>Marginal effect Deep</p> <p>Short term Long</p> <p>●●●●● 3.7</p>
<b>Contribution</b>	<p>High contribution as N-Drip enables the use of drip-irrigation by underserved segments of agriculture. Even compared to the next best available solution N-Drip significantly improves efficiency.</p>	<p>Limited contribution High</p> <p>●●●●● 3.7</p>
<b>Avg. rating based on Bridges Scoring</b>		<b>4.35</b>
<b>IMP classification</b>		<b>Contributes to solutions</b>

\* We consider the impact an environmental outcome, but the ultimate effect on food security will be experienced by humans.

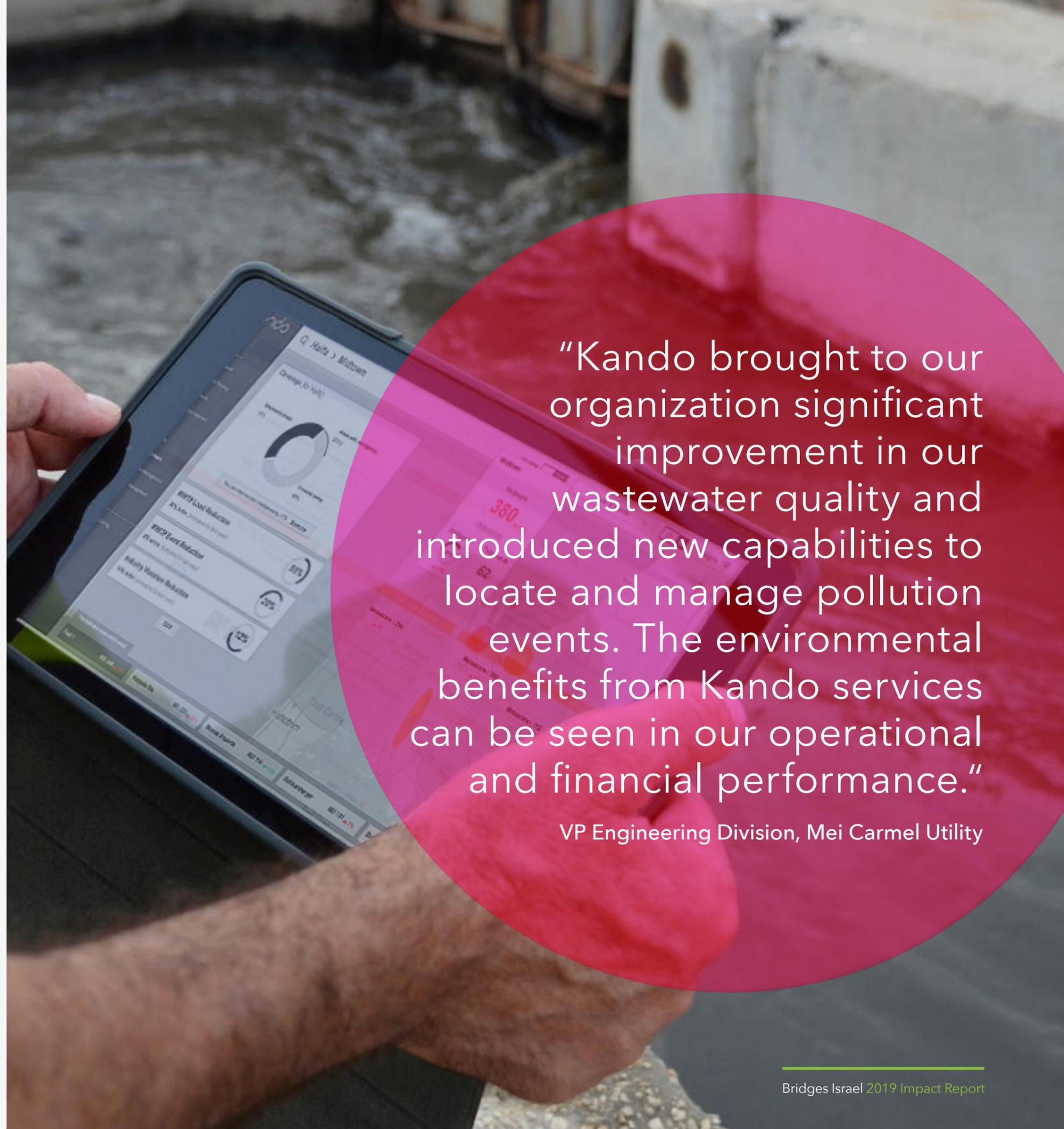
\*\* As defined by the World Resources Institute, including medium-high, high and extremely-high water stressed countries.

Other impact indicators	2019
Increase in yield compared to flood irrigation (production per hectare)	<b>+15%</b>
Product related plastic waste collected	<b>75%</b>



End-to-end monitoring solutions for smart cities, allowing cities to control, remotely and continuously, their wastewater quality and protect public health.

Winner of  
Isle Tech Pitch  
Competition  
at ACE19



“Kando brought to our organization significant improvement in our wastewater quality and introduced new capabilities to locate and manage pollution events. The environmental benefits from Kando services can be seen in our operational and financial performance.”

VP Engineering Division, Mei Carmel Utility

# Our Thesis



Wastewater pollution level influences the ability to safely reclaim and reuse water. When discharged into oceans and rivers or in case of an overflow, polluted wastewater is a significant public health issue.



Kando's innovative wastewater management technology extracts and analyzes data - continuously and remotely - from the wastewater collection network and generates actionable insights for utilities.

6 CLEAN WATER AND SANITATION



Kando's solution empowers wastewater utilities to identify upstream pollution events, act to minimize pollution and maintain an audit trail for each event. The company's IoT product is offered as a cloud-based SaaS solution generating actionable data based on an advanced algorithm, using machine learning and big-data analysis.

11 SUSTAINABLE CITIES AND COMMUNITIES



Kando's system is deployed all over the world, reducing pollution events while also reducing CAPX and OPEX for cities, allowing them to reduce the adverse effect of wastewater pollution and protect public health.

→ visit [Kando](#)

## Summary of the company's impact statement - Bridges assessment

<b>What</b>	<p><b>Pollution reduction:</b> Reduction in adverse environmental effect of wastewater is a positive outcome and aligns with SDG 11: Sustainable cities and communities, SDT 11.6.</p> <ul style="list-style-type: none"> <li>74% of factories monitored by Kando have experienced improvement in wastewater quality.</li> <li>75% of customers report Kando helped them improve the city's wastewater quality.</li> </ul>	<p>Negative Positive &amp; important</p> <p>4.0</p>
<b>Who</b>	<p><b>The Planet</b> We consider the baseline as only 'partly-underserved' as Kando operates where WWTP are already functioning, even if not fully effective.</p>	<p>Well served Underserved</p> <p>2.0</p>
<b>How Much</b>	<p><b>Scale</b></p> <ul style="list-style-type: none"> <li>24 grids implementing Kando's systems</li> <li>Over 1,100 factories covered by sewage networks monitored by Kando</li> </ul>	<p>Limited scale Large</p> <p>3.7</p>
	<p><b>Depth</b></p> <ul style="list-style-type: none"> <li>62% pollution reduction in monitored factories that has improved.</li> </ul>	<p>Marginal effect Deep</p> <p>3.7</p>
	<p><b>Duration</b> long</p>	<p>Short term Long</p> <p>3.7</p>
<b>+ Contribution</b>	<ul style="list-style-type: none"> <li>100% of customers agree Kando's environmental benefits are "hard to obtain otherwise"</li> </ul>	<p>Limited contribution High</p> <p>3.7</p>
<b>Avg. rating based on Bridges Scoring</b>		<b>3.35</b>
<b>IMP classification</b>		<b>Contributes to solutions</b>

# Abraham



אברהם · إبراهيم

An award-winning chain of hostels and a leading tourism company for Free Independent Travelers. The chain demonstrates elements of social and sustainable tourism, generates socio-economic benefits to a variety of stakeholders and supports cultural diversity and tolerance.



“Travel is fatal to prejudice, bigotry, and narrow-mindedness”

Mark Twain , The Innocent abroad

# Our Thesis



8 DECENT WORK AND ECONOMIC GROWTH



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



Sustainable tourism that takes full account of its current and future economic, social and environmental impacts is currently underrepresented in Israel's growing tourism sector.

Founded in 2010, Abraham Hostel (AH) is a chain of three Hostels with 730 beds in Nazareth, Jerusalem and Tel Aviv and a local tourism company. Its sustainable tourism model contributes to cultural tolerance and provides socio-economic benefits to all stakeholders, mainly to employees and SMEs in underserved areas while working to reduce its environmental footprint.

"Tourism as an economic powerhouse represents 10% of world GDP, 30% of services exports and 1 out of every 10 jobs in the world. Tourism has the potential to contribute, directly or indirectly to all of the Sustainable Development Goals. In particular, it has been included as a target in Goals 8, SDT 8.9." UNWTO

→ visit [Abraham Hostels & Tours](#)

## Summary of the company's impact statement - Bridges assessment

<b>What</b>	<b>Sustainable Tourism</b> aligns with SDG#8 Decent Work, SDT 8.9. The benefits of sustainable tourism are hard to assess using a singular metric. It's an accumulation of multiple sub-outcomes experienced by different stakeholders, represented by the following indicators/proxies:	Negative	Positive & important
	<ul style="list-style-type: none"> <li><b>Fair &amp; inclusive employment:</b> Employees NPS score 50%.</li> <li><b>SMEs growth:</b> 53% local SMEs purchases out of total procurement.</li> <li><b>Promotion of local culture and multicultural tolerance:</b> 14.5K participants in multi-cultural and multi-narrative tours.</li> </ul>		
<b>Who</b>	Community, Employees, Guests, and Local SMEs	Well served	Underserved
<b>How Much</b>	<b>Scale</b> Number of guests is used as a proxy for scale, as it also affects scale of employment & SMEs support.	Limited scale	Large
	<ul style="list-style-type: none"> <li>95K guests in 2019</li> </ul>		
	<b>Depth</b> Varied	Marginal effect	Deep
	<b>Duration</b> Shorter term for guests, longer term for employees and SMEs	Short term	Long
<b>Contribution</b>	Company increases accessibility, quality and value for money of sustainable tourism.	Limited contribution	High
	<ul style="list-style-type: none"> <li><b>Fair employment contribution:</b> 90% of employees think their experience as an employee in AH is better than their alternatives.</li> </ul>		
<b>Avg. rating based on Bridges Scoring</b>			<b>3.17</b>
<b>IMP classification</b>			<b>Benefits stakeholders</b>

### Other impact indicators

		2019
Fair & inclusive employment	% of employees from underserved communities	30%
	Women in managerial positions (out of total managers)	41%
	Internal promotion	55%
SMEs Growth	Local SMEs included in AH's referral maps	138
	SMEs suppliers	Over 600
Multicultural Tolerance	Art & culture events promoting multiculturalism	29
	NGOs supported	140

## Spotlight

# Abraham Hostel hosts an exhibition portraying Ethiopian art



For the past three years, the front wall of Abraham Hostel is covered by a giant periodic billboard. Every few months, the billboard changes for the purpose of utilizing the unique and central position as a stage for art with different community and social aspects, with a clear emphasis on values of tolerance, equality and freedom of creativity and expression.

This August the Hostel called Ethiopian-Israeli artists to submit works on the issues of identity, belonging, community and discrimination. This call resulted in more than a billboard. The Hostel hosted an art exhibition under the title "Speak Up Culture - Israeli-Ethiopian Artists React" that presented most of the works submitted, in a wide range of mediums, interpretations and references to the place of Ethiopian culture in Israeli society.

Multicultural tolerance

Fair & inclusive employment

Sustainable Tourism

Reduced environmental footprint

Growth of local economy

# XRHealth

An extended reality technology that combines medical applications with advanced data analytics, providing a comprehensive solution for clinicians and patients at clinics and at home.



 [See Oscar tries VR therapy with XRHealth](#)

# Our Thesis



In some healthcare domains (e.g. rehabilitation, cognitive behavioral treatment) clinical diagnosis and therapeutic interventions suffer from lack of standardization, inconsistent efficacy and low patients' adherence. In-clinic appointments are considered costly with limited availability. Consequently, treatment results are often non-optimal, hindering prompt and full recovery. To address these challenges, XRHealth develops XR (Virtual Reality and Augmented Reality) therapeutic and healthcare SW that is already utilized in leading hospitals and medical clinics and is reimbursed for patient's home use by major insurance plans in the US and Israel.



Healthier lives

3 GOOD HEALTH AND WELL-BEING



Through gamification and immersive experience XRHealth enables higher efficacy treatment, better outcome measurement and effective management. Their SW solution is already showing superior treatment outcome compared to traditional methods in areas of rehabilitation, treatment of chronic pain, mental disorders and more. The Company is the first XR medical SW company to receive FDA approval as a medical training device.

→ Visit [XR-Health](#)

## Summary of the company's impact statement - Bridges assessment

<b>What</b>	<b>Improved motoric and cognitive wellbeing, prevention of mental stress and reduced dependency on painkillers</b> is a positive outcome that aligns with SDG 2, SDTs 2.4 & 2.5	Negative	Positive & important	5.0
	Proxy for outcome: Number of session: 24,123*			
<b>Who</b>	<b>Patients.</b> All unwell individuals are considered underserved in relate to the outcome of good health. In particular, the system increases access to individuals in rural areas and is covered by insurance programs making it inclusively available	Well served	Underserved	5.0
<b>How Much</b>	<b>Scale</b> Total annual number of patients on the platform 1,313	Limited scale	Large	
	<b>Depth</b> 44% of customers indicate XRHealth product significantly improved their symptoms**	Marginal effect	Deep	2.7
	<b>Duration</b> TBD	Short term	Long	
<b>Contribution</b>	Telehealth models increases accessibility, quality and potential value for money of therapeutic sessions.	Limited contribution	High	2.5
<b>Avg. rating based on Bridges Scoring</b>				<b>3.88</b>
<b>IMP classification</b>				<b>Contributes to solutions</b>

\* Academic literature and clinical research studies provide strong evidence supporting the general efficacy of VR treatments. XR-Health is now conducting 13 trials and independent studies to confirm the health-related benefits of its applications.

\*\*As measured in a sample of 27 patients that participated in a pilot by BCBS Michigan experiencing symptoms of pain, neck disability & memory dysfunctions.

Other impact indicators	2019
% of remote sessions (at home)	52%
Sessions on pain-distraction and pain-management apps (reducing painkillers usage)	2,722
Avg. self-reported improvement in experienced symptoms* (scale of 1-5)	2.6



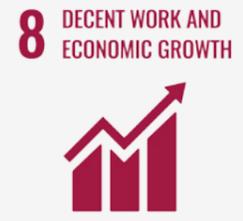
School catering business providing healthy meals to schools across Israel while providing Fair Employment to Bedouin men and women



“I consider every Bedouin woman who is out of the unemployment cycle a great achievement. It has the power to dramatically improve her quality of life, influencing her family and the entire Bedouin community”

Ibrahim Nassasra, Nazid's Founder

# Our Thesis



Bedouin settlements in the Negev are amongst the most deprived areas in Israel (socio-economic cluster 1). The average wages for employees from the Bedouin society is less than half of the Israeli average while unemployment level is extremely high (around 40%, and over 80% if accounting only for women).

Bedouin women rarely engage in the job market, and those who do face many challenges related to transportation, work environment, unfair benefits as well as cultural barriers.

Nazid's main business is a school meal catering business, providing warm meals primarily to Bedouin schools and pre-schools children in the South of Israel, schools in East Jerusalem and to independent municipalities. Nazid Impact Food fairly employs women and men from the Bedouin community in the Negev, leading to improvement in Bedouin families' income, financial stability and welfare.

→ visit [Nazid](#)

## Summary of the company's impact statement - Bridges assessment

<b>What</b>	<b>Fair</b> and decent work for underserved groups is a positive outcome and aligns with SDG#8 Decent Work, SDT 8.5 and SDG 10: reduced inequalities SDTs 10.1-2.	Negative	Positive & important	5.0		
	Proxy indicator for Fair Employment*: Employees' NPS score 63%					
<b>Who</b>	<b>Employees.</b> Bedouin, specifically Bedouin women are underserved in relate to fair employment with 80% unemployment rate compared to ~15% for the rest of the area population.	Well served	Underserved	5.0		
	49% of employees reported to have limited access to other job opportunities					
<b>How Much</b>	<b>Scale</b>	Number of Bedouin employees: 79 of which 53 women		Limited scale	Large	
	<b>Depth</b>	84% of employees indicated that they have experienced a significant positive change as a result of being employed in Nazid.		Marginal effect	Deep	3.0
	<b>Duration</b>	Employees retention rate		Short term	Long	
<b>Contribution</b>	Strong contribution given lack of alternatives.	88% of employees think their experience as an employee in Nazid is better than their alternatives.		Limited contribution	High	5.0

<b>Avg. rating based on Bridges Scoring</b>	<b>4.5</b>
<b>IMP classification</b>	<b>Contributes to solutions</b>

\* We consider Fair Employment a combination of fair wages & benefits, development & empowerment, equality and cultural sensitivity.  
 \*\* As measured in a survey on December 2019, including 75 of the company employees.

Other impact indicators		2019
	Daily meals distributed to schools in underserved areas	Over 16,000
<b>Equality</b>	Women in managerial position (% of total managerial position)	66% (Twice the Israeli average of 33%)
	Bedouin in managerial position (% of total managerial position)	33%
<b>Empowerment and development</b>	Career-developing and life-skills training	270 hours
	Employees agree with: "I have opportunities to learn and grow"	63%

## Spotlight

# Nazid's employees participate in a women empowerment workshop

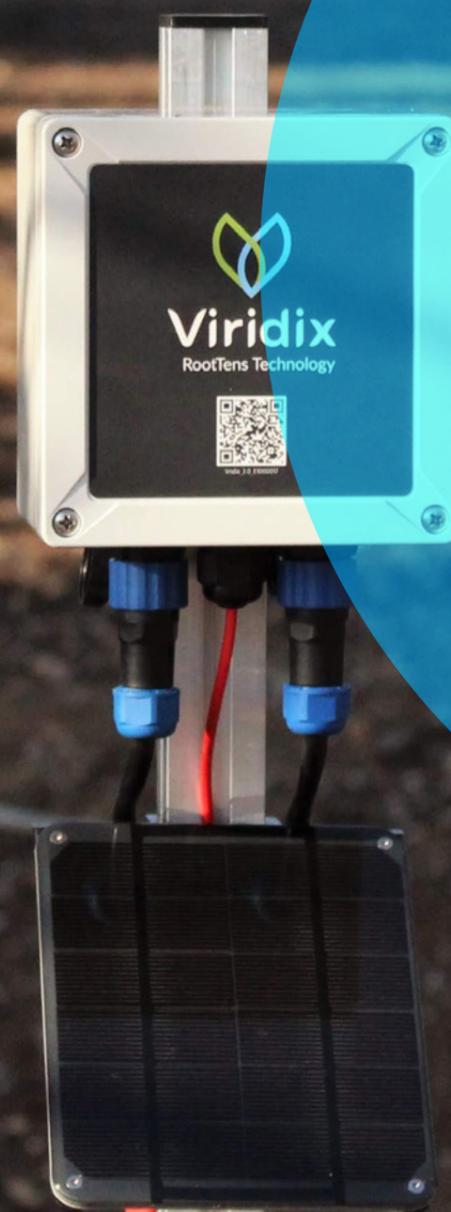


Realizing the change experienced by Bedouin women as they enter the work force for the first time and with the intention to enrich and empower its women employees, Nazid initiated a life-skills workshop. The workshop was held in collaboration with SWITCH, Triguboff Center for Training and Advancement of Employment and provided skills and tools for personal and financial development including: career developing strategies, communication, personal budget management, role-modeling, safety, managing a healthy life style and gaining computer skills.

15 of Nazid's employees already graduated the programs and the company plans to extend the program's roll-out.



Soil moisture sensor and software package that leads to improved water productivity and supports the resilience of agriculture systems



“Accuracy is a central rule of professionalism and a milestone for success. That is why we chose to partner with Viridix and include Root- Sense in the Naan-Dan-Jain portfolio”

Mr. Maoz Aviv,  
Head agronomist in NaanDanJain

# Our Thesis



Growth in population together with the effects of climate change cause severe pressure on the planet's water resources which limits the amount of water available for agriculture.



Sustainable planet

2 ZERO HUNGER



6 CLEAN WATER AND SANITATION



Founded in 2016, Viridix developed a soil moisture sensor accompanied with a management software that enables real time remote measurement of water potential for the plant's root. By imitating the root, the sensor provides an accurate and reliable measurement of water potential while its innovative structure eliminates the typical sensors need for periodical maintenance and repeated calibration by the farmer.

Viridix's solution is implemented in agriculture fields enabling the practice of precision irrigation, improves water productivity and contributes to food security.

→ visit [Viridix](#)

## Summary of the company's impact statement - Bridges assessment

<b>What</b>	<p><b>Increased agriculture water productivity</b> is an important outcome given that agriculture is responsible for &gt;60% of water withdrawal globally and aligns with SDG2: Zero Hunger, SDT 2.4.</p> <p>Water productivity (yield per unit of water) compared to standard irrigation: over 130%**</p>	<p>Negative Positive &amp; important</p> <p>5.0</p>
<b>Who</b>	<p><b>The Planet</b> and global population is considered underserved considering the water scarcity crisis, climate change and food insecurity challenges</p> <p>78% of Viridix's systems are installed in water-stressed areas</p>	<p>Well served Underserved</p> <p>5.0</p>
<b>How Much</b>	<p><b>Scale</b> 930 hectare converted into sustainable agriculture</p> <p><b>Depth</b> Projected improvement on water productivity: over 30%* (yet to be directly verified)</p> <p><b>Duration</b> TBD</p>	<p>Limited scale Large</p> <p>Marginal effect Deep</p> <p>2.0</p>
<b>Contribution</b>	<p>Easier to use than other alternatives with an increase added value due to SW analysis, reliability and accuracy.</p>	<p>Limited contribution High</p> <p>3.7</p>
<b>Avg. rating based on Bridges Scoring</b>		<b>3.94</b>
<b>IMP classification</b>		<b>Contributes to solutions</b>

\* As a new investment current impact data is relatively lean

\*\* Current water productivity data relies on published studies studying the effect of Irrigation on Demand practices.

# EXAMPLES FROM OUR PORTFOLIO'S RESPONSE TO COVID-19

## PRODUCT

### Addressing Pandemic related challenges

**XRHealth** is used at Israeli hospitals in order to reduce Corona patients distress and improve their connection and communication with medical staff.

**Kando** enables monitoring and reduced risk of sewage overflow and increased pollution dumping, which is a big concern for municipalities during the COVID-19 crisis. Italian utilities are turning to Kando to help alleviate the evident trend.

### Operating remotely

**XRHealth** enables remote treatment of patients at home (Telehelath) and prevents the need to leave home, especially for high risk population.

**Viridix's** product enables farmers to work from home, irrigate fields remotely based on Viridix sensors' on-line indication of plant's water availability.

**Kando** enables municipalities to manage their sewer system remotely, without requiring employees to leave home during quarantine.

## BUSINESS MODEL ADJUSTMENTS\*

**Abraham Hostel** is hosting Palestinian workers in Tel Aviv and Jerusalem hostels during the West Bank closure enabling them to continue working in Israel.

**Nazid** has shifted its meals production from serving schools to serving quarantined elderly, providing over 4K meals a day.

**Venn** moved all community programs online and created dedicated weekly support sessions as well as chat groups for members, thereby helping them to connect with each other and feel less isolated and lonely

\* Refers to immediate response. Longer term adjustments are in process.



## STAKEHOLDERS RESILIENCE

### Employees support

**Abraham Hostel** established a "Distressed Employee Assistance Fund" funded by the company and employees who choose to donate their vacation days to support their peers who went into financial distress. This includes free accommodation at the Hostels. In addition, special quarantine packages were delivered to all Abraham's employees, maintaining a sense of belonging and good spirit.

### Community support

**Abraham Hostel** provides free accommodation for doctors and other medical staff who need a place of rest due to extensive working hours in hospitals. As part of its "Lighthouse of Hope" initiative the Hostel, together with Elifelet has initiated a fundraising

campaign to support asylum seeker communities in Israel, most of them lost their jobs in the last few weeks and are not entitled to unemployment benefits.

**Venn** set up an emergency supply room for anyone (member / neighborhood resident) who needs basic products - all purchased from local small businesses & sold at cost. The company partnered with a delivery app that gives Venn members 10% off on orders from local businesses to support the local economy.



HAPPY TO ANNOUNCE  
OUR LATEST INVESTMENT  
(MAY 2020) IN **ECOConcrete!**

“Ocean health and human health are entwined, especially today. We need strong coastlines and diverse marine ecosystems to protect and sustain coastal communities across the globe. ECOConcrete brings a win-win technology that enhances marine life while providing risk reduction by building environmentally-sensitive concrete coastal infrastructure for stronger industrial ports, marinas, and urban waterfronts.”

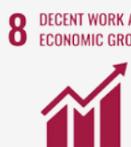
ECOConcrete's Co-Founders,  
Drs. Shimrit Perkol-Finkel and Ido Sella

→ To learn more visit [ECOConcrete](#).



# ANNEX

## Global challenges addressed in our portfolio

SDGs	SDTs	Challenge	Investable solution
 <p>10 REDUCED INEQUALITIES</p>	10.1-2	By 2030, progressively achieve and sustain income growth of the bottom 40% of the population at a rate higher than the national average, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status	<p>● <b>Nazid Impact Food</b></p> <p>A food-industry business providing healthy school meals to Bedouin children while fairly employing women and men from the Bedouin community in the Negev, leading to improved welfare for underserved communities.</p>
	 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	8.8	
 <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	8.9	Promote sustainable tourism that creates jobs and promotes local culture and products in the region.	<p>● <b>Abraham Hostel &amp; Tours</b></p> <p>An award winning chain of hostels and a leading tourism company for Free Independent Travelers. The chain demonstrates the elements of social and sustainable tourism, generates socio-economic benefits to a variety of stakeholders and supports cultural diversity and tolerance.</p>
	16	Promote peaceful and inclusive societies	
 <p>2 ZERO HUNGER</p>	2.4	By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change and that progressively improve land and soil quality	<p>● <b>N-Drip</b></p> <p>A disruptive gravity-based micro-irrigation technology leading to higher yields while substantially saving water. N-Drip is the most efficient alternative to flood irrigation that will influence farming globally.</p>
 <p>6 CLEAN WATER AND SANITATION</p>	6.4	By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity	<p>● <b>Viridix</b></p> <p>A soil moisture sensor that uses a new method of measuring water potential for the root of the plant. Together with its software package it enables high-resolution irrigation optimization (HW &amp; SAAS) that leads to improved water productivity and supports the resilience of agriculture systems leading to improved food security.</p>

SDGs	SDTs	Challenge	Investable solution
<b>6</b> CLEAN WATER AND SANITATION 	6.3	By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally	<ul style="list-style-type: none"> <li>● <b>Kando</b></li> </ul> <p>Smart wastewater monitoring and management solutions for smart cities that allow customers to detect, track and prevent pollution events. By enabling efficient real time pollution management, Kando reduces the adverse effect of urban wastewater.</p>
	<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES 	11.6	
	11.1	By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums	<ul style="list-style-type: none"> <li>● <b>Venn</b></li> </ul> <p>A neighborhood management company that offers a new way of urban neighboring balancing city life with more space for community, personal growth and social involvement. Venn's members are more satisfied with their lives, report to be less lonely and more socially supported while being more engaged with community volunteering.</p>
<b>3</b> GOOD HEALTH AND WELL-BEING 	3.4 & 3.5	Promote mental health and well-being, strengthen the prevention and treatment of substance abuse, including narcotic drug abuse.	<ul style="list-style-type: none"> <li>● <b>XRHealth</b></li> </ul> <p>A telehealth utilizes extended reality technology that combines medical applications with advanced data analytics, providing a comprehensive solution for clinicians and patients. Through gamification and immersive experience XR enables improved treatment efficacy leading to superior outcomes compared to traditional methods in areas of cognitive and motoric rehabilitation, pain management and stress relief.</p>



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#### **Acknowledgements**

We are grateful for the continued support of our Advisory Board. We also thank the fund's investors, without whom none of this would be possible.

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