

Eliezer Ben Yehuda

Description: led the revival of the Hebrew language in everyday life, turning it from a sacred text into a spoken language. He believed that a shared language was essential to building a unified Jewish society.

His challenge: There was no common spoken language among Jews in Israel, and modern Hebrew words didn't exist.

Your Task: What startup would you create to revive an ancient language and get everyone speaking it? Think of a creative strategy for spreading it in schools, homes, and on the street, describe your idea and give it a creative name!



David Ben-Gurion

Description: The first Prime Minister of the State of Israel, an ideologue, visionary, and practical man. He believed that developing the Negev (In southern Israel) was the key to financial independence, and national security.

His challenge: The Negev was empty, dry, and lacked infrastructure.

Your Task: How would you turn the Negev into a young, vibrant, innovative region? Design a project that makes teens want to live there!



Golda Meir

Description: A groundbreaking woman, one of the country's leaders during its founding. She embarked on a journey to the United States to raise millions of dollars from Jewish communities.

Her challenge: The young state of Israel had no budget for security, infrastructure, or basic services.

Your Task: You're raising money for an important national project – how will you inspire people to support you? Come up with a campaign name and a powerful slogan.



Henrietta Szold

Description: An educator and public activist, she dedicated her life to the well-being of Jewish children and teenagers, especially young immigrants who came to Israel alone.

Her challenge: Young immigrants arrived without access to education or healthcare.

Your Task: Plan a project that offers new immigrants security, education, and care. What does your plan include? How will it work? And what would you call it?



Rachel Yanait Ben-Zvi

Description: A pioneer, warrior, and educator, who believed in raising a young generation with a true connection to the land and manual labor. She believed that a connection to nature builds responsibility, independence, and a sense of belonging.

Her challenge: Youth weren't connected to agriculture or working the land.

Your Task: How would you reconnect teens to nature and farming in a creative way? Describe your project and give it a great name.



Berl Katznelson

Description: A journalist and educator. He believed that a people must have a language, culture, and identity - and therefore worked to build Zionist consciousness through writing, libraries, education and public discourse.

His challenge: The Jewish settlement in Israel included different groups – immigrants from different cultures, different languages, different opinions – and there was no common cultural to unite them.

Your Task: Plan a cultural project that will connect different groups in society. How will you make youth feel part of something big and common? And what will you call the project?

