

Kol Zchut (All Rights)

2021 Summary

מערך הדיגיטל הלאומי
ישראל דיגיטלית



משרד המשפטים
Ministry of Justice

כל זכות
זכותך לדעת, זכותך לקבל

Introduction

January 2022

Dear friends,

May 2021 marked the end of 4 years of the Rights Accessibility initiative, led by the Ministry of Justice, the Ministry of Digital Affairs, and JDC-Israel. Since June 2021, 'Kol Zchut' operates under full funding from the new Governmental Rights Initiative. It allows us to launch new activities that will continue in 2022, such as developing the new 'Kol Sherut' (All Services) website, improving accessibility of information in the website, and voice accessibility.

We are happy to present you with this summary of our 2021 activities.

Many thanks to those who used 'Kol Zchut' for themselves, for their families, or as part of their assistance to others. We thank our partners in the public sector, the Governmental Rights Initiative team, our donors, our board and advisory committee, and of course our dedicated staff.

We hope you enjoy reading the summary.
Amitay Korn, managing director

'Kol Zchut' is serving more and more Israelis

10,749,140

Unique users

41,574,948

Page views

71,845

Unique users on an
average work day

832,281

Unique users in the
Arabic site

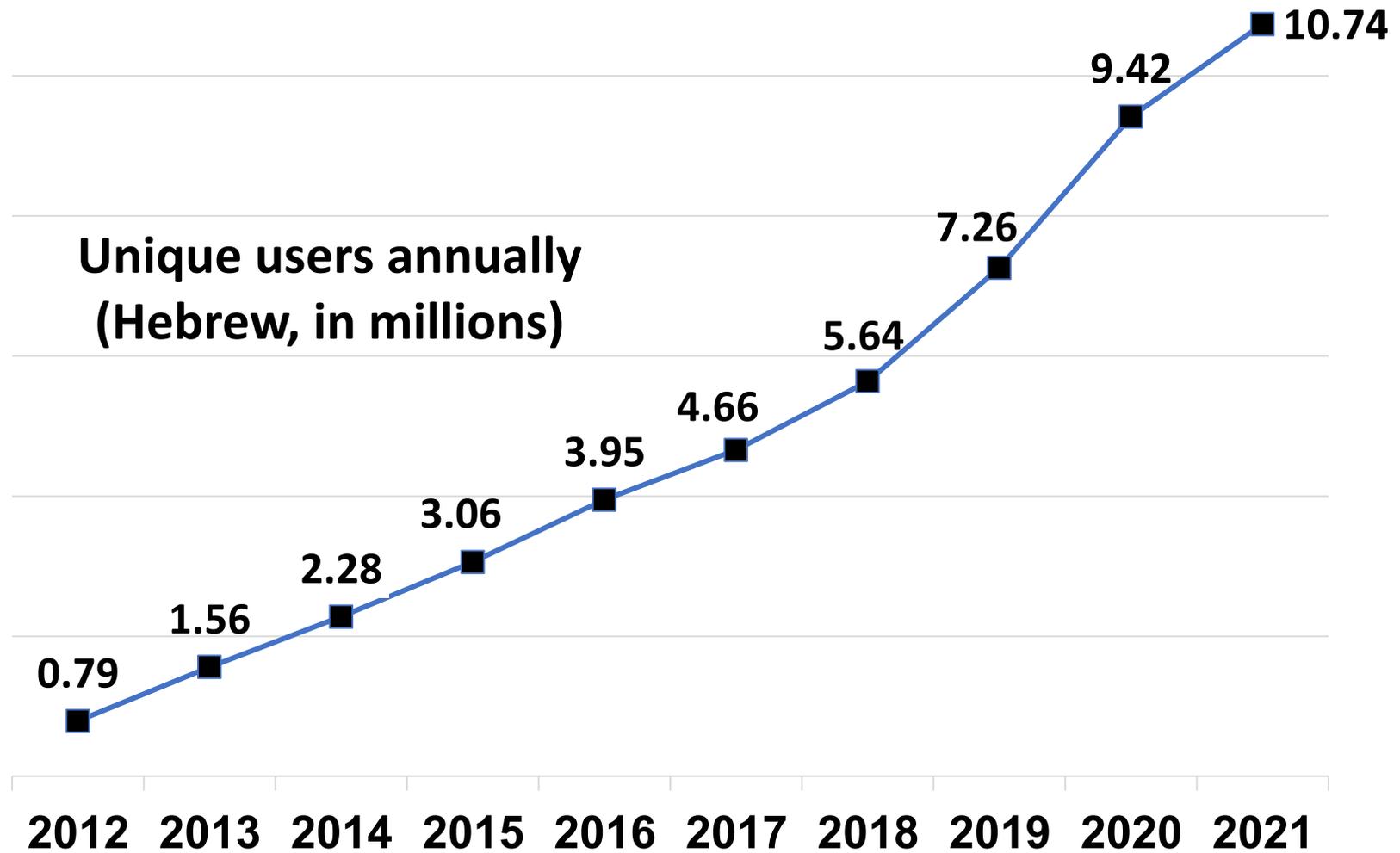
88%

Satisfaction by
consumers (Hebrew)

92%

Satisfaction by
professional users

Long term growth of public usage



New product – “Kol Sherut”

- In addition to information about rights, there is valuable information about **services**, provided mostly by non-profits and local authorities, that is hard to find
- ‘Kol Sherut’ (All services) will allow the public, social workers etc., to search and display information about services on an interactive map
- A ‘Beta’ version was released for public view. We plan that ‘Kol Sherut’ will be formally released later in 2022



The main domains used by our users

#	Domain	2021 Page Views	% growth
1	Employee rights	9,894,143	-14.0%
2	Health	3,058,236	5.3%
3	Taxes	2,619,634	-1.7%
4	Disabilities	2,248,837	3.3%
5	Retirement and savings	2,181,444	5.9%
6	Small/Home businesses	1,937,905	-5.0%
7	Housing	1,520,113	-13.2%
8	Women	1,429,538	-11.7%
9	Low Income / Poverty	1,281,823	-9.1%
10	Elderly	1,162,597	1.7%
11	Families	1,123,194	3.8%
12	Bakruptcy and debt	1,050,134	8.6%
13	Education	1,016,640	12.9%
14	Consumers	891,680	27.6%
15	Children and teens	851,220	33.3%
16	Environment	665,958	10.5%
17	End of Life	615,962	14.2%
18	Democracy and elections	586,525	11.6%
19	Youth	534,111	16.6%
20	Transportation & driving	527,530	25.2%

#	Domain	2021 Page Views	% growth
21	Military	472,130	13.3%
22	Migrant workers	469,715	17.1%
23	Reserves duty	449,627	29.1%
24	Students	447,204	35.5%
25	Labor Accidents	381,907	28.2%
26	Holocaust Survivors	320,129	8.9%
27	Mentally handicapped	305,961	21.8%
28	Citizenship	305,432	24.4%
29	New immigrants	271,203	14.0%
30	Criminal Law	143,313	14.0%
31	Arabs	124,315	13.6%
32	Single Parent families	108,718	10.6%
33	Prisons & Police	106,118	7.6%
34	Civic Law	88,899	8.5%
35	Employment plans	84,015	5.7%
36	Ultra Orthodox	49,582	41.4%
37	LGBT	50,663	39.6%
38	Ethiopian Immigrants	36,765	13.9%
39	Emergency	24,901	32.2%
40	Terror victims	8,502	58.5%

Comments

- Relates to content in Hebrew
- No. of pages in the web site grew by 4%
- Domains with substantial growth in usage are marked in yellow

Popular pages in 2021

#	Page Name	2021 Page views	Change in page views since 2020
1	Income tax levels	613,128	24.3%
2	Summer Payment	539,732	-6.0%
3	Minimum wage	513,251	9.2%
4	Minimum wage for youth	382,263	38.4%
5	Compensation on isolation	319,443	580.1%
6	Chargeable cards for food procurement of low income families	314,308	New
7	Noise limitations from neighbors	300,228	10.6%
8	Early announcement of resignation	294,549	47.5%
9	Mandatory retirement savings	289,760	0.0%
10	Calculation of annual vacation	259,547	15.2%
11	Annual vacation	248,629	1.8%
12	"Negative income tax" payment	244,311	-37.0%
13	Appeal on isolation order due to COVID-19	235,018	98.6%
14	Training fund	234,608	26.7%
15	Severance payment in case of resignation	229,838	11.7%
16	Sickness days	228,626	0.3%
17	Tax credit	213,173	5.9%
18	Overtime payment	212,791	11.8%
19	Maternity leave	212,063	-10.0%
20	Working week and working day	198,001	2.4%

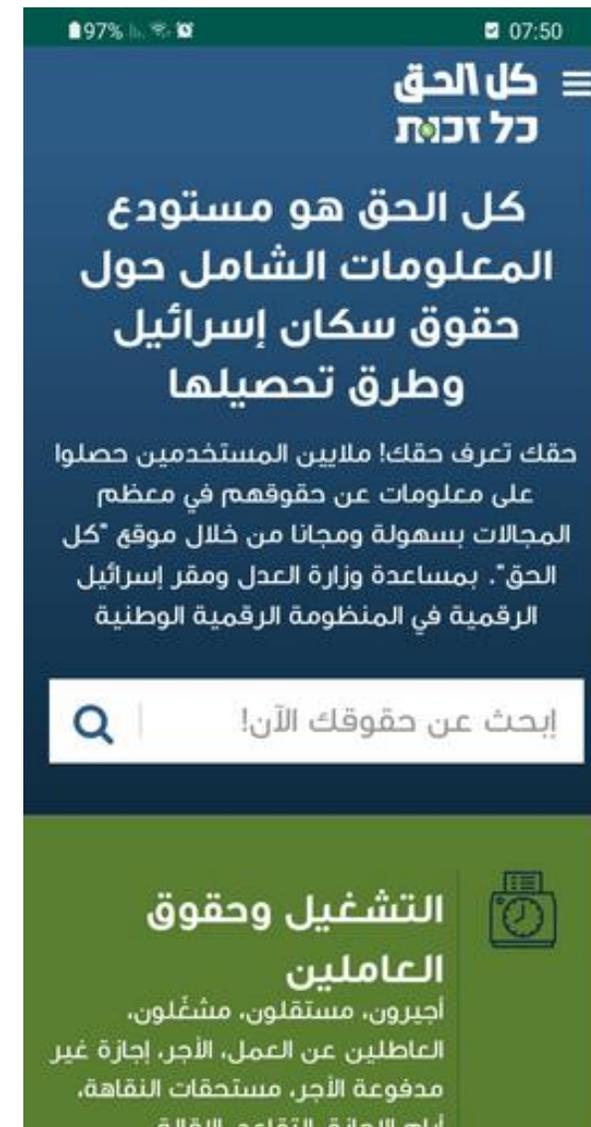
Comments

- Relates to content in Hebrew
- **No. of pages in the web site grew by 4%**
- Pages with substantial growth in popularity are marked in yellow

Kol Zchut in Arabic is developing continuously

- We have translated 727 additional pages, reaching around 89% of the required content
- We still face a gap in the public acceptance of Kol Zchut Arabic.
- Below is a short summary of our achievements:

Topic	2020	2021	Growth
Users (thousands)	705	832	+18%
No. of articles	4,596	5,323	+16%
% of translated content	80%	89%	+9%
Pageviews (million)	2.12	2.60	+23%
Loyal users (8+ visits)	18,925	27,906	+47%



Lectures and trainings

- Social workers, volunteers, help center staff, & students - are “Rights Agents” who help in realizing their rights.
- We therefore see it as our duty to train these groups, in the effective use of “Kol Zchut” for the benefit of their customers
- In some case we also train special groups of the public, including this year with the launch of the new “Kol Zchut Youth” web site.
- Here is the summary of our lecture and training activity in 2021

Audience	Trainings / Lectures		Participants
	In Hebrew	In Arabic	
Rights Agents	64	16	2,036
Social Work students	33	-	1,741
Special groups	26	28	3,760
Youth	54	15	1,890
Total	177	59	9,427

Our 2022 planned highlights

- Add new and substantial information, while staying up-to-date
- Complete the Arabic translation
- Continue growth in our Hebrew and Arabic sites.
- Release our new product, 'Kol Sherut' (All Services)
- Expanding and improving collaborations with the public sector
- Focus on the orthodox religious society, with emphasis on those who do not use the internet regularly
- Continue growth in 'Kol Zchut Youth' usage, following return to more regular school activities

Thank you !

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