

Kol Zchut (All Rights)

2020 Summary

Introduction

January 2021

Dear friends,

2020 marked the 3rd year in which 'Kol Zchut' operated under the framework of the Rights Accessibility initiative , of the Ministry of Justice, the Ministry of Digital Affairs, and JDC-Israel.

2020 started with a combination of budget cut (due to consecutive elections) and Covid-19. However the latter demonstrated the importance of 'Kol Zchut' to the Israeli public and the government system. This resulted in special funding opportunities that allowed us to serve the public in these challenging times with unprecedented levels of usage.

'Kol Zchut' has been also an active contributor of contents to the National Benefits Search Engine, led by the Israel Digital Initiative.

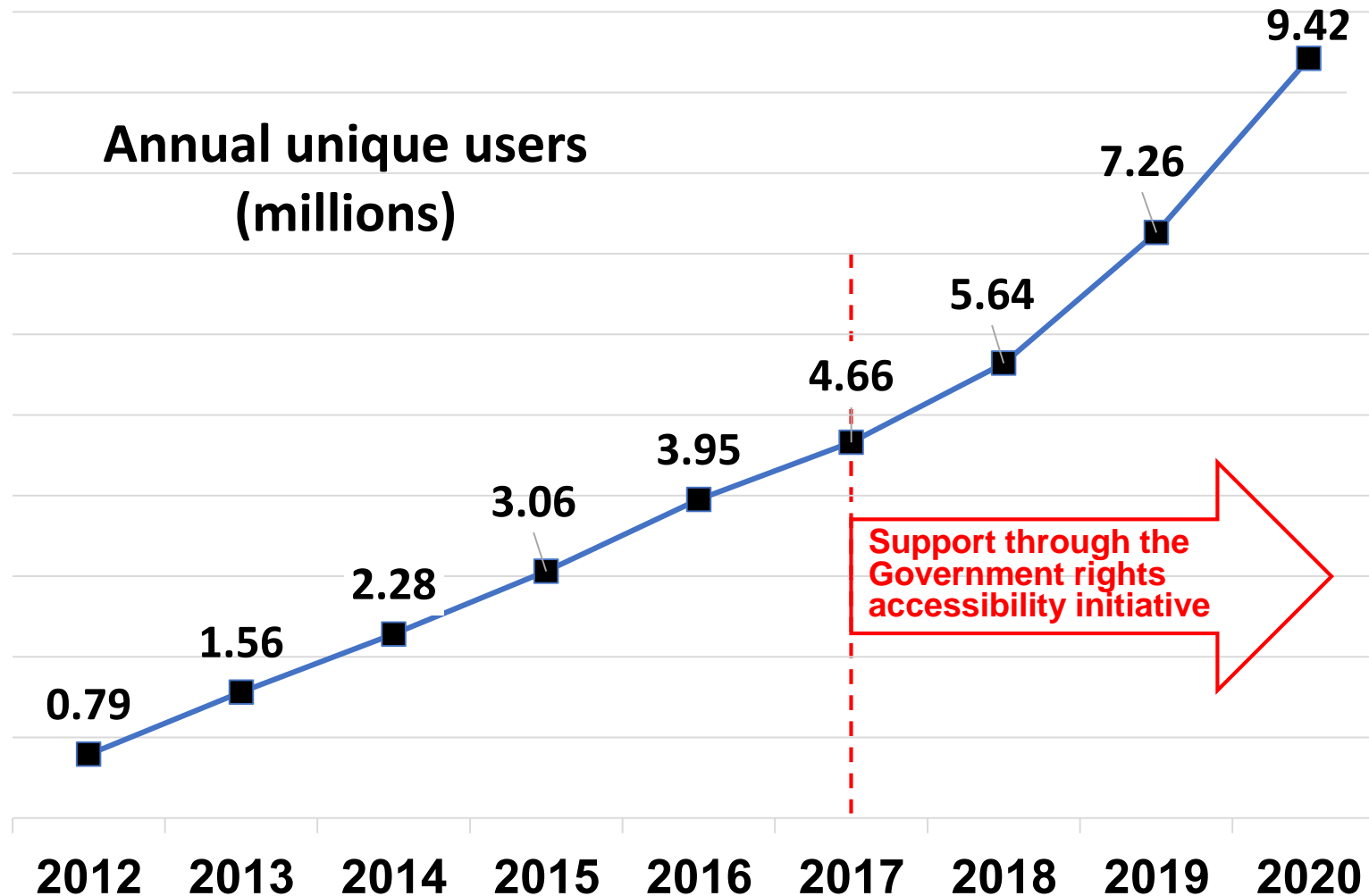
On the other hand we did not promote the new 'Kol Zchut Youth' web site due to a combination of the budget cut and the endless "learning from home". We hope to re-launch the site in the next school year.

We hope you will find the annual summary informative and useful. 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, those who contribute to our continuing activities, our board and advisory committee, and of course our dedicated staff. And we definitely thank our generous donors.

We hope we will be back ASAP to "boring times"

Amitay Korn, managing director

'Kol Zchut' is serving more and more Israelis



כל זכות

זכות לדעת, זכות לקבל

בסיוע משרד המשפטים,
משרד הדיגיטל הלאומי
וג'וינט ישראל

The growth has many aspects

More unique users annually

29.7% increase

2020 - 9,420,347
2019 - 7,261,485

Increase in page views

25.3% increase

2020 - 40,938,767
2019 - 32,672,427

More unique users on an average work day

18.4% increase

2020 - 65,174
2019 - 55,052

Many more loyal users (8+ visits)

27.9% increase

2020 - 482,995
2019 - 377,708

The Covid-19 effect

- As of late January 2020, we already had a Covid-19 portal and a team that *hunted* for any piece of relevant information.
- In mid-March, we started working 7X24, releasing relevant content a few times a day.
- After a few weeks we shifted our focus to writing articles relating to populations specifically affected by the crisis: employees, employers, elderly, free-lancers, people with disabilities etc.
- During the crisis we worked closely with most government offices such as Health, Justice, Social Security and Social Services.
- And the public appreciated what we did! We had about **4.5** million page views focusing on pages tagged as “Covid-19” and additional millions in related pages

The main domains used by our users

#	Domain	2020 Page Views	% growth	Comments
1	Employee rights	11,508,427	22.2%	
2	Health	2,903,175	107.4%	Covid-19
3	Taxes	2,664,376	43.3%	
4	Disabilities	2,177,572	24.0%	
5	Retirement and savings	2,060,463	14.5%	
6	Small/Home businesses	2,040,761	202.7%	Kol Zchut was a prime source of information
7	Housing	1,751,163	33.6%	
8	Women	1,618,952	3.1%	
9	Low Income / Poverty	1,410,697	56.2%	The poor suffer more
10	Elderly	1,143,108	34.3%	
11	Families	1,082,507	36.6%	
12	Bakruptcy and debt	966,872	19.6%	
13	Education	900,866	-1.8%	Closed schools...
14	Consumers	699,003	60.8%	Rise in e-shopping
15	Children and teens	638,395	-20.1%	
16	Environment	602,526	46.4%	
17	End of Life	539,334	37.0%	
18	Democracy and elections	525,512	-34.9%	Only one elections...
19	Youth	458,236	12.5%	
20	Transportation & driving	421,491	116.7%	New content

Popular pages in 2020

#	Page Name	2020 Page views	Change in page views since 2019	Comments
1	Unpaid leave	590,368	1398.1%	About 1 million workers were on unpaid leave
2	Summer Payment	574,144	-2.8%	
3	Covid-19 - state of emergency	555,329	New	
4	Unpaid leave due to Covid-19	513,233	New	
5	Income tax levels	493,394	16.4%	
6	Minimum wage	470,131	-16.8%	Minimum wage workers did not have much work this year...
7	"Negative tax" payment	387,496	44.8%	
8	Unemployment payment due to Covid-19	335,698	New	
9	Small/home businesses & Covid-19	329,849	New	A main information source for contractors & small businesses
10	Mandatory retirement savings	289,849	-9.7%	
11	Covid-19 isolation @ home	287,701	New	
12	Covid-19 related Sickness payment	284,747	New	
13	Minimum wage for youth	276,178	-31.0%	Covid-19 killed summer jobs...
14	Noise limitations from neighbors	271,339	46.5%	Working from home is tough with noise from your neighbors...
15	Unemployment payment	270,506	118.3%	
16	Annual vacation	244,207	-5.4%	
17	Maternity leave	235,669	-1.1%	
18	Sickness days	228,035	10.3%	
19	Calculation of annual vacation	225,324	-23.7%	
20	Notice before layoffs	223,888	23.1%	

New and enhanced content

- The main activity was naturally related to Covid-19, with emphasis on workers rights, small businesses, isolation and more
- Other areas written and updated in 2020 included:
 - New laws related to prostitution
 - Palestinian workers in Israel
 - Freedom of speech and surfing the net
 - Elderly in assisted living
 - Banks and credit cards

Kol Zchut in Arabic is developing continuously

- We have translated 736 additional pages, reflecting around 80% of the required content
- We still face a gap in the public acceptance of Kol Zchut Arabic. It is a long process and we are encouraged to see good indications such as the steep rise of loyal users
- Here is a short summary of our achievements:



Topic	2019	2020	Growth	Comments
No. of articles	3,924	4,596	+17%	
% of translated content	71%	80%	+11%	Excluding Holocaust survivors rights and such
Users (thousands)	514	705	+23%	
Pageviews (million)	1.62	2.12	+31%	
Loyal users (8+ visits)	11,213	18,925	+69%	

Our 2021 planned highlights

- Continuing to grow in activities and results, hopefully with less influence of Covid-19:
 - Adding new and substantial information, while staying up-to-date
 - Achieving even higher usage of the Hebrew web site, with emphasis on loyal (returning) users
 - Continuing the expedited translation to Arabic, while breaking the usage barrier
- Expanding and improving collaborations with the public sector, in particular with the national benefit search engine initiative
- Focusing on the orthodox religious society, with emphasis on those who do not use the Internet from home
- Hopefully re-launching 'Kol Zchut Youth' following return to more regular school activities



As of June 2017, 75% of Kol Zchut resources are based on the support of the Ministry of Justice, the Ministry of Digital Affairs, and JDC-Israel, and we are very thankful for that.

We are also very thankful to our donors, who helped us continuously for the last 10 years.

Thank you !

ג'וינט ישראל אלכא
המכון למנהיגות וממשל
יחד בעשייה חברתית



משרד הדיגיטל הלאומי
ישראל דיגיטלית



משרד המשפטים
Ministry of Justice

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