The Interdisciplinary Center (IDC) Herzliya pays tribute to

ADI ALTSCHULER

At the age of 29, Adi Altschuler has already been active for almost two decades in the fields of social entrepreneurship and education in Israel. Adi is the founder of "Krembo Wings", Israel's first and only youth movement for children with and without special needs. Adi also initiated "Zikaron Basalon", a social initiative that involves communal gatherings in private homes on the eve of Holocaust and Heroism Remembrance Day.

Altschuler was born and raised in Hod Hasharon. At the age of 12, she began volunteering for ILAN, the Israel Foundation for Handicapped Children, where she acted as a personal tutor to Kfir Kobi z”l, then a 3-year-old boy with cerebral palsy. At the age of 16, she joined the LEAD program for the development of young leadership and, inspired by Kfir Kobi, established "Krembo Wings", Israel's first and only youth movement for children with and without special needs. The program provides an informal social-educational framework through joint activities with children from the regular education system. Today, more than 4,500 children and teenagers are active in the movement in 50 branches across Israel. Altschuler served as CEO and chairwoman of "Krembo Wings", and later as president. In 2014, she decided to hand over the reins and retired from the movement. "Krembo Wings" continues to fulfill Altschuler’s vision and with that to create a place and meaning for every person. Among the honors "Krembo Wings" has received are the lighting of the torch on Mount Herzl on Israel's 60th Independence Day (2008), the President’s Award for Volunteers (2009), and the Vigal Alon Prize (2010).

Altschuler’s "Zikaron Basalon", was initiated out of the desire to reshape Holocaust Remembrance Day in Israel. In the framework of the initiative, which was founded in 2010, thousands of people open their homes to communal commemorations. These meetings include testimonies by Holocaust survivors or members of the second generation, recorded testimonies, and texts written through open discussion on the meaning and lessons of the Holocaust for today’s society. In 2016, in addition to the national ceremonies, half a million hosts and guests attended "Zikaron Basalon" events across Israel and in other countries. The events even took place in communities previously excluded from the discussion, including disadvantaged populations (mentally ill, hearing-impaired), youth, and welfare populations (prisons, boarding homes for at-risk youth, and various ethnic groups).

In 2011, Altschuler joined Google and headed its educational organization, Google for Education, which deals with integrating technology and innovative teaching. In this framework, Altschuler led the training of 35,000 teachers and educators in the field of embedding and adopting technology and innovation in the classroom. Today, she leads the company's Economic Impact field, as well as establishing a network of schools that combine special education and regular education.

Altschuler’s varied and influential activities have earned her numerous awards over the years, among them: the Tamari Award; the Bernstein Award for Social Leadership; and the Rappaport Prize for Women Generating Change. In 2014, she was named by Time Magazine as one of six “Next Generation Leaders” from around the world. This year, she was chosen to speak at the United Nations as a representative of Israeli entrepreneurship and creativity. She also won the world Rotary Club’s Paul Harris award. Altschuler is an alumnus of Baruch Ivcher School of Psychology at IDC Herzliya.

In recognition of her entrepreneurship in social-educational activities with continuous dedication and talent, through the advancement of weakened populations, children and adults alike, is involved in a variety of realms, and aims for social change and a better Israel, Adi Altschuler is hereby named this year’s recipient of the

Wind Social Entrepreneurship Award

and an

Honorary Fellow
of the Interdisciplinary Center Herzliya