

# Reaching Israelis in the European Diaspora

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# Who is an Israeli?

An Israeli is a holder of an Israeli citizenship

For the sake of this lecture, we will refer to Israelis who live abroad as “diaspora Israelis.”



# How many live outside of Israel?

**550,000\***



\*Based on data from the Israeli Central Bureau of Statistics [cbs.gov.il](https://cbs.gov.il)





## How many Jewish people live in Europe?

- Difficult to determine and define
- Reports go from 490,000 to 1,300,000\*

*\*Jews in Europe at the turn of the Millennium: Population trends and estimates* by Sergio DellaPergola and L. Daniel Staetsky, October 2020





## How many Israelis live in Europe?

- Hard to determine exactly
- 70,000\* - 350,000+\*\*
- 60% live in UK, Germany, France and the Netherlands

*\*Jews in Europe at the turn of the Millennium: Population trends and estimates by Sergio DellaPergola and L. Daniel Staetsky, October 2020*

*\*\*Des Israéliens en Europe by Karine Lamarche, Arthur Pacalet, April 2020*





# How many Israelis live in Europe?

Major centers for Israelis in the Europe:

- London
- Berlin
- Paris
- Amsterdam
- Budapest
- Moscow





## How many Israelis live in Europe?

- Israelis represent a significant part of their Jewish communities in each respective country.
- 40% in Norway, Finland and Slovenia
- 20-30% in Spain, Denmark, Austria and the Netherlands
- Over 10% in Luxembourg, Romania, Greece, Bulgaria, Sweden, the Czech Republic, Switzerland, Belgium, Malta, Italy and Poland



# How many Israelis live in Europe?

“In the broader framework of Jewish immigration to Europe, Israel was one visible supplier of immigrants. Yet the high estimates sometimes heard about the numbers of Israelis in Europe do not find sufficient support in the available statistical sources. According to the latest available data from European statistical authorities, close to 70,000 people who were born in Israel reside permanently in Europe.”

*Jews in Europe at the turn of the Millennium: Population trends and estimates* by Sergio DellaPergola and L. Daniel Staetsky, October 2020



# How many Israelis live in Europe?

## A LOT!

Difficult to determine

Reports go from 70,000 to 350,000+



**Not all Diaspora  
Israelis are the  
same!**



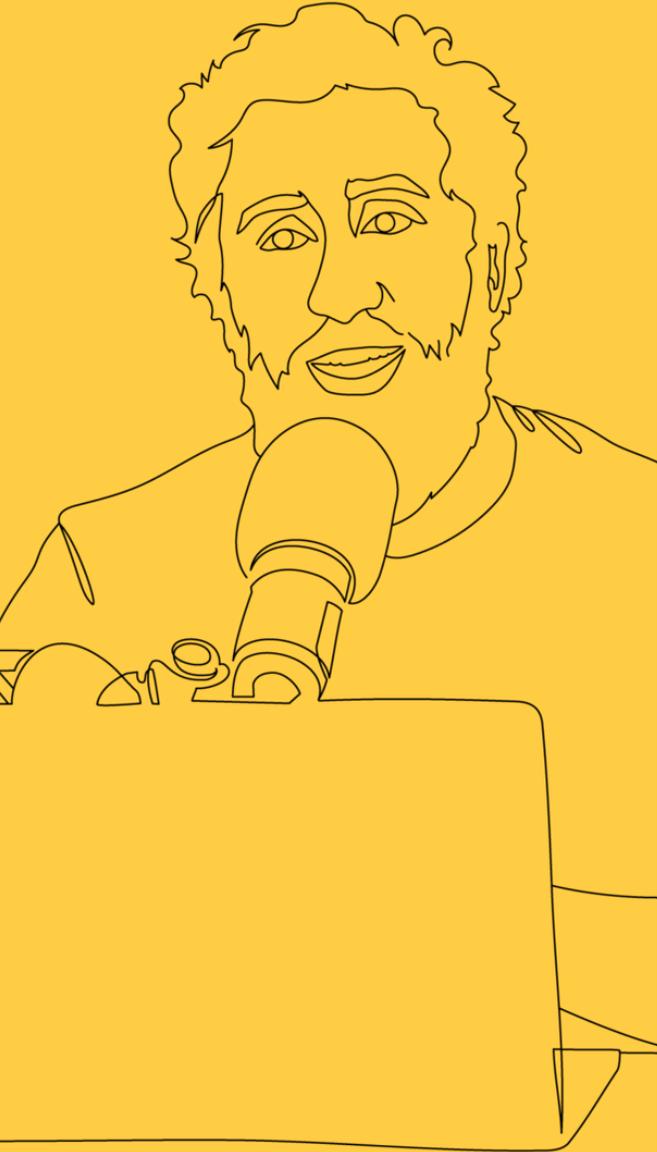


# Meet Amir

## Lives in Budapest

- Living in Budapest for about 25 years
- Age: 67
- In jewelry business
- Married
- Travel a lot between Hungary and Israel
- Practices Kabbala
- Believes that Jesus is Messiah but not God





# Meet Nadav

## Lives in Berlin

- Living in Berlin for about 10 years
- Age: 40
- Single, looking, open to polyamory
- Works as a tour guide, doesn't have much money
- Very spiritual and open to the Gospel
- Wants community and deeper relationships and friendships



# Meet Yoav

## Lives in France

- Living in France for many years
- Age: around 50
- Married with children
- Highly connected to the Jewish community and very traditional
- Gives tours and tries to revive interest in Jewish history in France
- Has learnt French
- Very open to the gospel



# There is no “one size fits all” Gospel Messaging

You can't reach all diaspora Israelis in the same way  
since they are so **different!!!**



# Case Study: Israelis living in Berlin

- About 20,000
- Mostly secular
- Mostly liberal
- Large number of LGBTQ+
- Spiritual, not religious



# Gospel Messaging

**Inter-disciplinary process of discovering specific ways that the Gospel speaks to a unique audience or subset of culture.**

- Combines Hermeneutics, Design Thinking, Contextualization, Missiology, Cultural Analysis, Creative & Strategic Thinking, and lots of Prayer
- Recognizes meaningful differences within the Jewish community (and even the Israeli diaspora) that lead to vastly different expressions of Jewish life and culture
- Acknowledges God's sovereignty over cultural change
- Combines incarnation with proclamation – Jesus-shaped process





# Key Audience

**A community with a distinct cultural expression/narrative that warrants a unique messaging approach**

- We do not take our own preunderstandings of Jewish culture or own Jewish identities for granted as something that gives us immediate understanding of or access to a specific audience
- Jewish people are not all pretty much the same
- Missionary mindset - having proper respect for the things that formed the culture of the people we are trying to reach that we have no idea about





# Selecting a Key Audience

**Identify who God has uniquely positioned you to reach**

- Who are you already reaching? (What unique subset of Jewish culture do they represent?)
- Who are you? (Testimony, tradition, skillset, identity, generation)
- What are the different expressions of the Jewish community that exist within the cross-sections of culture such as spirituality, sexual orientation, intermarriage, and interests?
- Compare these lists, and zero in on 1 key audience





# Learning Your Audience

## Immerse yourself in your audience

- Discover your specific audience's needs (Felt/Unfelt)
- Identify Sensitivities
- Learn who your competitors are
- Survey, focus group, reading, events
- Summarize what you've learned





# Evaluating and Translating

**Reflect on what you have learned about your audience in light of Scripture**

- What are the deeper internal needs?
- What are the idols?
- What is the story your audience tells itself (Baseline cultural narrative)?
- What does the Bible say about these issues (identify key passages)
- Focus on one challenge your audience has that you would like to address that creates a platform for the Gospel





# Crafting Your Messaging

**Faithfully telling the gospel story in a compelling and winsome way in the cultural vernacular through relevant mediums**

- Pray fervently and reflect deeply on what you've learned
- Engage your audience at a point of perceived need
- What mediums/methods make the most sense to your audience?
- Develop presentations/resources for your audience such that they can see themselves within the story





# Research

1. Questionnaire/formal interviews
2. Watch videos/read articles from our target audience
3. Go to Israeli events in Berlin





# Key Findings from Research

- Need for community
- Need for help to get by in Berlin
- Need for acceptance
- Need to feel worthy/achieve success
- Need for an identity





# Findings translated into Actions

- “Eat and Talk” Event with partners
- New associated brand: “Kal Berlin”
- Practical assistance
- New gospel messaging



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