



המילואימניקים

בראשות
הנדל וזליכה

והכלכלית

Make Israel Smart Again



Enough. This election should not be yet another choice between the same deadlocked blocs. It should be a choice about a path forward, and about a broad Zionist government that would carry it out.

The joint Reservists and Economic Party list, with Yoaz Hendel, Yaron Zelekha and Einat Wilf, is bringing back to the center of Israeli politics the question it has almost stopped asking: **What needs to be done?**

What does Israel need to do to ensure its security? How do we rebuild the principle of service to the nation? What policy can take us from military strength to a foreign policy that dismantles the enemy's ideology and strives for peace? How do we bring down the cost of living and restore competition to the economy?

To confront the fundamental challenges facing the State of Israel without dangerous avoidance and procrastination, the list is committed to a Zionist government. Such a government will only become possible by breaking apart the existing blocs.

Enough to asking who will sit with whom

It is time to focus on what needs to be done

Our Core Principles

Economy

Opening the economy to competition, fighting excessive concentration and reducing taxes.

Statecraft for Security

Dismantling the enemy's ideology; striving for peace based on recognition of Israel as the nation-state of the Jewish people; and conducting a smart, determined and comprehensive campaign against the global rise of antizionism.

Service for All

All citizens will serve the state and society, across the full range of national missions, with preference given to those who serve.

The Citizen Who Serves - Everyone contributes to the state. The state gives priority to those who contribute to it.

Everyone Serves

Every young Israeli, male and female, will be called to serve for the same length of time. The IDF will have full priority in selecting the personnel it needs from among all citizens called to service. Everyone else will be assigned to national missions in areas such as internal security, emergency and rescue services, healthcare, education, welfare and agriculture.

One System for Everyone

A single national screening and recruitment system will serve all citizens, replacing separate tracks based on sector. Citizens will be assigned on an individual basis only. Service will be tailored to each person's fitness and abilities and to the needs of the state. Exemptions from service will be granted only in the most exceptional cases, according to professional and equal criteria.

Those Who Serve Get More. Those Who Don't, Don't.

Those serving in regular and reserve service will receive priority in state benefits in areas such as housing, taxation, education, daycare, land allocation, public-sector employment, and assistance to businesses and the self-employed. Those who are required to serve, are fit to serve, and nevertheless choose not to serve the state will not be entitled to the same benefits and public subsidies for state services provided to those who serve.

Dismantling the Enemy's Ideology: Acceptance of Zionism as the Only Basis for Peace

At the heart of the conflict lies the question of accepting the right of the Jewish people to self-determination and a sovereign state. The long-term goal is genuine peace, which requires nothing less than Arab and Palestinian acceptance of Israel as the nation-state of the Jewish people.

Dismantling the Enemy's Ideology - Ending the Idea of "Return" and Dismantling the Mechanism of Perpetual Refugeehood, in Order to Build the Conditions for Peace

Israel rejects the demand that millions of descendants of Palestinian refugees be permitted to settle in Israel under a fictional "right of return." Israel will work to dismantle UNRWA and end the intergenerational perpetuation of Palestinian refugee status. Gaza will not be rebuilt without institutional, educational and civic change that promotes life alongside Israel rather than its elimination. Any future arrangement will be discussed only in a reality in which there is Arab acceptance of Zionism. However long it takes. We have time.

From Defense to Diplomatic Initiative

Israel will proactively make the case for the Jewish people's right to self-determination and work with allies, Arab states and international institutions to advance acceptance of Israel and confront ideologies that deny its existence.

Bringing Down the Cost of Living - More competition, fewer monopolies and lower taxes

More Competition. Less Concentration. Lower Taxes.

The economic plan seeks to reduce the cost of living by opening the economy to competition, reducing the power of monopolies and gradually lowering the tax burden.

Opening Israel to Competition

Eliminating tariffs and import quotas is intended to enable more importers to enter the market, increase the variety of products available and create greater price competition.

Breaking Up Monopolies and Economic Concentration

We will act against situations in which a small number of companies control production, imports and distribution. Enforcement against monopolies, cartels, exclusivity arrangements and abuses of market power will be strengthened.

Removing Mechanisms That Restrict Competition

Councils and regulatory arrangements that restrict supply and competition will be dismantled. At the same time, small local producers will be protected from the power of large monopolies, rather than through restrictions on imports.

Lowering Taxes

A multi-year program of tax reductions, beginning with a gradual reduction in VAT toward a target of 12%, followed by reductions in income tax, is intended to increase households' disposable income and purchasing power.

Yoaz Hendel

Former Minister of Communications and a reserve battalion commander, with more than 570 days of reserve duty since the start of the war. As minister, he led Israel's fiber-optic revolution, expanding coverage from 2% to 78% - the fastest rollout in the world - while ensuring affordable access across the country, including the periphery.

During the Swords of Iron War, Hendel fought with an improvised unit of Shayetet veterans and later established a battalion of veterans from elite military units. In civilian life, he is a founding partner in a venture capital fund investing in defense technologies.

Together with reservists, wounded soldiers, and bereaved families, he founded the Reservists Party and led the campaign against legislation entrenching exemptions from military service. He returned to politics to promote leadership rooted in service and responsibility, restore universal service, strengthen governance and mutual responsibility, and defend the country.

Dr. Einat Wilf

Former Member of Knesset and Chair of the Knesset Education Committee. Wilf served as an officer in Unit 8200, holds degrees from Harvard and Cambridge University, and is an international speaker, author, and former policy and strategic adviser.

In the Knesset, she served on the Foreign Affairs and Defense Committee and led efforts against UNRWA and attempts to undermine the legitimacy of Israel and Zionism. She is widely regarded as one of Israel's most articulate advocates internationally, defending Israel and the Jewish people's right to a state of their own. Her work earned her the Begin Prize and recognition as one of the world's 100 most influential Jews.

Author of several books on Zionism, education, and governance, including "The War of Return," Wilf brings political experience, intellectual depth, and a clear Zionist vision focused on the roots of the Israeli-Palestinian conflict and Israel's long-term future.

Prof. Yaron Zelekha

Former Accountant General of Israel's Ministry of Finance, Professor of Economics and Accounting, and President of the Supreme Academic Council at Ono Academic College. Appointed Accountant General at just 33, he played a key role in steering Israel away from the brink of financial crisis.

Throughout his public service, Zelekha fought to protect public funds, taking on corruption, monopolies, and the concentration of economic and political power - even in the face of intense pressure and threats against his family. His work earned him numerous honors, including the Knight of Quality Government Award, the Ometz Movement Award, CFO of the Year, and two consecutive awards for excellence in information technology.

Today, he advocates for a competitive economy that puts the public interest first, focusing on lowering the cost of living, opening markets to competition, and strengthening Israelis' purchasing power.

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