

Hapoel HaEmek Core Values



Exertion

The Jezreel Valley settlers cherished the diligence, hard work, and tenacity needed to develop this hot and remote region. The team's players will continue the settlers' spirit and embody their values.



Connection to the Valley and Its Communities

Within the Israeli narrative, the story of the Jezreel Valley is rooted in the coming together of diverse communities. Its tale exemplifies a model of collaboration, ready to reverberate in the whole of Israeli society.

The team will connect with the stories that embody the values of the Jezreel Valley—mutual responsibility, perseverance, modesty, and integrity—and then connect to others.

The team's story will continue this unique regional reciprocity: the players fight for the community while the community fights and sacrifices for the players. The players are integral members of this community.



Connecting Innovation with Culture

The interaction between the basketball team's needs and Gevasol's responsiveness will boost technological excellence and innovation. An influential ecosystem is being built at the Gan Ner home arena, fostering innovation and connection. The stadium won't be just for basketball; it will also be a home for a sports medicine center, conference halls, a cafe, and possibly a visitor center or museum.



Connecting People

Human capital is the key to excellence. The team's players and managers will model its values: excellence, determination, teamwork, perseverance, and camaraderie.

The edge of the bench will be a litmus for the level of commitment and personal connection between the players and the fans. The team's players and fans will feel proud to take part and carry the team for years.



Longevity and Continuity

We are here to be part of a long-term and influential Israeli story. The team's agenda will go beyond basketball, combining activities that give the players a sense of meaning and belonging. This agenda includes sports, personal development, and community involvement.

A player joining our team should view their time with us as transformative, personally and professionally. Our team acts as a springboard for professional, social, and personal development—a home for the development of players and staff from a young age. To produce local heroes, you need outstanding players who lead the team over long distances, and the team will be their home for several years.