

Mobilizing Support for the 'Destination Map Campaign'

Objective

- To develop a **Palestinian Peace Movement**, HASHD that will advocate an end to violence and a resumption of negotiations for the creation of a democratic Palestinian State.
- To **empower the Palestinian People** through grass root involvement in ending the conflict and the creation of a democratic state. *democracy*
- To **raise awareness** on issues of social equality, ~~education~~ and peace development
- To **build up interaction** between Palestinian groups advocating principles mentioned above
- ? • To **increase dialogue with Israeli counterparts**
- To **establish a network of centers** throughout the Palestinian Areas to achieve these objectives

The Rationale for such a campaign?

The idea of the "Destination Map" campaign is **to launch a public diplomacy campaign which will impose itself on the agenda of the respective political leaderships**, especially in the wake of the engagement by the Quartet through the Road Map. By itself, the road-map stands to face failure for the same reasons its predecessor agreements failed, namely the absence of a shared vision of the intended future of negotiations, or a final-destination map. By developing a joint public vision of that destination, and campaigning for it with a view to enforcing it onto the formal political agenda of the major political players in the region, (the Quartet), including that of the local governments, it is believed that maximum utilization will be made of the forthcoming window of opportunity. The public campaign for the "final-destination" map will create the necessary support for the implementation of the "road-map", making the latter a successful transition to peace. To miss out on the opportunity of peace now because of the complexity of the situation will only succeed in increasing this complexity in the future. Therefore, however difficult the challenges today are, the potential challenges in the future will be even more difficult.

What's the importance of the Destination Map?

- It is a peoples' initiative that draws strength from the grass-root level
- It is in support of negotiations and a peaceful settlement
- It sets out a vision of a peaceful settlement between the two peoples.
- It provides positive empowerment of the people
- It offers clarity and transparency concerning the final destination of the negotiation process.
- It relates to the sensitive issues, (final status in Oslo and the Road Map) Jerusalem, the Palestinian Right of Return, settlements and borders.

- It develops trust in the value of negotiations and peace

What's the Strategy?

Two strategies have been employed, direct and indirect. Directly, a network of advocacy centers has been established throughout the Palestinian territories which became the main information-dissemination and recruitment points. Indirectly, a network of "partner community-service" and action centers are being sought out and integrated, or established as an associative backbone to the peace campaign. HASHD is therefore a peace-advocacy operation, as well as a community-service outlet. This combination will ensure for HASHD a political as well as a practical voice.

How was the campaign launched?

Besides the countless non-violent as well as media activities undertaken over the past year under the umbrella of the Peoples' Peace Campaign, a movement was launched to advocate the "Destination Map" initiative, which clearly required a more serious engagement within the Palestinian community. A group of activists from the West Bank and Gaza indicated their willingness to rally around this initiative, and to form a leadership council for it.

A media campaign was launched during the last week of November 2002 in the main local newspaper, Al-Quds, outlining the message of HASHD to the Palestinian People. This message contained two components, a vision for a settlement 'the Destination Map' (annex II), as well as a vision for a future Palestinian State (Annex III). This message remains the cornerstone of HASHD'S future activities.

In order to create an effective appeal and develop the necessary support, as well as to begin addressing various challenges, the following steps were taken:

On the Palestinian level:

- a) The document along with an explanatory letter by Sari Nusseibeh was circulated among some five hundred grass-roots activists, mainly in the Fatah movement, in the West Bank and Gaza.
- b) The role of the document as a **political instrument** was explained, and a call for comments was solicited. Once again, the effort proved to be groundbreaking, in that it engendered serious debate in political circles across the West Bank and Gaza, and while some opposition was voiced, some support and understanding was registered.
- c) Two contact points were established to facilitate communication and debates, one in the north (Tulkarem), and another in the south (Hebron) of the West Bank. A further contact point is soon to be established in Gaza.
- d) A launching conference was planned to take place at the Grand Park Hotel in Ramallah on the 5th of May, mobilizing over 900 Palestinians representing different groups, villages, including refugee camps. Significantly, President Arafat had asked Mr. Yasser Abed Rabbo to represent him by giving a speech on his behalf.

- e) A strong Media campaign, viewing the Destination Map, but also the Road map on one full page of Al-Quds newspaper, resumed on the 7th of May. (Media campaign had already started in Spring 2002, (also in view to mobilize people for the June Human Chain peaceful event last year).

On the Palestinian/Israeli level:

- d) A number of joint meetings were held to discuss the strategy.

- e) A joint 'founders' committee meeting' was held on the 30th of March 2003, at the New Imperial Hotel.

? → On the International level

Who are the target groups?

This initiative targets the Palestinian community, with a view to developing a peace camp that aims at achieving an independent, free and democratic State through non-violent means. Israeli public attitudes will be under constant scrutiny, with a view that positive attitudes on one side reinforce positive attitudes on the other. The recovery of trust in the value of negotiations and peace will be the primary imperative and driving force of HASHD's activities.

HASHD has been working with the intention of mobilizing and acquiring the support of members of the Fatah leadership councils as well as the Palestinian Legislative Council (to address the Palestinian people and the Israeli public through the use of a strong consistent peaceful message.) In addition to commitment of Palestinian political figures, **HASHD** aims to acquire letters of endorsement from International prominent figures, support of the EU Parliament and the US government.

What is the methodology?

- To establish a network of 11 to 15 centers in the cities of the West Bank and Gaza Strip to become the focal points of HASHD activities.
- To develop each center to become a focal information-dissemination and advocacy point.
- To mobilize people in its own community by carrying out activities such as town hall meetings, setting up dialogue groups, recruiting supporters, organizing media campaigns, non-violent training, etc. The nodes will be inter-linked and guided by an overall leadership council, which will be the main interlocutor with the Israeli side.

In parallel, HASHD will also establish a number of associated community-service centers, primarily for women and youth, especially in the outlying and country regions. Such centers will develop the following strategy:

- To act as service-providers in their respective communities, and their explicit association with the peace-advocacy centers
- To support and help to reinforce the peace campaign

- To set out and to integrate these centers into its own network. (A good example is that of the 'Peace & Democracy Development Center in Qualquilya, with which HASHD has already established a link).

What are the main activities?

The network of HASHD Centers, 11 in the West Bank and Head Office in East Jerusalem, will serve as axis for activities aimed at developing a vibrant culture of peace within the Palestinian Community and at empowering the Palestinian population towards achieving goals of Democracy, Social Equality and Independence.

Even though HASHD will utilize its Centers as such, it will seek the association of other throughout the Palestinian territories especially in Community Empowerment, Women's and Youth Issues, to create a wider-spread network of activities.

HASHD will also run projects such as the Youth Network, Women's Center, Student Network and Peace Development Center from specific locations to add specialized focal points that would benefit the Network at large. The benefit of these projects will be disseminated to the community through HASHD Centers and affiliates.

HASHD activities will include Political & Cultural awareness programs, Training of Trainers Workshops, Virtual dialogue programs, Palestinian-Israeli joint activities and interaction with the International Community through conference. In addition to other activities that serve the goals mentioned above.

HASHD will also be active on the Media front through a multidirectional media model that utilizes different means of disseminating information and receiving feedback. Activities in this field will include opinion polls; press advertisements, petitions and appeals; T.V. spots; Billboards; paid radio programs; posters; pamphlets; T-shirts and a targeted monthly newsletter.

Organization

**Setting up Costs for Peace Advocacy Centers
Throughout West Bank and Gaza (11 Centers)
+ E. Jerusalem Headquarters**
All in U.S. Dollars

Office Furniture (working desks and meeting rooms)	60,000
Computers (28 desk tops @ \$1200 ea. + 5 laptops @ \$1500 ea.)	41,100
Photocopiers (12 @ \$1500 ea.)	18,000
Telecommunications equipment (telephones, faxes, etc...) 12 @ \$500 ea.	6,000
Scanners (12 @ \$300 ea.)	3,600
Printers (12 @ 250 ea.)	3,000
Sub-total	131,700

**Staff of the Peace Advocacy Centers Through
out the West Bank and Gaza (11 Centers)**
All in U.S. dollars

Position	Monthly Salaries	Annual Salaries
Directors	11,000 (11 [1/Center] @ \$1000 ea. / mo.)	132,000
Field Coordinators	17,600 (22 [2 /Center] @ \$800 ea. /mo.)	211,200
Assistants	13,200 (22 [2/Center] @ \$600 ea. /mo.)	158,400
Sub-total		501,600

Headquarters Office in East Jerusalem

All in U.S. dollars

Position	Monthly	Annually
Campaign Director General	4,000	48,000
Financial Controller	2,500	30,000
External Auditor (Annual Contract)		8,000
Media Strategist / Department Director	2,500	30,000
Activities supervisor	2,000	24,000
Programs Supervisor	2,000	24,000
International Relations Director	2,000	24,000
Fundraising Unit Director	3,000	36,000
Administrative Assistants (6 @ \$800 ea. /mo.)	4,800	57,600
Director General Secretary	700	8,400
Secretary / Receptionist	600	7,200
Sub-total Headquarters		297,000

Network Projects

All in U.S. dollars

<i>Youth Netw</i>		
Position	Monthly Salaries	Annual Salaries
Field Coordinators	13,200 (22 [2/Center] @ \$600 ea. /mo.)	158,400
Secretary	4400 (11 [1/Center] @ \$400 ea. /mo.)	52,800
Activities		25,000
Sub-total		23

Women's Center in J		
Pos	Monthly Salaries	Annual Salaries
Supervisor	800	9,600
Field Coordinators	1,200 (2 @ \$600 ea. /mo.)	14,400
Secretary	400	4800
Activities in Peace Dialogue	25,000	
Field Development Actions	25,000	
Sub-total		7
Student Netw		
Pos	Monthly Salaries	Annual Salaries
Student Field Coordinators	2,400 (4 @ \$600 ea. /mo.)	28,800
Secretaries	800 (2 @ \$400 ea. /mo.)	9,600
Activities in Peace Dialogue	25,000	
Field Development Action	25,000	
Sub-total		8
Peace Development Center (Qalquilya)		

	Monthly Salaries	Annual Salaries
Supervisor	600	7,200
Field Coordinators	1,200 (2 @ \$600 ea. /mo.)	14,400
Secretary	400	4800
Activities in Peace Dia		2
Field Development A		2
Sub-total		7
NETWORK PROJECTS SUB-TOTAL		\$47

Network Activities

All in U.S. dollars

Political & Cultural awareness programs	
Town Hall meetings (20 @ \$3000 ea.)	60,000
Conferences (5 @ \$6000 ea.)	30,000
Cultural events (20 @ \$1000 ea.)	20,000
Non-violent demonstrations	20,000
Lectures (20 @ \$3000 ea.)	60,000
Sub-total	\$190,000
Workshops	
Training of trainers' workshops (12 @ \$5000 ea.)	60,000
Sub-total	\$60,000
Virtual Dialogue	
Website-Home page set up	6000
Technical Support @ 11 locations	5,500
Trainers @ 11 locations	5,500

Sub-total	\$17,000
Palestinian – Israeli Joint Activities	
Workshops	10,000
Community leaders meetings	6,000
Political & Cultural Activities	15,000
Planning sessions	3,000
Sub-total	\$ 34,000
International Conferences	
International Conferences	30,000
Sub-total \$30,000	
NETWORK ACTIVITIES SUB-TOTAL \$331,000	

Media & Communications

All in U.S. dollars

I t e m	Annual Costs
Quarterly Opinion Polls	30,000
Print press advertisements, petitions, appeals, etc...	90,000
T.V. Spots	60,000
Billboards	75,000
Radio paid programs	25,000
Posters, pamphlets, flyers, T-shirts, etc...	35,000
Monthly newsletters	18000
Media & Communications Sub-total	333,000

Running Costs

Item	Annual Expenses
Office Rental (12 @ \$1000 ea. / mo	144,000

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Electricity (12 @ \$ 150 ea. /mo.)	21,600
Water (12 @ \$50 ea. /mo.)	7,200
Telephones + Faxes (12 @ \$500 ea. /mo.)	72,000
Internet Connections (12 @ \$50 ea. /mo.)	7,200
ADSL membership (12 @ \$100 ea. /mo.)	1,200
General @ 10%	25,320
Running Costs Sub-total	278,520

Grand Total
\$2,352,620