



HASHD

The People's Campaign for Peace and Democracy

1. Organizational Description

1.1 Title: The Palestinian Institution for Peace and Democracy

1.2 Location(s): The Palestinian Institution for Peace and Democracy's Headquarters is located in East Jerusalem. The Institution also maintains 10 Regional Offices, located throughout the West Bank and Gaza.

Headquarters: East Jerusalem, West Bank, Palestine

Regional:

- 1) Jerusalem
- 2) Ramallah
- 3) Hebron
- 4) Jericho
- 5) Nablus
- 6) Jenin
- 7) Tul Karm
- 8) Qalqilya
- 9) Bethlehem
- 10) Gaza City

→ Selfinit

1.3 Amount requested:

| Total Cost of Action | Amount Raised | Amount requested | % of total cost of action |
|----------------------|---------------|------------------|---------------------------|
| 791,586 € | 500,000 € | 291,586 € | 36.84% |

1.4 Summary

Introduction

HASHD aims at creating a grassroots Palestinian peace camp. For over a year, this campaign has focused on convincing people of their power to shape their destiny through non-violent means by soliciting their support for a vision of peace.

The HASHD campaign aims to develop the people's capacity to envision, plan and actively participate in building their future. In practice, the campaign reaches out to communities across the West Bank and Gaza, holding countless town-hall meetings, conferences and various other grassroots activities to encourage the local population to take an active role in the development of the Palestinian peace camp. As it does this, the campaign sets out to

establish a network of Campaign Centers to build up constructive dialogue and debate, stimulate development and encourage grassroots involvement in all essential components of democracy development.

Objectives

HASHD aims to develop a Palestinian peace movement that will advocate an end to violence and a resumption of negotiations for the creation of a democratic Palestinian State. HASHD works to empower the Palestinian people through a wide variety of grassroots activities, prompting the people to act towards ending the conflict and creating a democratic and tolerant state, thereby convincing the people that self-determination begins when they believe that they can make a change, and realize that the ability to generate change is in their hands. Through the campaign, HASHD works to raise awareness on issues of non-violence, peace development, democracy, social equality, and communication. In order to facilitate the growth of the campaign and its objectives, HASHD has begun to establish and develop a network of centers throughout the Palestinian Territories to achieve these objectives.

HASHD is the grassroots arm of a newly established non-governmental organization striving to establish a peaceful solution to the conflict by actively promoting peace through a range of non-violent, grassroots, and civil society activities. Moreover, the Campaign's coordination and cooperation with Israeli counterparts ensures that dialogue between the two peace camps continues, even during times of crisis. Furthermore, through the process of gaining grassroots support for the campaign and fostering discussion and debate, HASHD strengthens democracy and respect for human rights by encouraging the Palestinian people to take an active role in shaping their future.

Campaign Activities

A. Capacity Building (See Budget By-Lines 1, 3, and 4):

HASHD will establish a Campaign Headquarters in East Jerusalem, in addition to 10 Regional Centers throughout the West Bank and Gaza. These centers will serve as an axis of activities aimed at developing a vibrant culture of peace within Palestinian communities, and empowering the local population towards achieving goals of democracy, social equality and independence.

HASHD's Headquarters in East Jerusalem will direct the Campaign's activities on national and international levels. The Headquarters is charged with overseeing all Campaign functions including; instituting Campaign policy, designing, publishing and implementing all Campaign publications and activities, in cooperation with Regional Staff, implementing a widespread local, national, and international public relations campaign, hosting conferences and meetings, and maintaining the Campaign's finances. HASHD's East Jerusalem Headquarters will include 4 departments and 10 staff members under the direction of the Campaign's Director-General. Campaign Departments include; Administration and Finance, Public Relations (Local and Israeli Media), Activities, and International Relations. Additionally, HASHD Headquarters will staff a Security Advisor (See Budget By-Line 6.1), a Strategic Political Advisor (See Budget By-Line 6.2), an outside Auditor (See Budget By-Line 5.3) and a Web Designer (See Budget By-Line 5.9.1.3).

HASHD's 10 Regional Offices will organize and direct regional Campaign activities, charged with promoting peace, non-violence, democracy, and a return to negotiations to establish a Palestinian State based on the Destination Map Initiative at the grassroots level. Regional Offices will be staffed by a Regional Coordinator and a Secretary.

B. Publications (See Budget By-Line 5.1)

HASHD's Headquarters will produce, publish and widely distribute throughout the West Bank and Gaza the following items to promote the Destination Map and the principles of The People's Campaign for Peace and Democracy.

HASHD will publish and distribute 12,000 brochures and leaflets throughout the West Bank and Gaza at HASHD activities and events to promote the Destination Map Peace Initiative, peace, non-violence, a return to negotiations and update members and supporters on Campaign activities and events (See Budget By-Line 5.1.1).

HASHD will design and produce 18,000 posters for use in Campaign activities. Posters will promote the Destination Map Peace Initiative, peace, non-violence, and a return to negotiations (See Budget By-Line 5.1.2).

HASHD will produce 3500 t-shirt and cap sets for distribution at HASHD activities and events. T-shirts and caps will promote the Destination Map Peace Initiative, peace, non-violence, and a return to negotiations (See Budget By-Line 5.1.3).

HASHD will produce 5000 Youth School Bags for distribution to HASHD's youth groups throughout the West Bank and Gaza. School bags will be inscribed with the People's Campaign for Peace and Democracy logo (See Budget By-Line 5.1.4).

C. Conferences and Seminars (See Budget by-line 6.5):

HASHD's Headquarters and Regional Offices will organize and host the following empowerment conferences and seminars to assemble local HASHD members and supporters, and prospective members and supporters, at various locations throughout the West Bank and Gaza. Campaign conferences and seminars will work to encourage discussion and debate and promote the Destination Map Peace Initiative and the principles of The People's Campaign for Peace and Democracy.

Town Hall Meetings (See Budget by-line 6.5.1): The People's Campaign for Peace and Democracy Headquarters, in cooperation with HASHD Regional Offices, will organize 10 Town Hall Meetings a year at various locations throughout the West Bank and Gaza, including villages and refugee camps. These meetings will function to encourage discussion and debate concerning the Destination Map Peace Initiative.

Conferences (See Budget by-line 6.5.2 and 2.2): HASHD will organize and host 10 conferences in the West Bank and Gaza, bringing together local leaders and international figures to discuss the Destination Map Peace Initiative and other relevant issues. HASHD will provide transportation to conferences for HASHD members and supporters.

Activities (See Budget by-line 6.5.3): HASHD will organize and host 50 various Empowerment Activities at various locations throughout the West Bank and Gaza, advocating peace, non-violence and democracy. Activities will specifically target several sectors of Palestinian society including youth, students, and women.

Travel (See Budget by-line 2.1): HASHD staff will periodically travel to conferences and meetings to meet with official and non-official bodies in Europe, the United States and the Arab World

Through these activities HASHD aims to engage Palestinian communities in the development of a Palestinian peace camp and create widespread, active support for the Destination Map Peace Initiative.

D. Media Activities (See Budget by-line 6.7):

Since its launching, HASHD has been active on the media front through a multi-directional media campaign that utilizes different means of disseminating information and receiving feedback. Activities in this field will be further expanded to include publishing several full page and numerous smaller monthly paid advertisements in local newspapers, publishing and distributing petitions whereby individuals can endorse the Destination Map and join the People's Campaign for Peace and Democracy, further develop and maintain the HASHD website, and publish and distribute an on-line HASHD newsletter.

HASHD will produce and publish 1 page advertisements for publication in Al-Quds Newspaper and Al-Ayam Newspaper to promote the Destination Map and the principles of the People's Campaign for Peace and Democracy throughout the West Bank and Gaza (See Budget by-line 6.7.1.1).

HASHD will produce and publish monthly paid advertisements for publication in Al-Quds Newspaper and Al-Ayam Newspaper to promote the Destination Map and the principles of the People's Campaign for Peace and Democracy throughout the West Bank and Gaza (See Budget by-line 6.7.1.2).

HASHD will develop and maintain its Campaign website. HASHD's website plays a critical role in expanding the Campaign's capacity to rapidly disseminate information and mobilize support for the Palestinian peace camp both locally and internationally. Furthermore, the website enables the Campaign to network with Palestinians living throughout the world, Israelis and the international community. The website makes public all HASHD information, documents, newsletters, press releases, related media articles, and information on the conflict and peace movement (See Budget by-line 6.7.1.3).

Petition Signature Collection (See Budget by-line 6.8): HASHD aims to generate a critical mass of Palestinian supporters of the Destination Map Peace Initiative by means of collecting signatures of support. Therefore, HASHD's Palestinian Campaign petitioners play a key role in promoting the Destination Map on the grassroots level and obtaining written endorsements from Palestinians throughout the West Bank and Gaza. Operating in communities throughout the West Bank and Gaza, HASHD's Volunteer Corp goes door-to-door, visits schools and community centers, and sets up booths to encourage people to endorse the Destination Map Initiative and join the People's Campaign for Peace and Democracy.

On-line Newsletter (See Budget by-line 6.9): HASHD will publish and distribute an on-line newsletter to local and international HASHD members and supporters.

1.5 Target Groups

The People's Campaign for Peace and Democracy targets the Palestinian community as a whole, with a view to developing a peace camp to achieve an independent, free and democratic Palestine through non-violent means. The recovery of trust in the value of negotiations and peace will be the primary imperative and driving force of HASHD's activities.

To achieve our goals HASHD works to mobilize local communities and sub-sectors of Palestinian society including; local Fatah leaders, former prisoners, students, women, and youth by carrying out grassroots activities, such as town hall meetings, recruiting supporters, organizing media campaigns, and various other grassroots activities. HASHD communities will be inter-linked and guided by the HASHD Headquarters, which will maintain contact and coordinate with the Israeli side.

1.6 Related Risks and Constraints:

The idea of creating and developing the Destination Map Initiative through HASHD is due foremost to the critical situation we are confronting. Clearly our work is most needed in times of crisis. However, due to the unpredictable situation in the region, some risks exist in terms of project implementation. However, HASHD organizers have many years of experience working in the area and have responded in the past in a professional and adequate manner to situations that have arisen. HASHD has clear guidelines and lines of communication in place to meet with unexpected contingencies. All HASHD staff and participants will be made aware of these responsibilities prior to engaging in any contractual obligations.

1.7 Indicators Envisaged Quantifying Results:

HASHD's success is measured in the number of individuals who join the Campaign by endorsing its message and embracing its mission. In just over one year, more than 145,000 Palestinians have joined HASHD by endorsing its message of non-violence and peace. We anticipate a continuous growth in the number of Campaign endorsers with the establishment of a network of Campaign centers and the launching of the aforementioned HASHD actions. By assembling a critical mass of supporters, HASHD will influence political decision makers towards making qualified steps towards a permanent peace agreement through negotiations.

2. APPLICANT INFORMATION

A. Identity

| | |
|---|---|
| Full legal name (business name): | The Palestinian Institution for Democracy and Peace |
| Acronym (where applicable): | HASHD |
| Legal status: | NGO |
| VAT registration number (where applicable): | QR/200/HR |
| Official address: | 8 Nur Al-Din Street Jerusalem |
| Postal address: | P.O. Box 51000 |
| Contact person: | Professor Sari Nusseibeh |
| Telephone number: | ++972 2 6262193 |
| Fax number: | ++972 2 6277166 |
| E-mail: | sari@planet.edu |
| Internet site: | www.hashd.org |

B. Bank Details:

| | |
|--------------------------|--|
| Account name: | Palestinian Institute for Peace and Democracy |
| Account number: | 316126 |
| IBAN code (optional): | Arab P S22100 |
| Bank name: | Arab Bank plc. |
| Bank address: | Arab Bank plc., Bethany Branch, P.O. Box 100 |
| Name of signatories: | Professor Sari Nusseibeh Imad Abu Kishek |
| Position of signatories: | Head of the Board of Trustees Member of the Board of Trustees |

C. Applicant Description:

On June 5th, 2003 HASHD activists engaged with the initiative decided to formerly institutionalize the Campaign in order to facilitate its growth. At the same time they continued the ongoing activities and events including town hall meetings, conferences, and meetings. June 5th, 2003 was the official launching of the HASHD Campaign, instigating intensive political and cultural events including non-violent protests, cultural events, focus groups and a wide spread media campaign.

HASHD's main strategy is to work on the grassroots level throughout Palestinian areas; conducting non-violent rallies, town hall meetings, conferences, activities, events, as well as media activities. HASHD works to disseminate its blueprint for the final peace agreement called the "Destination Map," evolved by the people and supported by mainstream Israeli public opinion. In just over a year the Campaign has developed an ever expanding critical mass of supporters currently numbering 140,000 Palestinian endorsers. An essential outcome of the Campaign has been the development of democratic awareness and widespread participation at the grassroots level in communities throughout the West Bank and Gaza.

The "Destination Map" Campaign is a public diplomacy campaign which aims to impose itself on the agenda of the respective political leaderships through the people's empowerment, especially in the wake of the engagement by the Quartet (United Nations, United States, Europe, and Russia) in the Road Map, by generating a widespread critical mass of Palestinian support for peace, non-violence, democracy and a return to negotiations.

Coinciding with the institutionalization of the HASHD Campaign a media campaign was launched on June 5th in the main local newspapers, outlining HASHD's message to the Palestinian people. This message contained two components, a vision for a final peace settlement in HASHD's "Destination Map," as well as outlining HASHD's vision for a future Palestinian State. These statements remain the cornerstone of HASHD'S activities. HASHD continues to run numerous advertisements, outlining its principles and goals in the local press.

Numerous meetings are held with HASHD's Israeli counterparts to discuss joint campaign strategy and coordinate events and activities.



972 3 9001723

מסלול 972 3 9001723 • מסלול 972 3 9001723
מסלול 972 3 9001723 • מסלול 972 3 9001723

מסלול 972 3 9001723
מסלול 972 3 9001723
מסלול 972 3 9001723

מסלול 972 3 9001723
מסלול 972 3 9001723
מסלול 972 3 9001723
מסלול 972 3 9001723
מסלול 972 3 9001723

מסלול 972 3 9001723
מסלול 972 3 9001723
מסלול 972 3 9001723
מסלול 972 3 9001723
מסלול 972 3 9001723
מסלול 972 3 9001723
מסלול 972 3 9001723
מסלול 972 3 9001723
מסלול 972 3 9001723
מסלול 972 3 9001723

מסלול 972 3 9001723

מסלול 972 3 9001723
מסלול 972 3 9001723

מסלול 972 3 9001723

מסלול 972 3 9001723
מסלול 972 3 9001723

מסלול 972 3 9001723

