

## **Mobilizing Support for the 'Destination Map Campaign'**

### ***What is the main Objective ?***

- **To develop a Palestinian Peace Movement, HASHD.**
- The evolution of HASHD, as a Palestinian peace and democracy movement, advocating an end to violence and a resumption of negotiations for the creation of a democratic Palestinian State.

### ***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 ?***

- A peoples' initiative,
- 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 have 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 ground-breaking, 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 5<sup>th</sup> 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 7<sup>th</sup> of May. (Media campaign had already started in Spring 2002, (also in view to mobilize people for the June Human Chain peaceful event).

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 30<sup>th</sup> of March 2003, at the New Imperial Hotel.

### ***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 Centre' in Qualquilya , with which HASHD has already established a link).

### ***What are the main activities ?***

- Setting up Peace advocacy Centres , network stations & liaison offices in eight to eleven locations.
- Setting up/supporting community-service centers/programs, primarily for youth/students and women.
- Developing a set of media communications (pamphlets, TV spots, written ads, newspaper articles, interviews, etc.)
- **Mobilising & Recruiting** Palestinian men and women, professionals, teachers and students, volunteers and peace activists, to help develop awareness and support for the initiative.
- Training in non-violent expressions, peace culture and democracy.
- Reach-out and Advocacy through the media, town-hall meetings, dialogue groups, work-shops, direct interaction with public figures, NGOs, PNA officials, political movements etc.

- Surveillance of Palestinian Public Opinion, through polls, questionnaires, etc.
- Setting a Website, Internet Network system to develop virtual dialogue
- Interaction with Israeli counterparts (workshops, meetings, joint planning and evaluation).