

## *Israeli-Palestinian People's Peace Campaign*

### **Public Diplomacy**

#### **I. Background**

Less than two years ago the supporters and advocates of peace within each society believed that the hundred years plus war was coming to an end. When the Palestinian and Israeli delegations flew to the Camp David negotiations in the United States, hopes were high that progress would be made towards a final status agreement. While it was recognized that many difficulties remained to be resolved, there was a sense that the progress since the signing of the Oslo agreements would continue.

Unfortunately, history reversed itself. The violence that was sparked by Ariel Sharon's visit to the Al Aqsa Mosque developed into the present intifada. For the past nineteen months blood-letting and vengeance have replaced negotiations and reconciliation. The relations between Palestinians and Israelis, built before and after Oslo, were shattered. Trust, the foundation upon which the peace process was constructed, was seriously eroded.

The tragic events of the past nineteen months have not only resulted in the loss of hundreds of lives, the wounding of thousands, and widespread physical destruction, but has also resulted in the weakening and marginalization of the peace camps on both sides of the conflict.

In the midst of this terrible dilemma, groups of Israeli and Palestinian activists have been adamant to maintain contacts and to speak in a more peaceful language and spirit. Efforts have been directed to demonstrate that a majority on each side seeks a negotiated settlement as the only way to resolve the conflict. They called for an immediate cease-fire and troop withdrawal to the pre-September 2000 borders as a condition for the resumption of peace negotiations.

It has been extremely difficult to maintain support for such positions in the current reality characterized by a cycle of terrible violence and a growing sense of hopelessness. Nevertheless, the channels have remained open, and several joint activities have occurred throughout these long months. Reconciliation and demanding an end to the violence on each side, recognizing that joint efforts can affect public opinion and influence the leadership in each society.

#### **II. Public Diplomacy Campaign**

The origin of the current proposal was a suggestion to launch a public diplomacy campaign aimed at mobilizing support for peace between the two peoples. It was decided to formulate a Statement of Principles (Annex1) that could function as a platform for joint Israeli-Palestinian activities, and to use the occasion of the signing ceremony of this statement as a launching pad for the campaign. The signing ceremony took place on 28<sup>th</sup> December 2001 at the New Imperial Hotel at Jaffa Gate, and was attended by hundreds of participants from both sides. It was then decided to use the premise of the New Imperial

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Hotel as the headquarters of the People's Peace Campaign, a forum where pro-peace Israeli, Palestinian, and international activists can meet, discuss, exchange ideas, and plan joint events for their peace mobilization campaign. The creation of such a headquarters, precisely during these difficult times, is in itself symbolic of a new energy and determination among those who maintain that civil society projects can support a negotiated peace.

The New Imperial Hotel is located immediately within the Jaffa Gate in Old Jerusalem. It is an historic landmark with available space, where Israelis, Palestinians, and guests from the international community can meet. There are plans to convert existing facilities into offices and halls for peace activities.

If this location is successfully activated on a routine basis, it will be a home not only for peace activities founded upon co-existence and cooperation for convinced activists, but will also draw Israelis and Palestinians who have not previously been involved in such endeavors. Thus, the New Imperial Hotel will serve as the anchor of a broad-based outreach Public Diplomacy Campaign.

The program planned begins in Jerusalem but reaches out throughout Palestine and Israel. The People's Peace Campaign is national in conception and will implement events throughout the area, according to specific conditions.

### **III. Program**

#### **A. Campaign Activity**

##### **i. Non-Violent Actions**

First, it is intend to mobilize Israelis and Palestinians to join in non-violent activity calling for the end to the occupation, and continued negotiations and reconciliation between Israelis and Palestinians. Because such activity is difficult and untried in this region, training and experimental activities will be necessary. When this aspect of the peace campaign is prepared, a series of small and large actions will be launched whose aim is to demonstrate that non-violent and joint activities have a greater positive impact than their opposites. Second, we will use the same volunteers to work together for peace in dramatic joint activities.

##### **ii. Petition Campaign (Annex 1)**

This petition will be distributed as widely as possible through the e-mail and direct person-to-person contact, thus conducting a signature campaign to gather thousands of signatures from each side. Such forms of public diplomacy will not only raise awareness of the support that peace efforts have within Palestinian and Israeli society, but will also put pressure on the governments

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and leadership of both communities to act in a way that will ensure security and independence for both communities.

### **B. Dialogue Activities**

#### **i. Cross Community Dialogue**

Bi-weekly cultural discussions will take place. Palestinians and Israelis will come to learn about each other, or together learn about a subject of common interest. They will also enjoy activities that are interesting or enjoyable such as movies, plays, etc. The specific subjects will be chosen by the participants. As part of this activity an Internet site will be operated.

#### **ii. Lecture Campaign**

Guest lecturers will be invited to speak on a variety of topics of mutual concern and interest to the participants.

The above activities will be prepared as peaceful joint actions, designed to demonstrate that there is a partner with whom one can work to mobilize the forces for peace in each society. There is a new need today to develop dialogue in the shadow of violence and hatred. We believe that the People's Peace Campaign will pioneer this work.

### **IV. Duration:**

**The duration of this project will be 6 to 12 months:**

**Campaign Activity: 6 months**

**Dialogue Activities: 12 months**

**Starting date: July 1<sup>st</sup>, 2002**

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### **IV) Public Diplomacy Proposed Budget (in Euros)**

<b>First:</b>	<b>Petition Campaign</b>	
<b>I.</b>	<b>Personnel</b>	
	Central Coordinator	9,600
	Regional Coordinators (10X6X500)	30,000
	Secretary	6,000
	<i>Sub-total</i>	<b>45,000</b>
<b>II.</b>	<b>Field Expenses</b>	
	Stationary	2,000
	Transportation	5,000
	Field meetings & Accommodation	2,000
	Communications	3,000
	<i>Sub-total</i>	<b>10,000</b>
<b>III.</b>	<b>Facilitation</b>	
	Field meetings & Accommodation	8,000
	Beverages and Food	2,000
	<i>Sub-total</i>	<b>10,000</b>
<b>IV.</b>	<b>Miscellaneous</b>	5,000
	<i>Sub total</i>	<b>5,000</b>
	<b>TOTAL for the first component</b>	<b>70,000</b>
<b>Second:</b>	<b>Dialogue Program</b>	
<b>I.</b>	<b>Personnel</b>	
	Coordinator	9,600
	Lecturers & Scholars: 50 X 200 per meeting: (Political, Music, Cultural, Democratic, others)	10,000
	Secretary	6,000
	<i>Sub-total</i>	<b>25,000</b>
<b>II.</b>	<b>Office Expenses</b>	
	Stationary	2,000
	Pamphlets - 5	3,000
	Publications	5,000
	<i>Sub-total</i>	<b>10,000</b>
<b>III.</b>	<b>Facilitation</b>	
	Hall and Sound System	3,000
	Beverages and Food	2,000
	Transportation (including airline fares)	5,000
	Hospitality	2,000
	<i>Sub-total</i>	<b>12,000</b>
<b>IV.</b>	<b>Miscellaneous</b>	3,000
	<i>Sub total</i>	<b>3,000</b>
	<b>TOTAL for the first component</b>	<b>50,000</b>
	<b>GRAND TOTAL</b>	<b>120,000</b>

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### Annex 1 – Foundational Document

The foundation document of the People's Peace Campaign was a joint statement prepared for the 28<sup>th</sup> December, 2001 launching of the New Imperial Hotel Center.

#### **Time for Peace**

#### *Israeli-Palestinian Campaign – December 2001*

*We, the people, Palestinians and Israelis who seek peace and regret the deterioration in the situation that has led to a terrible loss of human life, grave suffering and an ongoing disregard for human rights.*

*We support a cessation of violence between the two peoples, a lifting of restrictions on Palestinian movement, and a return to negotiations which will lead to the end of the occupation on the basis on UN Resolution 242. We call for the immediate initiation of negotiation on the permanent status agreement, which should be based on the following principles:*

- 1) *The adoption of a two state solution which guarantees the Israeli and Palestinian peoples the right to live in human dignity and security in their own independent states along the 1967 boundaries. Israeli settlements will be removed from the Palestinian State.*
- 2) *The city of Jerusalem will contain two capitals for two states.*
- 3) *A just and equitable resolution to the Palestinian refugee issue will be reached.*

*We call on all Israelis and Palestinians who accept these principles to join in a campaign that will translate them into reality.*

*We invite the international community to support this campaign launched by the Israeli-Palestinian Coalition for Peace.*