



EUROPAL FORUM

منتدى التواصل الأوروبي الفلسطيني

We Believe in Palestine

Activist Toolkit

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EuroPal Forum is an independent organisation advocating Palestinian rights and working to achieve a positive and accurate public opinion on Palestine.

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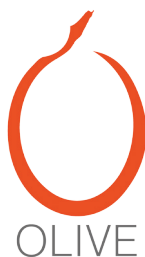
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Introduction

Palestinians under Israeli occupation, including refugees living in the diaspora, continue to suffer because a negligent international community has failed to protect their freedoms and rights. This toolkit is intended to give Palestinian rights supporters the essential information and advice needed to campaign for justice for Palestinians under Israeli occupation, both all-year-round and during times of heightened levels of Israeli oppression.

We have adapted the contents from a similar toolkit for pro-Israel supporters who seek to justify the occupation of Palestine, maintaining the violent and unjust status quo. This toolkit contains 'how to' guides and sets out the basics for each kind of campaign activity, including fact sheets about key aspects of the case for justice in Palestine.

The key to shifting British foreign policy on Palestine is to continue informing public opinion about Israel's settler colonial project in Palestine and to develop individual personal relationships with people, making us better placed to influence them.



There is an understandable desire by everyone to do the high profile side of campaigning for Palestine, like speaking to the media and government officials.

However, this means that we have often neglected the base of opinion makers that creates the political environment in which MPs and the media are influenced. These people include our neighbours, colleagues, community leaders, and our local MPs and ward councillors.

We Believe in Palestine's purpose is to develop and support a grassroots network advocating for Palestinian rights.

In an ideal democracy, decision-makers are influenced by grassroots public opinion, or at least what they think the public want. Thus, in order to maintain the balance of public opinion in the UK, we need everyone who supports Palestine to develop relationships in their local area, reaching out to the wider community, especially with opinion makers.

For most supporters of Palestinian rights, the most useful thing you can do is to focus on these local relationships. We need you to reach out to your friends and colleagues, the media, and to your local MP, councillors and other opinion makers.

If your local MP supports Israel's oppression of Palestinians during heightened levels of aggression, they need to hear from you and their constituents that this position is against public opinion, not to mention international law. Write to them and present your view.

For example, during Israel's 2008-2009 brutal attacks on Gaza, then Hendon MP Andrew Dismore received many letters of criticism after he publicly supported Israeli aggression. Although pro-Israel campaigners also mobilised to show him support, they were far outnumbered and he was subsequently voted out of office.

! Remember:

You do not need to be an expert to have influence - nobody knows everything, so do not worry and do not pretend. Be yourself and smile!

Section 1

'How to' guides:

Influencing people

Who can you influence?

The starting point is your friends and contacts. After mapping out the people you know, you need to categorise what you know about their views about Palestine:

- If they are already supporters of Palestinian rights, you need to think about how to mobilise them to campaign alongside you.
- If you do not know where they stand or they are undecided, you need to work out which arguments for ending the occupation of Palestine will resonate most with them based on what you know about their views on other issues.
- If you know they are hostile to the Palestinian cause, you need to assess whether they are so committed to this position that they are not worth arguing with, or whether they are open to hearing the viewpoints of the oppressed.

Once you have made this assessment, you need to decide what form of communication will work best with which person. In some cases, it might be very formal lobbying, such as attending an MP or other local elected representative's public surgery or writing to them. In other cases, particularly with personal friends, it could be far more informal, for instance a discussion over lunch, coffee, a drink or at a dinner party.

You also need to look at the people you should know. Who are the potential people of influence in your area? Think in terms of local MPs and councillors, the leaders of mosques, churches and other faith groups, and newspaper editors. Look at the ways you can engage with them on an all-year-round basis, so that when a crisis comes involving heightened Israeli aggression they already know you, will listen to you and respect your opinions.

People often over-focus on elected representatives and overlook the wider circle of local opinion makers who are listened to and can influence those elected representatives. The letters page in your local paper will often give you a good idea of who the most vocal local opinion makers are - try to engage and cultivate relationships with them. It is worth thinking carefully about who is the most appropriate person to contact them if they have not been contacted before: think about who in your local network would be most likely to get a meeting or have their invitation accepted by a target local opinion maker.

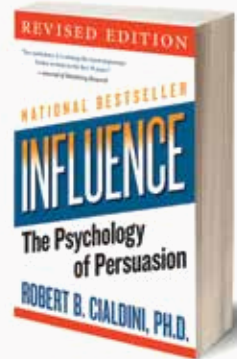
How to influence people?

There are a number of key steps to consider every time you try to influence someone:

1. Decide exactly what your objective is.
2. Define your message.
3. Identify your target audience.
4. Tailor your message to the audience.
5. Identify the most effective delivery mechanism for that message and that audience - is it a letter, meeting, phone call or media coverage?
6. Execute the communication.
7. Evaluate how well it worked - did you shift any opinions?

Dr. Robert Cialdini is an American professor of marketing, business and psychology who has an international reputation as a specialist in the fields of persuasion, compliance, and negotiation. His book *Influence: The Psychology of Persuasion* (New York: William Morrow & Co, 1993) is one potential guide for how to influence and persuade people.

In his book, Cialdini identifies six fundamental principles that determine human behaviour and therefore need to be remembered when trying to influence people:



- 1. Reciprocation.** People try to repay, in kind, what another person has provided them. (Respect and listening can come into this category).
- 2. Consistency.** People feel a nearly obsessive desire to be, and appear to be, consistent with what they have already done or a stance they have already taken.
- 3. Social proof.** One way in which people decide what is correct is to find out what other people think is correct (especially when they view those others as similar to themselves - this is where role models come in).
- 4. Liking.** People prefer to say yes to requests from someone they know and like.
- 5. Authority or 'perceived authority'.** Many people have a deep-seated sense of duty to authority, or confidence in those seen as an authoritative source.
- 6. Scarcity.** Opportunities seem more valuable to people when their availability is limited (exclusivity - hence, personal invitations to your home for dinner).

An effective way to engage people in a discussion about Israel-Palestine is to invite them into your own home for dinner. Supporters of Israel's occupation of Palestine use the same tactic. The Jewish Chronicle Online ran an article in 2010 about organising dinner parties to discuss Israel, with Jewish guests ranging the political spectrum.¹

We would also suggest for you to invite a mixed group with half the guests being supporters of Palestinian rights who will be patient enough to spend time trying to convince the other half of guests who should be undecided and/or liberally minded.

Remember, this is all about relationships. People are very flattered to be invited to dinner. Do not underestimate your own influence. Most people want to be asked. Most people support rights for all. Unless you reach out, you will never be able to persuade people of Palestine's case and it leaves the field open to ignorance and apathy.

Lobbying MPs

There are a number of ways in which you can lobby MPs (and other elected representatives and candidates for public office). Please do not be daunted: the most powerful tool in our democracy is a handwritten letter to your MP. We are all capable of being influential.

You can approach MPs in the following ways:

- Write them a letter (at the House of Commons, London, SW1A 0AA) or email - all MPs' email addresses can be found on the website www.findyourmp.parliament.uk.
- Ask to meet them at their local surgery in the constituency - usually at the Town Hall or a local library. The location will be on their website or in the local paper (check they are happy to see people about issues as well as just personal casework).
- Ask to meet them at the House of Commons.
- Ask them to visit a community organisation you are involved in.
- Invite them to your home or for dinner.

The more personal the communication, the more chance it will get read; i.e.

individually tailored letters have more impact than postcard campaigns or generic letters.

You need to research the MP you are going to approach and work out which angle to take:

- Do they have a relevant policy interest? Google their own websites House of Commons website - what debates have they taken part in? What EDMs have they signed?
- Are they a member of a relevant All Party Group?
- Have they ever spoken for or against Palestine in the Commons?

Good starting points to research about MPs, including their contact details, are the websites www.theyworkforyou.com and www.parliament.uk.

You can also look at the relevant websites of party groupings in support of Palestine:

- Labour Friends of Palestine www.lfpme.org
- Liberal Democrat Friends of Palestine www.ldfp.eu
- SNP Friends of Palestine www.SNPFoP.scot



All MPs have to get re-elected to stay in power; therefore, they need to care about what their constituents think. The main reason they will agree to see somebody is if you are one of their constituents - always state this at the start of any communication. If you can evidence that there are a reasonable number of local voters who share your views on Palestine this will have an impact. However, please remember that MPs are representatives not delegates; they may have their own strong views already and will react very badly to bullying, electoral threats or coercion.



Any contact with an MP, or any other elected representative or candidate, needs to have a particular 'ask'. You need to think carefully about what you want them to do, for example:

- Write to a local paper?
- Vote in a particular way?
- Sign an Early Day Motion?
- Speak at a debate?
- Table a written or oral question to ministers?
- Lobby officials or ministers or shadow ministers in writing or in person?
- Come to a meeting?
- Sign a petition?
- Or 'not' do the above, depending on the issue?

Contacting editors

Letters to the editor are an easy, quick way to share your opinions. It is something any member of the public with a spare moment can do. A letter should remain short, focused, and only have one central point. Each specific newspaper will have its own regulations, which you can usually find on their website, but you should expect to write a letter that is about 150 words long and to include your contact information for verification purposes.

Here are some quick tips on letter writing:

- Address a specific article, editorial, or op-ed.
- Write and send the letter ASAP.
- Make sure you write with a cool head.
- Follow the newspaper's specific letter to the editor regulations.
- Think of the newspaper's audience when deciding the best tone.
- Avoid clichés but do not be scared to consult a dictionary or thesaurus.
- Letters from ordinary members of the public are more powerful than from those already known to have a political agenda.
- Keep coming back when opponents pen a reply (readers love to follow a letters battle and expect a written challenge to be answered).
- Avoid writing anything remotely libellous - always check your facts and assertions.
- If you are writing to someone you know you need to personalise the letter. The more you make it specific to the individual, the more likely you are to get the person you are writing to engage and respond.
- Do not presume that people know things: spell it out, but succinctly.
- Get a friend, colleague or family member to honestly review your letter. Critical feedback only makes our arguments stronger.
- Do not get discouraged if your letters are not published; this is normal. Keep trying.

Boycott, Divestment and Sanctions (BDS)

One of the most effective tools for campaigning for Palestinian rights in recent years has been the Boycott, Divestment and Sanctions (BDS) movement. Initiated by Palestinian civil society in 2005, the BDS movement has grown into an international campaign to hold Israel accountable for its continued crimes against the Palestinian people.

According to the official BDS website **bdsmovement.net**:

Boycotts target products and companies (Israeli and international) that profit from the violation of Palestinian rights, as well as Israeli sporting, cultural and academic institutions. Anyone can boycott Israeli goods, simply by making sure that they do not buy produce made in Israel or by Israeli companies. Campaigners and groups call on consumers not to buy Israeli goods and on businesses not to buy or sell them.

Israeli cultural and academic institutions directly contribute to maintaining, defending or whitewashing the oppression of Palestinians, as Israel deliberately tries to boost its image internationally through academic and cultural collaborations. As part of the boycott, academics, artists and consumers are campaigning against such collaboration and 'rebranding'. A growing number of artists have refused to exhibit or play in Israel.

Divestment means targeting corporations complicit in the violation of Palestinian rights and ensuring that the likes of university investment portfolios and pension funds are not used to finance such companies. These efforts raise awareness about the reality of Israel's policies and encourage companies to use their economic influence to pressure Israel to end its systematic denial of Palestinian rights.

Sanctions are an essential part of demonstrating disapproval for a country's actions. Israel's membership of various diplomatic and economic forums provides both an unmerited veneer of respectability and material support for its crimes. By calling for sanctions against Israel, campaigners educate society about violations of international law and seek to end the complicity of other nations in these violations.

Section 2

'How to' guides:

Communications skills

General communication skills

The key to effective communication is to know your audience, whether talking to an individual or a group. Good communicators always know who their audience is; they know how to tailor their message.

Establish your objective before you start. Again, it is the same for a group or an individual. You first need to know what you are trying to achieve, then you can establish the message and structure your conversation or presentation accordingly.

It is difficult to teach communication skills - you have to learn from experience. So, as always, practice is essential, both to improve your skills generally and also to make the best of each individual presentation you make. To be effective, you need to get over your embarrassment and be confident. Your audience will be able to tell if you are unpractised, and they could misread this and doubt your message. If you are lacking confidence, it will undermine your message. However, there is a fine line between confidence and arrogance, which is a turn off, as it alienates your audience and undermines your mission. You have to respect your audience. If you do not, why should they respect you?

What you say to people should be concise, to the point and tell an interesting story. Indeed, telling stories is a crucial way to spark people's interest.

In addition to the obvious things, like content and visual aids, the following are just as important, as the audience will be subconsciously taking them in:

- Your voice - how you say your words is as important as what you say. Thus, you should always watch your volume and tone.
- Body language - your body movements also express your attitudes and thoughts. Your posture, hand gestures and eye contact are all important.
- Appearance - first impressions influence people's attitudes to you. Dress appropriately for the occasion; whatever you wear should complement your message and not detract from it.

Here are some things to consider for your presentation:

Prepare what you are going to say carefully and logically, just as you would for a written report. Think about what the main points and the objectives of the talk are. Make a list of these two priorities as your starting point.

If you are making an oral presentation, write it out roughly. Use a conversational tone. Then review the draft. You will find things that are irrelevant or superfluous - delete them. Check the story is consistent and flows smoothly. If there are things you cannot easily express, possibly because of doubt about your understanding, it is better to leave them unsaid.

Try not to read from a script. Instead, prepare a written outline, bullet points or use cue cards that have key words and phrases on them. Blank postcards are ideal for the latter, but do not forget to number the cards in case you drop them.

Rehearse your presentation out loud - to yourself at first and then in front of some friends or colleagues, if possible. You cannot rehearse enough; you have to practice all the time.

Look at your audience frequently throughout your presentation to gauge whether or not they are following you or losing interest. Audience participation is also a good way of gauging where the audience is. By asking them questions intermittently, it ensures that you know where their thoughts are and allows you to adapt your presentation accordingly.

Play 'devil's advocate' with yourself. Think about possible objections to your own arguments and have some responses ready. This is difficult, as it requires empathy with those who disagree with you, but it is necessary. You can have the most fluent presentation in the world, but if you appear flummoxed by hostile questions, you will lose credibility.

Never pretend to know everything! It is not credible and you will lose respect. Being humble and honest when you do not know something or are unsure gets the audience on your side. It creates a sense of trust, which means that when you do know something, even when it contradicts what they think, they will still listen to you.

Greet the audience (for example, 'Good morning, ladies and gentlemen'), and tell them who you are. Good presentations then generally follow this formula:

1. Briefly introduce to the audience what you are going to be telling them.
2. Then tell them.
3. At the end, reaffirm what you have told them and stress why it is important.

Other tips to consider:

- Keep to the time allowed. If you can, keep it short. It is usually better to under-run than to over-run.
- Speak clearly. Do not shout or whisper - judge the acoustics of the room.
- Do not rush, or speak too slowly. Be natural.
- Deliberately pause at key points - this has the effect of emphasising the importance of a particular point you are making.
- Avoid jokes, unless you are a natural expert.
- To make a presentation interesting, change your delivery, but not too obviously, alternating your pitch and delivery.
- Use your hands to emphasise points, but do not indulge in too much hand waving.
- People can, over time, unintentionally develop irritating habits. Ask colleagues occasionally what they think of your style.
- Look at the audience as much as possible, but do not fix on one individual - it can be intimidating. Pitch your presentation to the whole audience, especially in larger rooms.

- Avoid moving about too much. Pacing up and down can unnerve the audience, although some animation is desirable.
- Keep an eye on the audience's body language. Know when to stop and also when to cut out a part of a presentation.
- Most importantly, be sincere and enthusiastic about what you are presenting.

Frequency and type of communication

Do not forget the 80/20 rule: for anything that you are 'doing' in a campaign, you need to spend about four times that effort to communicate what you are doing. So, if you spend 20 per cent of your time 'doing' something, you should spend 80 per cent of it communicating about 'doing' that something.

The reason constant communication is so essential is twofold. One is because it takes many repetitions before any message sinks in. And second is because making noise is required to achieve political change. So as frustrating as it may seem, if you think you have communicated your messages enough, think again and communicate more. Never presume that people know what your message is already: check and check again.



The more personal your communications with someone, the more successful they will generally be. Sending people emails is not enough - you need to follow-up emails with phone calls or meetings.

And remember: a hand-written letter carries a lot more weight than an email.

What to do during times of heightened Israeli aggression

Because Israel's occupation of Palestine is relentless, Palestinians are in a constant state of resistance. However, Western media and politicians always try to change the conversation during times of heightened Israeli aggression by stressing Israel's right to self-defence, omitting that Israel is actually defending its illegal occupation and under humanitarian law, there is no 'right to occupy'. Ironically, this means that we must speak up for Palestinian rights even more loudly when Israeli violence is most visible to Western eyes.

During times of heightened Israeli aggression, DO NOT:

- Panic
- Lose your temper
- Shout - it alienates people
- Write or call without first checking your facts
- Presume people know things - most people in the UK do not follow the detail of events in the Middle East and presumptions of knowledge can alienate people who are ill-informed but not hostile

When Israel strikes again, DO:

- Look at e-mail updates from organisations like the Palestine Solidarity Campaign (www.palestinecampaign.org) for the latest facts about the situation and key arguments.
- Forward these email updates to your contacts.
- Check for further information on the websites of rights organisations like: Adalah (www.adalah.org), Amnesty International (www.amnesty.org.uk), and Palestinian Centre for Human Rights (www.pchrgaza.org).
- Make sure your local MP knows where you stand by writing to them and attending their surgery.
- Write to newspapers arguing the Palestinian side of the story (including your local newspaper if it carries letters about non-local issues).
- Take part in radio phone-ins.
- Comment on blogs, or write a blog post if you have a blog.
- State your views on Twitter, Facebook and other social media.
- Stay calm - empathy is necessary and so getting emotional is fine,

but consistently rational arguments almost always trump emotional outbursts.

- Show respect for other viewpoints by taking them seriously.
- Remind yourself that if you are not telling someone the facts, it may be that no one else ever will.
- Remember that the better your relations are with people before any escalation of violence, the better the chance is that they will listen to what you are saying during a time of crisis. Similarly, when Israel strikes it is very difficult to suddenly start communicating with people you have never communicated with before.
- Finally, remember your friends, neighbours and family - never presume that others are already speaking to other people. The most important thing you can do is to talk to people locally. Do not shy away from conversations and make it easy for people to approach you and ask questions.

Dealing with the media: Interviews

We do not expect every supporter of Palestinian rights to engage with the media. If you do not feel confident doing it, it is better to pass off the opportunity to spokespeople who are more experienced in media relations.

However, if you do get the opportunity to appear in the media and are eager to do so, here are some useful interview tips:

Prior to the interview:

- Think about what you are trying to communicate.
- Find out as much as you can about the journalist and his/her views and interests.
- Ask about the format of the interview: how many questions, how long, live or pre-recorded? Ask for a set of questions in advance.
- Make sure you prepare your message and stick to it (repetition is good as long as you are addressing the interviewer's questions).
- At all times remember the audience and not the interviewer. You are in someone's living room or kitchen - you need to talk as you would when a guest in someone else's home.

When asked uncomfortable questions:

- Try to recall the most concrete facts and figures to back up your message.
- Just state the most relevant facts.
- Never lose your temper, always remain calm.

During the interview, make sure you are: prepared, clear, convincing, credible and focused. Remember to always be gracious and smile where appropriate!

Forms of evidence/support:

- Remember that sound bites can be powerful when used expertly.
- Personal experience stories are also very effective.
- Use third party endorsements to enhance your credibility - have a list of supporters and quotes from NGOs, personalities and politicians ready if you can.
- DO NOT use jargon - keep it simple!
- Decide on two or three key messages.
- Make the strongest point first, and then support it.

Try to contextualise the Palestinian struggle under occupation by saying:

- The most important point is...
- The big picture here is...
- One thing to remember is...
- Let's put things into perspective...
- 'First let me address your question on...'

However, do not say:

- As I have already said...
- As I said earlier...

Rules of engagement

Do:

- Prepare
- Take control
- Listen to the other's perspective
- Set key messages
- Keep on point



Do not:

- Let your guard down
- Lose your temper
- Digress into an acrimonious tit for tat
- Think you can 'wing it'
- Attack - always have empathy

And remember the three C's!

1. Control
2. Credibility
3. Confidence

Telephone interviews

- Prepare and know your talking points.
- Cross off your key points as you go.
- Stand up, even if nobody is watching.
- Never forget you are in an interview.



Off the record

- Remember that a journalist is never off duty and neither are you.
- Keep in mind that the journalist always has his/her own need for a good story in mind when s/he is asking you questions. So if you do not want to see it in print, do not say it.

Photos and Press Releases

You might want to get coverage in a local newspaper for your campaign activities. Usually, only one out of every ten press releases are featured in any newspaper, so do not get discouraged if it takes you several attempts before your story gets published.

A press release has far more chance of getting coverage if there is a photo opportunity, or a good quality photo that you can supply to illustrate the story (always get permission!).

Key tips for successful photos:

- Use visual props that people will associate with your campaign.
- Phone the newspaper's photographer and discuss with them what would make a great picture.

When writing a press release, try not to be overly specialised and avoid jargon. At the same time, do not make it too general and target it only to appropriate audiences.

Press releases should be entitled 'Press release' and need to include:

- A date of release.
- A short, catchy headline containing the basics of the story: what is happening, where and when, and who is involved.
- Brief context, including key facts.
- A quote from a named spokesperson.
- Your contact details for further inquiries.
- 'ENDS' at the bottom to avoid any confusion.

A press release should ideally be only one page long. Remember that many journalists will cut and paste details of the press release in any write up, and so it is important that it reads the same way you would want any article about your news to read.

If distributing it via e-mail, it is better to include the text of the press release within the email, in addition to any formatted document as an attachment.

After sending out press releases, call up the journalists to discuss the campaign and how you can keep them informed about what you are doing. Also, chase up reporters after an event to check if they will be featuring your story.

Remember that you need to keep to the production schedule of local media if you want them to carry your stories. This means that copy deadlines are sacrosanct; the media are rarely interested in a week-old, or 'stale', news story.

Even when you are dealing with an international issue like Israel's occupation of Palestine, you should have a local link or example to capture the interest of the local media.

Unusual news angles and photographs help to attract the interest of the media, but do not be tempted into doing anything too 'zany' just to oblige a photographer or journalist. Inappropriate comments or photographs can come back 'to bite you' years later.

Remember, if you have cultivated relationships, you are far more likely to get your news stories in the paper. Journalists are human beings doing a job and if you help them get good stories then they will value you as a contact.

Media monitoring

If you see or hear anything in the media that is unfairly biased for Israel or omitting the reality of Israel's occupation of Palestine, then make your views known. Not the title of the programme, make a list of your objections and contact the television or radio station.

BBC feedback@bbc.co.uk or www.bbc.co.uk/news/contact-us

BBC complaints bbc.co.uk/complaints/forms or 03700 100 222

Channel 4 www.channel4.com/4viewers/contact-us

Channel 5 customerservices@channel5.com, 020 8612 7700 or 03457 05 05 05

CNN edition.cnn.com/feedback

ITV viewerservices@itv.com or 0344 88 14150 (option four)

SKY TV viewerR@sky.uk or 03442 410 265

Basics of leaflets and direct mail

Leaflets are a good, inexpensive and traditional way of getting your message directly to people, particularly if you are finding it difficult to get media coverage.

The average leaflet has a lifespan of about six seconds - the time it takes to carry what is assumed to be junk mail from the door to the waste bin. Therefore, it is essential to keep the following recommendations in mind when creating leaflets:

- Any message in a leaflet needs to be summarised in a very big and eye-catching headline.
- Remember your target audience and use an appropriate style. A creative approach or even a lively tabloid style with short punchy articles is far more likely to be read and remembered than dense and worthy text.
- Black and white materials are cheaper to produce than full colour materials, and so it is always worth considering if a piece of printed material needs to be produced in colour.
- All printed materials involve significant costs, thus it is important that they are targeted and delivered only to those people and areas that can justify the necessary expense.
- Remember that printed materials take time to produce and to distribute, and so a realistic production and distribution timetable is required for all printed materials and the question of topicality and continued relevance is always a factor.

Leaflets should generally:

- Be easy to read
- Be illustrated creatively with eye-catching pictures
- Not contain too many words
- Be well designed and laid out
- Look good visually - stand out from the crowd
- Be as locally specific as possible

When possible, try to highlight local personalities in leaflets. Seeing somebody you know in a photo creates interest and gets people to pay attention.

If you have a set of names and addresses, it is a lot better to send people enveloped letters (known as direct mail) rather than leaflets, as they are more likely to read these. Even an impersonal letter addressed to 'the resident' generally works better than a leaflet.

Top tips:

- Decide the population that you want to write to.
- Are there other target groups for your campaign?
- Decide what the message of your direct mail is.
- Decide on the tone of voice and what information to include.
- Write in the language style that your target group will best respond to.
- Choose photos that will have meaning for your readers and are connected to the issues you are writing about.
- Use clear and snappy headlines with local content to generate reader interest.
- Tell people how they can get involved in the campaign.
- Include a method for people to respond to you (return stamp, phone number, website and/or email address).
- Follow up on all responses and keep people informed about the progress of the campaign.
- Thank people for any support that they give.

Basics of sending campaign emails

Emails are the quickest way of keeping your network of supporters up to date. However, they often get deleted without being read, so when action is required emails always need to be followed up with more personal forms of contact.

❗ PLEASE NOTE:

If you are keeping personal data such as email addresses, you need to be registered with the Information Commissioners' Office because of the Data Protection Act (www.ico.org.uk/for_organisations).

Some tips:

- Always blind copy emails (i.e. put the addresses in the BCC line).
- Always give people the chance to opt out of receiving further emails.
- Collect people's email addresses when you are campaigning.
- If you have a very large email list you can manage it and send emails using a system like MailChimp (www.mailchimp.com), which is free for up to 2,000 subscribers.
- Work with local community groups to share messages.
- Ask supporters to forward your emails to their friends and to sign up their friends and family to your email list.
- Share message content on social media.

Before composing email messages, think about:

- What do you know about the people you are emailing? Do you need to introduce yourself, the campaign and the key issues?
- From where did you get their email addresses? Is this a solicited or unsolicited email?
- What is the tone of the email? You do not want to be over-familiar, but email is not as formal as a letter. Use your natural voice, so that people get a sense of who you are.
- The level of information you need to include in an initial email and then how you can follow this up.
- Why have you sent this email? Be clear about what it is you are asking people to do and why they should do it.

Tips for writing the e-mail:

- Adapt your style to suit your audience.
- Make the email feel personal. Even if you are writing to a group of people, you want it to feel like you are communicating with an individual.
- Do not write more than is necessary. Get to the main point quickly; no need for long introductions.
- Keep the paragraphs short in number and short in length.
- Sum up the main details of the campaign and what action you are going to take.

And for once you have sent the email:

- Set aside some time to keep on top of the email responses you receive, and to respond to them promptly. Be consistent with your tone of voice.
- How often do you need to update people on the progress of the campaign? Ask yourself how urgent is this issue for the audience - do you need to update them daily, weekly, monthly or just when something happens?

Using social media

People are increasingly looking online to get news and views and to network and debate. If you feel comfortable using social media, it is a key space for advocacy of Palestinian rights.

Blogs

The blogging community is an important audience to reach out to. You should engage blogs at every opportunity, either by commenting on existing blog posts or creating original entries.

Participate, even if it is only a few lines, in the comment section of the many blogs that are active online. Just like you respond to scurrilous emails that are sent to your inbox, we also encourage you to respond to your local blogs and other online community forums.

You may also wish to consider starting your own blog or having a personal blog on a major blog (many blogs and campaign sites allow this).

Here are some quick tips:

- Blog early and often.
- Blog comments can be as short as a couple of lines, while a full blog entry can be short or as long as a standard op-ed (700 words).
- Blog locally.

The two main platforms for creating a blog of your own are Blogger (www.blogger.com) and WordPress (www.wordpress.com). Both are very easy to use and the sites help you through setting up a blog step-by-step.

You can build readership for your own blog by:

- Commenting on other blogs and linking back to yours.
- Promoting the link to your blog or to specific posts you have written in emails, on Twitter or on Facebook, and quoting your blog address in offline material such as letters to the media or leaflets.
- Emailing writers of other blogs to draw their attention to your best posts.

You can use Google blog search (www.google.com/blogsearch) to search for blogs that are talking about Palestinian rights or a specific issue relating to Israel's occupation, and use it to set up email monitoring alerts to keep you up to date.

Twitter

Twitter is a micro-blogging site where you share pithy comments in less than 140 characters. It is a popular medium to interact directly with senior politicians and journalists.

It is easy to sign up here twitter.com.

Start by following the Twitter feed of people you expect to express views on Israel's occupation of Palestine, or by searching for Palestinian rights and related terms. Argue with people's tweets if you disagree with them, or retweet their views if you like them.

Facebook

Facebook is another major social-networking site. You can sign up here www.facebook.com.

Facebook can be used like Twitter to broadcast your views to your online 'friends' or to comment on views that they express. There are privacy options that limit who is able to view your posts, or to make posts available to the wider public.

Facebook also has features enabling users to set up groups and events, as well as to support causes, which is a great way to organise Palestine supporters online.

Countering racist arguments

There are situations where it is essential to counteract racist incidents and rhetoric. Try to first determine what is malicious, for example anti-Arab or Islamophobic, and what is ignorance, in order to deal with them differently. Also, you must at all times remember the audience that will be hearing or reading your response. Even if the individual is malicious, you can still lose a bigger audience if you reply in the wrong way. Remember that two wrongs do not make a right, so keep your cool. Be patient. Respond with accurate information in a succinct fashion to specific racist materials in the media. And remember: do not make it personal, i.e. about the person, as it annoys the audience - stick to the issue. In the media, it is most effective to do so in the form of letters to the editor.

Be sure to frequently cite a number of different trusted sources in your arguments, as using only overtly pro-Palestine sources invites criticism and allows readers to easily dismiss your arguments. Independent sources are often more trusted. Also, people who have no reason to support your argument are also good to quote. They are your unusual suspects, the opinion formers that people listen to when they talk, even if they are not experts on the issue.

Research anti-Arab or Islamophobic speakers or writers and come prepared with pointed questions to challenge their racism and inaccuracies.

When racist materials and/or rhetoric appear, you should publicly condemn them. However, keep in mind that Zionists have a range of politics and attitudes towards Palestine.

Be careful with the language and rhetoric you use. It is easy to fall into arguments adopting the framework of 'us' and 'them' and to generalise about Israelis, when you are actually only referring to specific groups, lobbies, political organisations, the government, and so on. You should also be aware when addressing Western audiences, as you can presume too much knowledge and that leads to miscommunication and irritation in the audience.

Do not be shrill in responding to others, as it may alienate those people who are undecided. Somebody who is interested enough to ask questions is a person you can reason with, so do not make the mistake of presuming that everyone is an enemy. People may be ignorant, but they are not stupid. They need you to respect and educate them.

Israel's occupation of Palestine is a complicated topic in the countries that support it. In order to strategically respond to the anti-Palestine campaign, you must educate yourself and your peers on the nuances of the issues. However, remember that no one knows everything. To admit that you don't know something often gains you the respect of your audience.

Making a Speech

Occasionally, there may be opportunities to address a meeting about the case for justice in Palestine or even to go head-to-head with people who disagree.

Only agree to speak if you feel comfortable about it; otherwise try to get an experienced speaker from a national organisation.

Things to consider if you are invited to debate:

- How many people will attend the event?
- What will the starting point be? Debates tend to attract people who already have strong views, so think carefully about how much time you should commit to attending an event with an audience whose mind may be largely made up.
- Make sure you are up to date on the latest news about the occupation at the Institute for Middle East Understanding website (imeu.org).
- Identify the key message that you want people to take away from the meeting, and make sure that you keep bringing the argument back to that message.
- Know your opponent. Think about what angle s/he is going to approach the debate from, and be ready with some rebuttal lines.
- Bring some campaign literature with your contact details on it, so that you have something to give to people who may wish to contact you.

- Prepare by writing an opening speech and rehearsing it to friends. Also time it, as it is easy to overestimate how much you can say if there is a time limit.
- Keep it simple.
- React to the audience and not to the others on the panel.
- Keep calm.
- Do not ridicule or attack someone personally.
- Smile. People respond to positive body language. It also communicates quiet confidence.



Section 3

'How to' guides:

Local organising

Setting up a local campaign group

If you are ready and know some other local supporters of Palestine, then you might want to think about setting up a local campaign group. This is how to do it.

Create a list of local supporters of Palestinian rights with whom you want to regularly communicate. Make sure that all events are clearly posted with the location, purpose and start and finish times. Email is the easiest form of communication, but do not overdo it. Do not send more than one email a week, and preferably send it at the same time each week. For supporters who are not on email, have a monthly mail out or phone call to keep them in touch.

Key tips:

- Meet together monthly or quarterly to agree upon future actions and who is responsible for them.
- It is a good idea to have one person who is locally responsible for recruiting and organising volunteers, but they should not be the only person to do this work.



- Every activity must have someone who is responsible for it. When planning a series of activities, include the name of who will organise the meeting, street stall or letter-writing session. Undertaking a survey of supporters will identify their skills and interests.
- Invest in the training of supporters who want to help in organising activities, as this will mean that the weight of the tasks will be spread amongst more volunteers.
- Plan a range of campaign events on a calendar for the year ahead. Some people like street stalls because they like talking to the public, whilst others will prefer stuffing envelopes over a cup of tea. Make sure that supporters have a range of options.
- You need to make sure that people know about all of your events at least two or three weeks in advance.
- Supplement bulletins by talking to supporters directly. Experience shows that the only real way to get people to help you is to ask them personally, either by email or on the phone.
- Some people may have a specific reason for not helping out - perhaps they are having a busy time at work. Saying 'no' once does not mean 'never'. If people say no during a phone around, they should still be called the next time you are working through the list, unless they have given a reason to excuse themselves permanently.
- When speaking to supporters you need to have a robust system for collecting information about what they are willing to do. You should also keep a record of when you last spoke to them and what was agreed.
- Make it personal.
- Remember that not everyone is as committed as you are, so ensure that there is plenty of fun in what you are offering for others to do. People get involved to be in a social group, as well as to work on an issue that they care about.

Organising a local meeting

House meetings are one way to build up small campaigning groups within a community. Holding the event in a local home will make the event seem very personal and will demonstrate that you are reaching out to engage with the people you are inviting. Find out if any local supporters are happy to hold the event in their kitchen or living room.

Alternatively a local hotspot, like a cafe or a community venue, also provides a safe and familiar territory for a meeting.

Top tips:

- Welcome everybody and be friendly.
- Have an agenda and do not let the meeting over-run.
- Make sure you have a supporter there ready to help you encourage discussion.
- Be ready with a series of questions or topics to discuss so that the conversation is lively.
- Have a sign-in sheet ready to record the names and contact details of people who have attended, especially their email addresses, so you can follow up anything they raise.
- Make notes of issues that people are interested in so that you can send them relevant updates after the event.
- Think about the place you are holding the meeting - if possible, have refreshments available to keep people comfortable, arrange seating in a non-intimidating way, and remember this is an informal discussion group.

Supporter mobilisation meetings

You should aim to hold events that are specifically about involving known supporters of Palestine alongside new recruits in any particular campaign activity.

Every event that you do must have a clear campaigning goal and be:

- Attractive so that people come.
- Social so that people bond and become part of the team.
- Purposeful so that people feel that they have achieved something.

Ideas that work for getting people to come to a supporter mobilisation event include:

- Beginning with a good speaker.
- Showing an interesting film.
- Offering printed materials and information.
- Selecting an unusual venue for the event so that people might want to see inside the building.

If possible, try to avoid having an entry price so that there is no barrier to people coming.

Also make sure that you get the name and contact details of everyone who attends.

And invest in food and drink when organising the event so people can informally mix. Name tags help new people to meet each other. Once people bond and feel a part of the team, they are more likely to come to your subsequent events.

Organising a street stall

You might want to get attention for your campaigning and promote Palestine's case with a stall at a community event, or even a public stall on a local high street.

Things to consider:

- What specific aspects of the case for Palestinian rights will you be talking to people about?
- Where and when will it be best to have a stall?
- Do you need permission?
- What will your stall comprise of?
- How many and which volunteers will you need to help you?

Make sure that you are hosting your stall at the busiest time and best location possible. If it is a public site rather than at an event, go and visit it the week before. Decide where you will pitch your stall so you are visible, while not obstructing the pavement or flow of people.

For a street stall, make sure that you have permission to hold it there. It is courteous to contact the head of the environmental department at the council to let them know that you will be holding a number of street stalls locally. Make sure that you stress you will not be obstructing pavements or the flow of people. Shopping centres and supermarkets are also ideal locations. However, you will need specific permission each time you host a street stall inside them.

Please also be aware that you will need permission to be on bus or train station property. However, you can also be nearby to reach commuters. You will not be allowed to hold a street stall on private property unless you have the owner's permission.

You will need:

- A table or something similar
- Posters, signs and banners
- Clipboards, petitions and/or signup sheets
- Leaflets and/or stickers
- Tape, scissors and/or string
- About four volunteers for the duration of the stall. Ask volunteers if they will help for an hour and then give them an allotted time.

Top tips:

- Smile and look welcoming.
- Invite people to sign petitions, pledge support, or whatever your call to action is. Encourage them to include their mobile number, email address and postal address. Any form that collects personal data in this way needs a disclaimer on it authorising you to use the data to re-contact people.
- Be proactive and engage the public, not each other.
- Do not crowd the stall.



Section 4

'How to' guides:

Influencing other organisations

Communicating with other faith groups

Building solidarity across the different faiths helps to dispel the Israeli claim that its so-called conflict with Palestinians is based on religion. The priority for Palestinian rights campaigners in engaging with faith groups should be to build on personal relationships that you already have with people of other faiths. There is no point in duplicating existing efforts for interfaith solidarity: do your research and speak to local religious and community leaders to find out what mechanisms for engaging with other faiths already exist in your area.

Faith leaders and members of faith groups often have a multiplying effect, in the sense that they can spread positive messages to wide networks easily. The scale and regularity of faith group networks, through services, house groups and community meetings, means that engaging with one group can often lead to a whole network being opened up to you.

Engaging on a personal level with faith group leaders will be of immense importance. It will be helpful to attend these meetings with either another faith leader who already has dialogue with his/her counterparts from other faiths, a friendly supporter from the congregation, or a national organisation like Jews for Justice in Palestine (jfjfp.com) and Friends of Sabeel UK (www.friendsofsabeel.org.uk).

In conjunction with the relevant group leaders, organise an event with the wider faith community. This can be a meeting at a place of worship, at a house or at a coffee shop, depending on what local faith group leaders think is appropriate. This meeting must be strongly based on the premise of building long-term solidarity.

Approach meetings from the perspective that you are engaging in a listening exercise to learn, or gain a greater understanding of the concerns of the particular faith community that you are meeting with regarding the campaign for justice in Palestine.

Remember, first contact is all-important. If faith groups are of the persuasion to engage in the issue of Palestinian rights, it will usually be from the point of view that they have something to offer rather than something to learn. Stressing that any meeting will be part of a long-term struggle for social justice is vital.

Do your research and tailor your approach to the individual faith group you are meeting. When speaking to individual groups, using the word 'faith' instead of 'Christianity' or 'Islam' is not recommended, as there is often a perception that you are 'watering down' deeply held beliefs. Do not be afraid to use religious language.

Joining a political party

If you support a particular political party, joining it gives you a voice in its internal structures and the opportunity to influence its stance on Israel's occupation of Palestine.

All the major political parties can be joined online:

Labour Party

join.labour.org.uk or 08705 900 200

Liberal Democrats

www.libdems.org.uk/join_us.aspx or 020 7227 1335

Green Party

www.my.greenparty.org.uk/civicrm/membership/joining

Scottish National Party

www.snp.org/join_as_a_member

Conservative Party

www.conservatives.com/Get_involved/Join.aspx

Just like most membership organisations, political parties are more readily influenced from the inside. If you really want to affect policy, one of the best ways is joining a political party. However, it is not for everyone, so do not join unless you support that particular party.

Joining a trade union

As democratic, member-run organisations, unions can and do take stances on international issues, including Israel's occupation of Palestine.

To find the right union for you and your job, you can call the TUC's 'Join a Union' line on 0870 600 4 882 (national rate, 8am - 9pm Monday - Friday, 9am - 5pm Saturday) or use workSMART's online tools 9 **www.worksmart.org.uk** to help you choose.

There is a list of all trade unions affiliated to the TUC online at **www.tuc.org.uk/tuc/unions_main.cfm** which includes a brief description of what occupations they recruit from.

Some professions e.g. teaching, journalism, have specialist unions which only represent that profession. If your occupation does not have a specific union, the largest unions will usually have a general section that would be happy to recruit you. These are:

Unite www.unitetheunion.org

Recruits in manufacturing, engineering, energy, construction, IT, defence aerospace, motor industry, civil aviation, chemicals and pharmaceuticals, steel and metals, shipbuilding, scientists, technologists, professional and managerial staff, electronics and telecommunications, tobacco, food and drink, textiles, ceramics, paper, printing, professional staff in universities, commercial sales, the voluntary sector, banking and financial services, and the National Health Service, administrative, clerical, technical and supervisory; agriculture; building, construction and civil engineering; chemical, oil and rubber manufacture; civil air transport; docks and waterways; food, drink and tobacco; general workers; passenger services; power and engineering; public services; road transport commercial; textiles; vehicle building and automotive.

Unison www.unison.org.uk

Recruits in local government, health care, the water, gas and electricity industries, further and higher education, schools, transport, voluntary sector, housing associations, police support staff.

GMB www.gmb.org.uk

Recruits in public services - primarily NHS, local government, care education; also engineering, construction, shipbuilding, energy, catering, security, civil air transport, aerospace, defence, clothing, textiles, retail, hotel, chemicals, utilities, offshore, food production and distribution. Trade Unions are membership organisations and are best influenced from the inside. They are a tightly knit community and do not react well to people or groups from the outside telling them what to do. However, individual union members may be very different.

Do not presume that just because someone is a member of a particular trade union that they are active or aware of its policy on Palestine. They are very receptive to people reaching out and befriending them - being interested in what they think.

It is only by joining and building relationships with union members that we can continue building support for Palestinian rights across Trade Unions.

Organising on Campus

There are several active groups on campus supporting Palestinian rights, including:

- UK Student Palestine Solidarity
(www.studentpalestinesolidarity.org.uk)
- UK Students for Justice in Palestine
(www.facebook.com/UKStudentsforPalestine)
- British Committee for the Universities of Palestine (BRICUP)
(www.bricup.org.uk)
- Federation of Student Islamic Societies (FOSIS)
(www.fosis.org.uk)

Activities on campus in support of Palestinian rights happen all year round. However, Israel Apartheid Week (apartheidweek.org) takes place annually in cities around the world, including in the UK, hosting many exciting events on campus.

Some of the most passionate advocates of Palestinian rights are students, so do not be shy - get involved. And remember, there is power in numbers.



Section 5

Fact Sheets

Judaism, Zionism and anti-Semitism

Judaism is one of the world's oldest monotheistic religions.

Discrimination against the Jewish people, commonly known as anti-Semitism, is just as abhorrent as any other form of racial or religious discrimination. For that reason, anti-Semitism must always be opposed—vigorously.

Zionism is something different. Zionism is a political ideology dating back to the nineteenth century and the foundation of a political project to justify immigrant Jews dominating over the indigenous people of Palestine. The project of Zionism is based upon both religious and racial exclusion: Theodor Herzl, an early proponent of Zionism, hoped Israel would become 'a rampart of Europe against Asia, an outpost of civilisation as opposed to barbarism'.

When Israel and its supporters seek to conflate anti-Zionism and anti-Semitism, in what they are calling the 'New anti-Semitism', they are deliberately seeking to silence any criticism of the crimes that the state of Israel, in the name of Zionism, commits and abets.

Myths about the 'peace process'

The following myths are adapted from American campaigner Josh Ruebner.²

Myth #1:

The Oslo Accords committed Israel to stop colonising Palestinian lands

The Oslo Accords did not give the interim governing Palestinian body, the Palestinian Authority, any jurisdiction over the illegal settlements established by Israel in the occupied Palestinian territories. In fact, under

Oslo, Israel retained sole discretion to expropriate additional Palestinian land for settlements and other purposes such as military firing ranges.

Myth #2:

The Oslo Accords heralded the establishment of a Palestinian state

Rather than promise eventual statehood, Israel designed the Oslo Accords to afford Palestinians in the occupied territories a severely circumscribed form of autonomy exercised under the heavy hand of perpetual Israeli dominance. What Israel offered to the PLO at Camp David and in every permanent status negotiation thereafter was a 'statehood' devoid of sovereignty; permanent subjugation dressed up as independence. Such a 'state' would be territorially discontinuous, hemmed in by annexed Israeli settlements and military bases, and with no control over its borders, water, airspace, electromagnetic fields, or ability to conduct an independent foreign policy or raise an army.

Myth #3:

The Oslo Accords levelled the playing field by creating a Palestinian government

Israel and the Palestine Liberation Organisation established the Palestinian Authority in May 1994. The authority was endowed with the trappings of governmental power, including ministries, and presidential and parliamentary elections, but was never meant to be a permanent governing structure exercising sovereignty. In fact, it lost its legal standing after the five-year interim period ended in 1999, before Israel and the Palestine Liberation Organisation even began permanent status negotiations aimed at ending the occupation.

Myth #4:

The US is an 'honest broker' in Israeli-Palestinian negotiations

From the outset of the Oslo process it was transparently clear that the United States was coordinating its positions with Israel and then teaming up against the Palestinian negotiating team to try to impose agreements on Israel's terms. Aaron David Miller, a key figure in the peace process in the Clinton and Bush administrations, confessed that '[f]or far too long, many American officials involved in Arab-Israeli peacemaking, myself included, have acted as Israel's attorney, catering and coordinating with

the Israelis at the expense of successful peace negotiations.’³ His boss at the State Department, Dennis Ross, was even more forthright in his description of how the US rigged the peace process game in Israel’s favour. In his memoir, *The Missing Peace*, Ross admitted that ‘[w]e would take Israeli ideas or ideas that the Israelis could live with and work them over—trying to increase their attractiveness to the Arabs while trying to get the Arabs to scale back their expectations.’⁴

Myth #5:

The Obama Administration is fundamentally different than its predecessors

President Barack Obama did not have the stomach to go to the mat with the Israel lobby and by mid-2009 his firm calls for Israel to abandon its colonisation of Palestinian land vanished and former Senate Majority Leader George Mitchell, his Special Envoy for Middle East Peace, was bureaucratically outmanoeuvred by Dennis Ross, who proceeded to bring a chastised Obama back in line with failed ‘peace process’ approaches from the past. The US then spent the next year pressuring the Palestinians to return to the negotiating table for yet another doomed round of talks as Israel continued to nakedly colonise land supposedly meant for a future Palestinian state. All the while, the Obama administration worked diligently to scuttle international attempts to hold Israel accountable for war crimes documented by the UN Human Rights Council and, later, Palestine’s bid to join the UN.

Palestinian statehood

In the absence of any viable peace negotiations, the Palestinian Authority has increasingly turned to the international community for recognition. This effort has achieved symbolic democratic support for a Palestinians state, even if the conditions on the ground for Palestinians have only continued to worsen under Israeli occupation.

To date, 136 countries around the world have recognised a Palestinian state; the exception are mostly Western countries. However, in recent years, several Western parliaments have passed nonbinding resolutions urging their governments to recognise statehood. So far, only Sweden has taken this step. Here is a timeline of the major events:

- **November 2012** The UN General Assembly voted to upgrade the status of Palestine to 'non-member observer state'.
- **October 2014** The British parliament votes to recommend Palestinian statehood and the Swedish government officially recognises the state of Palestine.
- **November 2014** The Spanish parliament votes to recommend Palestinian statehood.
- **December 2014** The French, Irish and Portuguese parliaments vote to recommend Palestinian statehood.
- **December 2014** The EU backs Palestinian statehood 'in principle'.
- **February 2015** The Italian parliament votes to recommend Palestinian statehood.
- **December 2015** The Greek parliament votes to recognise Palestinian statehood.
- **January 2016** The Vatican officially recognises the state of Palestine.

Ethnic cleansing

Ethnic cleansing is the systematic forced removal of ethnic groups from a given territory by a more powerful ethnic group, with the intent of making the territory ethnically homogeneous. Israel began ethnically cleansing Palestine during the 1948 Nakba, or catastrophe, when about 700,000 Palestinians were forced to flee their homeland. Since then, Israel has continued to ethnically cleanse Palestinians, whether by demolishing their homes,⁵ acquiring their land and building illegal settlements,⁶ imprisoning them without charging them of any crime,⁷ severely restricting their movement,⁸ or resorting to the full horror of military force.⁹

International law

As the occupying power, Israel is ultimately responsible for the safety and welfare of the civilian population in the Palestinian territories under its control, including the Gaza Strip. These obligations are set out in international humanitarian law, primarily as contained in The Hague

Convention Regulations (1907) and the Fourth Geneva Convention Relative to the Protection of Civilian Persons in Time of War (1949).

- Article 33 of the Fourth Geneva Convention prohibits collective punishment of civilians, stating: 'No protected person may be punished for an offence he or she has not personally committed. Collective penalties and likewise all measures of intimidation or of terrorism are prohibited.'
- Article 55 of the Fourth Geneva Convention stipulates that the 'Occupying Power has the duty of ensuring the food and medical supplies of the population.'
- Article 56 of the Fourth Geneva Convention states that 'the Occupying Power has the duty of ensuring and maintaining... the medical and hospital establishments and services, public health and hygiene in the occupied territory.'

Illegality of settlements

The international community is in agreement regarding the illegality of Israeli settlements. Settlements are in contravention of Article 46 of The Hague Convention, which prohibits the confiscation of private property in occupied territory;¹⁰ and Article 55, which stipulates that the occupying state shall be regarded only as administrator of public buildings, real estate, forests and agricultural estates, without altering them.¹¹ Furthermore, Article 49 of the Fourth Geneva Convention explicitly states that, 'the occupying power shall not deport or transfer parts of its own civilian population into the territory it occupies.'¹²

Two UN Security Council Resolutions have also condemned Israeli settlements in particular. Resolution 446 asserts that, 'the policy and practices of Israel in establishing settlements in the Palestinian and other Arab territories occupied since 1967 have no legal validity and constitute a serious obstruction to achieving a comprehensive, just and lasting peace in the Middle East'.¹³ Resolution 465 'calls upon the Government and people of Israel' to cease the establishment of settlements and dismantle those.¹⁴

Additionally, when the International Court of Justice was asked by the UN General Assembly in 2004 about the legality of Israel's proposed apartheid wall, now a *fait accompli*, the court found that: 'Israeli settlements in the Occupied Palestinian Territory (including East Jerusalem) have been established in breach of international law.'¹⁵

Occupation facts

Since the Arab-Israeli war of June 1967, Israel has been militarily occupying the Palestinian West Bank, East Jerusalem and Gaza Strip, as well as the Syrian Golan Heights.

In small areas of the West Bank, the Palestinian Authority, which was created under the terms of the supposedly interim Oslo Accords during the 1990s, exercises some governing responsibilities; however, it exists under the auspices of the Israeli military. Ultimately, even those Palestinians who live in areas nominally under the authority's control are ruled by the Israeli military. Under Oslo, the West Bank is divided into three categories:

- 1. Area A:** Under nominal civil and security control of the Palestinian Authority; however, the authority operates at the discretion of Israel while the Israeli military makes incursions into Area A on a regular basis. Area A comprises approximately 19 per cent of the West Bank and is where most Palestinians live.
- 2. Area B:** Under nominal civil control of the Palestinian Authority with Israeli security control. Area B comprises approximately 21 per cent of the West Bank.
- 3. Area C:** Under full Israeli military and civil control. Area C comprises approximately 60 per cent of the West Bank and is where most Jewish settlers live.

Overall in the West Bank, Israel has instituted a dual system of laws for Jewish settlers and Palestinians. Jewish settlers are governed by the laws of Israel and are accorded the full rights of Israeli citizenship, including the right to vote, while Palestinians are ruled by Israeli military decree. According to a 2010 Human Rights Watch report entitled 'Separate and Unequal: Israel's Discriminatory Treatment of Palestinians in the Occupied Palestinian Territories': ***'Palestinians face systematic discrimination merely because of their race, ethnicity, and national origin, depriving them of electricity, water, schools, and access to roads, while nearby Jewish settlers enjoy all of these state-provided benefits... While Israeli settlements flourish, Palestinians under Israeli control live in a time warp - not just separate, not just unequal, but sometimes even pushed off their lands and out of their homes.'***¹⁶

In Gaza, Hamas maintains control over the tiny, crowded coastal strip, but Israel remains an occupying power despite the withdrawal of some 8,000 settlers in 2005, because its military still controls what is allowed in and out of besieged Gaza, as well as its airspace and coastline, meeting the legal definition of 'effective control' for an occupying power.

Resistance versus terrorism

'One man's freedom fighter is another's terrorist'—Primal Scream, Star

Many in the West are unable or unwilling to understand how violence committed by Palestinians, including movements like Hamas and other resistance groups, is a response to already existing oppression, and instead view it as a provocation. They do not get beyond their visceral reaction to violence, and consider armed resistance groups as terrorists, without also recognising the reality of Israeli occupation. Recognising the occupation does not mean sacrificing a critical perspective to those resisting occupation. But unfortunately, most of us in the West simply mistranslate the discourse of resistance into hatred, violence and intolerance in order to justify harsh policies against those resisting oppression.

Apartheid in Palestine and South Africa

As defined by the UN, apartheid is the domination of one racial or ethnic group over another.¹⁷ Apartheid was originally an Afrikaans term; the Israeli establishment prefers the Hebrew word *hafrada* (segregation) to describe its own policies.¹⁸

However, a growing number of observers, including former US President Jimmy Carter, have concluded that the regime that Israel has instituted in the occupied territories constitutes a form of apartheid. Others who have compared Israel's occupation regime to apartheid include Archbishop Emeritus Desmond Tutu, one of the heroes of the anti-apartheid struggle in South Africa, and former Israeli Prime Minister Ehud Barak, who warned in 1999: ***'Every attempt to keep hold of [Israel and the occupied territories] as one political entity leads, necessarily,***

*to either a nondemocratic or a non-Jewish state. Because if the Palestinians vote, then it is a binational state, and if they don't vote it is an apartheid state.'*¹⁹

Siege of Gaza

Palestinians in the Gaza Strip, 70 per cent of whom are refugees, have lived under a draconian siege imposed by Israel since 2007. The Israeli authorities unilaterally control the entry and exit of goods and people by land, sea and air, with the exception of the civilian Rafah Crossing with Egypt. Some basic humanitarian goods are allowed to enter into the Strip, but never enough, while other necessary goods are entirely forbidden. People also cannot exit and enter Gaza freely, not even for commercial and humanitarian purposes. These restrictions are why many, including UN officials, refer to Gaza as an 'open air prison'.

Because Israel maintains control over the Gaza Strip, international law requires it to facilitate normal life for the Palestinians living there, including allowing access for civilian goods and people to enter into and exit from the Strip. Indeed, on 14 June 2012, the 50 organisations and agencies within the UN issued a joint statement saying that Israel's siege is in violation of international law and calling 'with one voice' to 'end the blockade now'.²⁰

However, years later in 2016, the illegal siege of Gaza continues.

In summer 2014, the latest humanitarian emergency was declared in the Gaza Strip, following intense Israeli aerial and navy bombardment. A ceasefire came into force on 26 August, de-escalating, but not terminating, Israel's military aggression. According to the UN Office for the Coordination of Humanitarian Affairs (OCHA): 'the scale of destruction, devastation and displacement during the 50 days of conflict is unprecedented in Gaza, since at least the start of the Israeli occupation in 1967. The humanitarian impact of these hostilities comes against a backdrop of heightened vulnerability and instability in Gaza.'²¹

UN figures show that as many as 80,000 Palestinian homes were damaged or destroyed during Israel's summer 2014 military campaign, and as of December 2014, more than 106,000 of Gaza's 1.8 million remain displaced in UN shelters and with host families.

Rebuilding the ruins has been next to impossible because the Israeli siege prevents construction materials from reaching the Strip. Furthermore, after the July 2013 military coup in Egypt, the Egyptian authorities have destroyed most of the underground tunnels that were built to resist the siege - Gaza's last lifeline. And after summer 2014, Egypt also increased restrictions on the Rafah Crossing. Citing the Border and Crossing Authority in Gaza, OCHA reports that as of December 2014 there were around 10,000 registered people, including over a thousand medical patients, waiting to exit Gaza.²²

Jerusalem

In 1967 Israel seized East Jerusalem, the home of many significant holy sites for Muslims, Christians and Jews, as well as the proposed capital for any future Palestinian state.

Since then, Israel has increasingly undertaken measures - including checkpoints, restrictions on Palestinian movement, housing demolitions, the construction of an apartheid wall, the confiscation of Palestinian lands, and the building of Jewish-only settlements - that are threatening to push out the Palestinian presence from Jerusalem entirely.

Indeed, according to a report issued in December 2012 by the International Crisis Group, Jerusalem 'no longer is the city it was' even 'in 2000, when Israelis and Palestinians first negotiated its fate'.²³ The UN Conference on Trade and Development (UNCTAD) issued a report the following year stating that the Palestinian economy in East Jerusalem 'has been progressively isolated and constricted due to Israel's separation policies'.

According to the UNCTAD report, 'it has been estimated that the Israeli separation barrier has imposed over \$1 billion in direct losses to the economy of East Jerusalem since its construction began in 2003'. Furthermore, the poverty rate of Palestinian households rose from 68 per cent (in 2009) to 77 per cent (in 2010)... The available data indicate that 82 per cent of Palestinian children in East Jerusalem were living in poverty in 2010.'²⁴

As former UN Special Rapporteur to the occupied Palestinian territories Richard Falk reminds us, the International Court of Justice has been

‘unequivocal’ in its conclusion that Israel’s construction of the separation wall in occupied Palestine is ‘contrary to international law’.²⁵ In addition to the wall, there are 22 military checkpoints in and around Jerusalem.



Section 6

Resources

Think tanks and academic departments

Al-Shabaka – The Palestinian Policy Network

www.al-shabaka.org/en

Centre for Palestine Studies (SOAS)

www.soas.ac.uk/lmei-cps

Institute for Palestine Studies

www.palestine-studies.org

European Centre for Palestine Studies

www.socialsciences.exeter.ac.uk/iaais/research/centres/palestine

Media websites

EuroPal Forum Media Hub

www.europalforum.org.uk/en

Electronic Intifada

www.electronicintifada.net

Middle East Eye

www.middleeasteye.net

Middle East Monitor

www.middleeastmonitor.com

Mondoweiss

www.mondoweiss.net

MAAN

www.maannews.com

Friends of AlAqsa

www.foa.org.uk

+972 Magazine

www.972mag.com

Palestine Chronicle

www.palestinechronicle.com

Al Jazeera Media Network

www.aljazeera.com

Russia Today

www.rt.com

PRESS TV

www.presstv.com

Wafa

www.english.wafa.ps

Mondoweiss

www.mondoweiss.net

IMEMC

www.imemc.org

ALRAY

www.alray.ps/en

Palestine Monitor

www.palestinemonitor.org

PCHR Gaza

www.pchrgaza.org/en

IMEU

www.imeu.org

ECC Palestine

www.eccpalestine.org

Palestine Return Centre

www.prc.org.uk

Intifada Palestine

www.intifada-palestine.com

BADIL

www.badil.org/en

Palestine News Network

www.english.pnn.ps

PACBI

www.pacbi.org

UN News Centre

www.un.org/apps/news

Human Rights Watch

www.hrw.org/middle-east/n-africa/israel/palestine

CAABU

www.caabu.org

World Bank

www.worldbank.org

Palestinian Information Centre

www.english.palinfo.com

ICAHD

www.icahd.org

Politico

www.politico.eu

European Council

www.consilium.europa.eu/en/home

World Health Organisation

www.who.int/en/

UN Security Council Reports

<http://www.securitycouncilreport.org/un-documents/israelpalestine/>

Advocacy groups

EuroPal Forum

www.europalforum.org.uk/en

Friends of Al-Aqsa

www.foa.org.uk

Palestine Solidarity Campaign

www.palestinecampaign.org

Scottish Palestine Solidarity Campaign

www.scottishpsc.org.uk

Palestine Briefings - Martin Linton

www.palestinebriefing.org

How to source and check sources

It is always best to access original research when quoting sources, rather than using secondary sources that can rely on incorrect information and hearsay. Try to find the first author or journalist to publish the quotation or data, and look at the actual think tank reports rather than what the media says about them.

Google Books (**www.books.google.co.uk**) allows you to check particular quotations and find the correct author, publisher and page number.

Google Reverse Image Search (**www.images.google.com**) allows you to upload an image to check the authenticity and genealogy of any particular image.

Google Scholar (www.scholar.google.co.uk) allows you to search for academic articles on Israel's occupation of Palestine and related issues.

List of Zionist organisations in the UK and abroad:

American Jewish Committee

www.ajc.org

British Israel Coalition

www.bicpac.co.uk

Britain Israel Communications & Research Centre (BICOM)

www.bicom.org.uk

British-Israel Chamber of Commerce

www.bicc-nw.org

Board of Deputies of British Jews

www.bod.org.uk

CAMERA

www.camera.org

Christian Friends of Israel

www.cfi.org.uk

Clarion Project

www.clarionproject.org

Community Security Trust

www.cst.org.uk

Conservative Friends of Israel

www.cfoi.co.uk

European Foundation for Democracy

www.europeandemocracy.eu

Friends of Israel Initiative

www.friendsofisraelinitiative.org

Gatestone Institute

www.gatestoneinstitute.org

Henry Jackson Society

www.henryjacksonsociety.org

Honest Reporting

www.honestreporting.com

Israel Solidarity Campaign

www.theisc.org.uk

Jewish Chronicle

www.thejc.com

Jewish Defence League UK

www.jdl-uk.org

Jewish Labour Movement

www.twitter.com/jewishlabour

Jewish Leadership Council

www.thejlc.org

Jewish National Fund

www.jnf.co.uk

Labour Friends of Israel

www.lfi.org.uk

Liberal Democrat Friends of Israel

www.ldfi.org.uk

MEMRI

www.memri.org

Middle East Forum

www.meforum.org

NGO Monitor

www.ngo-monitor.org

One Family UK

www.onefamilyuk.org

Shurat HaDin

www.israellawcenter.org

Stand With Us UK

www.standwithus.com

Students Rights

www.studentrights.org.uk

UKIP Friends of Israel

www.ukipfoi.moonfruit.com

United Jewish Israel Appeal

www.ujia.org

UN Watch

www.unwatch.org/en

UK Media Watch

www.ukmediawatch.org

We Believe in Israel

www.webelieveinisrael.org.uk

Zionist Federation

www.zionist.org.uk

Endnotes

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- ³ Aaron David Miller, 'Israel's lawyer', *The Washington Post*, 23 May 2005. <http://www.washingtonpost.com/wp-dyn/content/article/22/05/2005/AR2005052200883.html>. Accessed 4 January 2016.
- ⁴ Dennis Ross, *The Missing Peace: The Inside Story of the Fight for Middle East Peace* (New York: Farrar, Straus and Giroux, 2004), p.55.
- ⁵ See the 'Get the facts', Israeli Committee Against Housing Demolitions. <http://www.icahd.org/the-facts>. Accessed 1 September 2015.
- ⁶ See 'Settlements', B'Tselem – The Israeli Information Center for Human Rights in the Occupied Territories. <http://www.btselem.org/settlements>. Accessed 1 September 2015.
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- ¹¹ 'Rule 51, Section B', International Committee of the Red Cross, n.d. https://www.icrc.org/customary-ihl/eng/docs/v2_rul_rule51_sectionb. Accessed 4 January 2016.
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- ¹³ 'Resolution 446', UN, 22 March 1979. <http://daccess-dds-ny.un.org/doc/RESOLUTION/GEN/NR60/370/0/IMG/NR037060.pdf?OpenElement>. Accessed 4 January 2016.
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- ¹⁵ 'Legal Consequences of the Construction of a Wall in the Occupied Palestinian Territory', International Court of Justice, 9 July 2004. <http://www.icj-cij.org/docket/files/1677/131.pdf>. Accessed 4 January 2016.
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- ²¹ 'Gaza Crisis', OCHA, n.d. <http://www.ochaopt.org/content.aspx?id=1010361>. Accessed 4 January 2016.
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Notes

This image shows a single page from a notebook or ledger. It features a series of evenly spaced horizontal lines across its entire width, providing space for writing. The lines are thin and dark, set against a plain white background. There are no margins, text, or other markings present on the page.

Notes

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