

OPERATION 1325

CROSSING THE BRIDGE

REPORT FROM A SEMINAR IN CYPRUS, OCTOBER 2009
WITH WOMEN ACTIVISTS FROM ISRAEL AND PALESTINE ON UNSCR 1325



Contents

Foreword	3
Background information	4
Day 1	
Introduction	7
Reviewing last year's work	7
Day 2	9
Barriers between Israelis and Palestinians (also in groups)	11
Day 3	14
Media campaigning and Advocacy	15
Media message	15
Defining the media message	16
Marketing and delivering the media message	17
Media Types: 'The Medium is the Message'	17
Press releases (PR)	18
Opinion editorials ('Op-eds') and Articles	18
Press conference	18
Media event	18
Day 4	20
Media campaign	20
Lobby and advocacy campaign	20
Public advocacy	20
Legal advocacy	20
Parliamentary lobby	20
International advocacy	20
Important to remember	20
Media interview and public appearances	21
Speech	21
Short evaluation of the whole seminar	22

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Foreword

Women are not only victims in conflict, but agents for positive change. What women still lack, is coherent and practical support from the international community. Women need that support to secure their places in decision-making positions, to help end conflicts and to rebuild their respective countries to ensure sustainable peace. The UN Security Council Resolution 1325 on Women, Peace and Security, adopted in October 2000, expresses a strong commitment to increase the representation of women at all stages of peace processes, including peacekeeping, peace building and post-conflict reconstruction. Nevertheless, women cannot wait for the international community to act; women are undertaking the role models as peace agents. Hence, in the end of October 2009 a group of women from Israel, Palestine and Sweden met in Cyprus, for a bridge-building seminar to explore how media and creative advocacy can be instrumental for women's efforts as peace agents.

Soon, next year, we will celebrate the 10th anniversary since the resolution 1325 was adopted in October 2000. The UN General Secretary still expresses a strong commitment to recognise and improve the position of women in conflict and peace processes. Several new resolutions have been adopted by the UN Security Council to renew measures to improve women's participation in peace, and protect women and girls from sexual violence in armed conflicts: resolutions 1820/2008, 1888/2009. The last resolution that was adopted recently, in the beginning of October 2009 (1889/2009), requires further actions to fulfil women's right to participate in the entire peace process, including also increased involvement of women in political and economic decision-making. In preparation to the 10th anniversary a steering committee will be appointed within UN to strengthen coordination of efforts around the resolution.

There have been many actions taken during these nine years of existence of the resolution. UNIFEM reports however that of almost 17.000 projects for 23 post-conflict countries from 2006 to 2008, less than 3 percent targeted gender issues. Women accounted for just seven percent of the negotiations.

(UN document S/2009/490)

Since some years back Operation 1325 and the Palestinian Conflict Resolution Centre Wi'am in Bethlehem have been committed to open space for Israeli, Palestinian and Swedish women to support the implementation of the resolution 1325. This bridge-building seminar in October 2009 was built on earlier exchange and experiences, and looks forward to the 10th anniversary. Some 20 experienced women met in an interactive process of sharing and learning about how to act and be familiarized to the public sphere under the coined concept of "We need the power not the flower – from baking to decision making". What is not exposed in media does not exist! The seminar created the space for the women to work together as well as working in two groups of Israeli and Palestinian women to forge action plans to formulate the media message out of different needs, aspects and contexts. Women have to be agents in media in order to show the peace actions taken by women. Media means communication. The instrument for communication is language. The shape of language as well as the content of language demonstrate history, tradition and power. The language depending on how it is built, on male or female values, can exclude or include. The language is instrumental for building trust.

The women laid the ground for being seen in the public sphere for the future, and particularly before the 10th anniversary in October 2010. As Ms Asha Haji Elmi, representing the NGO Working Group on Women, Peace and Security, said in the Security Council in October 2009, "However, without accountability for those resolutions, persistent impediments to their implementation would remain. Strong, high-level leadership, a coherent approach towards implementation and a concrete monitoring mechanism to address gaps are needed." (Ms Asha Haji Elmi from Somalia is the 2008 Right Livelihood Award laureate)

Carin Gardbring

*Board member of Operation 1325
2009-12-03*

Background Information

History and long-term objectives

This report is from a seminar with Israeli and Palestinian women held in Cyprus in October 2009. The seminar is the third in a series and constitutes a part of Operation 1325's international work. This work aims at contributing to the further implementation of UNSCR 1325 on women, peace and security. More specifically it strengthens women's organisations in conflict areas in their work for peace and women's participation and input into the peace processes, it offers a forum for exchange between women in different conflict areas, and it builds on experiences and lessons learned that already exist among organisations, agencies and institutions to further the work with United Nations Security Council Resolution 1325 (2000), to build networks and cooperation between different actors to increase the possibility of the resolution's implementation.

In December 2007, Operation 1325 and Wi'am organised a workshop in Jericho, Palestine, with representatives from a number of Palestinian organisations working with women's rights and peace issues. The women met to increase their knowledge of UNSCR 1325, to exchange ideas and experiences and to find new methods and tools to work more effectively, building on their strengths, for the implementation of the resolution and set up strategies for possible collaboration. This event was followed by a bridge-building seminar in Cyprus in the beginning of December 2008, where participants both from Israeli and Palestinian organisations came together, which created a unique opportunity for the Israeli and Palestinian women to meet, share experiences and discuss how they can promote peace in the region.

Organisers

Operation 1325

Despite the fact that many studies show that several steps have been taken towards an implementation of UNSCR 1325, women still form a minority of those who participate in peace and security negotiations. Moreover, they receive less attention than men in contemporary peace negotiations, post-conflict

agreements, disarmament, demobilisation and reconstruction. The fact that resolution 1325 still is unknown by many, even though nine years have passed since it was internationally introduced, is an additional challenge for full implementation.

Having the above mentioned in mind, a number of peace and women's organisations in Sweden created a network 2003 to work for the implementation of UNSCR 1325 as its main goal, both nationally and internationally. This network became an umbrella organisation 2006, and is now called Operation 1325. The organisation gathers five organisations from the Swedish women's and peace movements:

- Swedish Ecumenical Women's Council
- The Federation of International Associations for Immigrant Women
- UNIFEM National Committee Sweden
- Women for Peace, Swedish section
- Women's International League for Peace and Freedom, Swedish section

The organisation also collaborates closely with the Swedish Women's Lobby, and through these organisations Operation 1325 reaches out to more than one million women in Sweden.

The aim of Operation 1325 is to contribute to the implementation of UNSCR 1325 by departing from its first paragraph: "Resolution 1325 [...] urges Member States to ensure increased representation of women at all decision-making levels in national, regional, and international institutions and mechanisms for the prevention, management, and resolu-

tion of conflict.” This is based on the conviction that conflicts must be dealt with through peaceful and democratic means. Through information dissemination, training courses, advocacy and lobbying, Operation 1325 works at both national and international levels to achieve this goal, and to strengthen women and women’s organisations and thereby prepare them to work at different levels to prevent, manage and resolve conflict.

Wi’am

Wi’am is a grassroots organisation with the aim to improve the quality of relationships and promote peace and reconciliation in the community, and to build a society based on democratic norms and values. Wi’am provides individuals, families, groups and neighbourhoods with peaceful alternatives to conflict through a number of ways of addressing the conflicts, e.g. dialogue, promoting joint mobilisation around values of peace, democracy and human rights.

The organisation sees that as the need for mediation and conflict resolution in the society has increased, more people have to be activated, and thus works with youth groups, programmes of cross-cultural exchange, and empowerment of women. Wi’am as a local organisation as well as a branch of the International Fellowship of Reconciliation, seeks to enhance dialogue of religions and cultures through exchange programmes and joint conferences. It coordinates and organises local, regional and international events and projects in an interdisciplinary fashion.

Participating organisations

The three events that have taken place since 2007 have aimed at building on each other, and fulfilling the needs of the participants following extensive evaluations after each event to increase their knowledge. The aim to keep the same participants throughout the process to a feasible extent also stems from a wish to build trust, and create a venue where sustainable relationships between the participants can possibly develop. The participants have been selected on criteria including some basic knowledge of UNSCR 1325, a strategic position within their organisations, and an interest in sharing the information gained at the seminars with their or-



ganisations. They had further shown an interest in pursuing UNSCR 1325 related work on a long term basis in collaboration with other stakeholders.

Objectives of the seminar in Cyprus 2009

The objectives of the seminar were to:

- 1) facilitate and make possible continued contact and collaboration between women’s organisations working for peace in Israel and Palestine through an exchange of experiences.
- 2) offer an area for dialogue between women from Israel and Palestine
- 3) learn more about media, and get advocacy skills as a way of implementing UNSCR 1325.

The first part of the seminar focusing on dialogue and cooperation within the group was facilitated by Diana Francis. Diana is a former President of the International Fellowship of Reconciliation and current Chair of the Committee for Conflict Transforma-

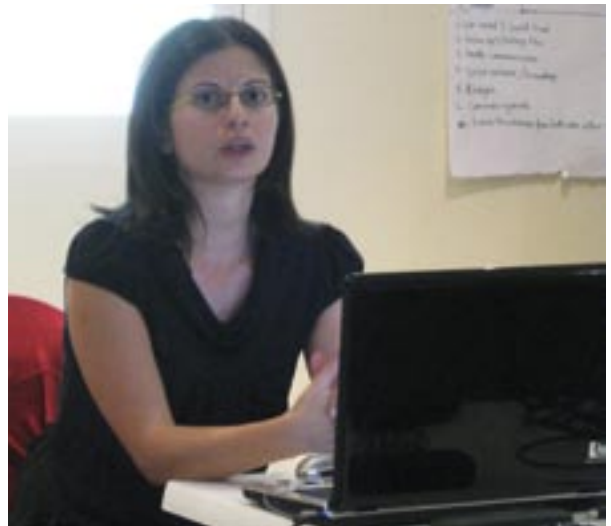


'From baking to decision making'

tion Support. As a freelance facilitator, trainer and consultant, she works mainly with people trying to address political/inter ethnic conflict. She has experience in many countries, including those in the European post-communist world (especially the former Yugoslavia and the Caucasus region), in the Middle East, Africa and Asia. Her doctorate was based on four years of action research into the theory and practise of training for conflict transformation, including not only conflict resolution but also analysis and strategy for nonviolent action for change. She also facilitates dialogue of all kinds.

Within the UK, Diana acts as a facilitator for organisations that wish to evaluate their work; make decisions and plans for the future; strengthen working relationships (both internal and external), and deal with conflict constructively. She is also an active peace campaigner and writer. Her two books, to date, are *People, Peace and Power: Conflict Transformation in Action* (Pluto Press 2002) and *Rethinking War and Peace* (Pluto Press 2004).

The second part focused more on media campaigning and advocacy, following a request from previous seminars to increase participants' skills in this in order to promote and support the implementation of



UNSCR 1325. Educator for this part was Abir Kopty. Abir is a member of the City Council of Nazareth. She is active in several political movements and social change organizations focused on feminism, human rights and Arab-Jewish relations. Among others, Kopty was the spokeswoman of Mossawa, the Advocacy Centre for Arab citizens in Israel and was the general coordinator of the 16th Feminist Conference in Israel. Holding a Master's in Political Communication from the City University of London, she serves as Media consultant and trainer for civil society organisations and commentator/columnist on Israeli television and radio and news websites.

Day 1

Introduction

The first session of the seminar focused on welcoming everyone, introducing the participants, the organisers and the objectives of the seminar. The participants had been involved in Operation 1325 to different degrees. Some of the participants had been attending the Jericho seminar in 2007, some had been at the bridge-building seminar in Cyprus 2008, and for some people this event was their first involvement with Operation 1325.

The facilitator for the first three days, Diana Francis, was introduced and began with a short session identifying the hopes and fears for the seminar. The hopes included a focus on action coming out of the seminar, making UNSCR 1325 a tool for change, not just a paper. The wish to learn more about me

dia and advocacy tools to implement UNSCR 1325 was expressed. There was also a wish to go deep in conversation and work, and to create meaningful relationships among other things.

There were however fears that there would not be any action coming out of the seminar, that the discourse would remain superficial. Another fear was that participants would not be able to use UNSCR 1325 as a tool to fight for women's rights, but get lost in the resolution itself. Working agreements or so-called ground rules were agreed upon.

Reviewing last year's work

The second session focused on reviewing what had happened to the plans made at the last meeting



There were a number of **achievements** from last year including:

- Organisations and individuals being proactive (not just reacting)
- Education work taking place
- Help changing the thinking regarding women and militarism
- Giving practical assistance of different kinds (smaller development or job initiatives)
- Setting things up, like the organisation Lysi Strata and assessing initiatives

A number of **difficulties** were also established in connection to next steps:

- Working with authorities
- Competition of other groups and competitiveness
- Separation (physical, political and psychological)
- Gaps between the dreams and the reality (of poverty and insecurity)
- Loss of energy

Resources we have for our use are:

UNSCR 1325 as a useful umbrella, spiritual resources, inspiration, the possibility of working with young people and with men, and the media.

in Cyprus in December 2008 for those who had been there, and also what other participants had been doing the last year in regards to women and peace.

Two topics were selected out of the discussion for deeper conversation in groups, these two were **militarisation** and **power**. These two groups shortly reported back in plenary.

The discussions continued in pairs discussing models of power (in your society), gender and violence. The day ended with a brief evaluation in plenary and a more in dept-evaluation in base groups that reported back to the 'team'.

Day 2

The second day focused on three issues. The morning started off by continuing the discussion from the previous day about gender, power, and violence. After a presentation of three models to help identifying the forces keeping the violence in place, the group was divided into two (Israelis and Palestinians) to look at a concrete case.

The Palestinian group chose to look at domestic violence. There are legal, political, economic and cultural aspects that support domestic violence. The group specifically focused on the economic aspects as the Palestinian economy is completely intertwined with the occupation and the Israeli policies.

The group suggested that reaching more economic independence for the women in the Palestinian society will help them reach more equality and this will hopefully decrease the domestic violence, as gender discrimination facilitates domestic violence (both physical and psychological). They suggested the following steps to improve the situation:

- 1) Introduce a new law guaranteeing equal rights for men and women (especially in relation to work).
- 2) Raise awareness among women, do advocacy and lobbying for this.
- 3) Train women so they get skills and can be eco-





onomically independent there is a need for micro-projects to help them build on the resources they have at home (as many of them are farmers living in smaller villages).

4) Stress the importance to share success stories in the media. This will encourage other women to try the same thing.

5) Increase networking.

An Israeli participant said that she very much supported this work to reach more gender equality, but that she also wanted to warn that as a woman becomes more equal she could also be seen as a bigger threat to the husband, and this might actually increase the domestic violence.

The Israeli group focused on sexism as the topic of violence. The group identified sexism as 'racism or discrimination of women'. There are issues such as religion, national identity, cultural codes, norms and stereotypes, traditions and militarism, hegemony in the society, language, Zionism, political structures,

and in the struggle for equality, that support the sexism. The group decided to look at the language aspect closer.

Figure 1

Suggested steps were to work to:

- Change work laws and monitor their implementation/ success and make new laws to stop the violence
- Improve people's awareness of the problem
- Demilitarise Israeli society
- Separate religion from state
- Abolish Zionism



The Israeli language has feminine and masculine. But very often, for example in imperative for examples in instructions or directions the singular male tense is always used. And if you have 99 women

and one male in a group you still have to speak to them using the male form of the word. Cooking and cleaning instructions are always in the feminine form. The language itself is also very militaristic, using a lot of words that originate from the military. (See figure 1)

Possible tools to do this include:

- Raising awareness by lectures, seminars etc
- Changing the children's books and school texts
- Issuing feminist publications
- Changing the use of the feminine and masculine in the language in the public arena and write articles that way.
- Inventing a feminist language

Barriers between Israelis and Palestinians (also in groups)

The second session and topic for the day was to look at the barrier for cooperation between Israelis and Palestinians. The issue was framed as: bridging the gap for cooperation.

Each side then had to look at:

Positions (definition (s) of the gap or the barrier):

Needs:

Fears:

The Israeli group started by presenting their barriers which they said partly also included their fears. They had identified and clustered them into



'If war is the answer it must be a very stupid question'

(Graffiti in the Balkans)

1) the emotional barrier: due to the asymmetrical power between the groups, the guilt feelings connected to the occupation, the 'privileged guilt' of the people who have more. The result of this emotional barrier is often that people hold back, they do not always say what they think, or are being overly careful with what they say.

2) the barrier of limited resources: not just limited financial resources, but as many of them work as volunteers they are already very busy and it costs a lot of time and energy. There might also be a sense of need to focus on their own society, as it is their society that is causing the occupation. That is where they should make the change, and therefore choose to focus their time working with this.

The needs they had identified included the need to know that they are welcome (by the Palestinians), the need to make actions that are limited/ specific in times and action, as it is hard to be fully committed for a long term given all above, the need for an arena or an accessible safe place to meet (not just have e-mail contact). Also the need to negotiate/ clarify needs/wills and expectations, and the need for resources was included here.

Their fears included the fear of failure, as failure might leave a legacy that working together is not possible for Israelis and Palestinians. There was also a fear that neither group would be able to meet or measure up to the expectations from the other group. Finally there was a fear of getting hurt, both physically, when going to the West Bank, and psychologically by their own society/circles/families.

The Palestinian group focused on the following gaps or barriers:

It was felt in the group that the communication between the Israelis and Palestinians was affected by the political situation. One example that was mentioned was the lack of support that the Palestinians felt during the Gaza war, when they did not hear much from the Israelis they had just been in a seminar with a month before. Connected to the communication was that the Palestinians felt that

they could not see any real action from the Israeli peace activists, e.g. in the media. On a more group level they also felt that there was not enough trust in the group, and that this led to a limited dialogue and socialisation outside the seminar sessions. Other barriers were the physical barrier between them, and a feeling that there were different agendas and needs in the two groups. Connected to that was mentioned that donors and third parties (funding from abroad) often want Palestinians and Israelis to work together, but that this was not always their agenda.

The Palestinians therefore identified the following needs to build trust within the group: to create a strategy and a common agenda if the group wants to cooperate, and finally to ensure healthy communication and dialogue (also between the seminars). The fears that the Palestinian group had identified included being seen as 'normalised' and ending up on a black-list complicating work with other organisations, or on the Israeli black-list leading to difficulties to travel e.g. to Jerusalem.. Furthermore, there were a number of fears connected to communication, including both the fact that the language issue was difficult (especially without complete trust in the group) and the fear of confrontation (as the group did not want to hurt anyone).

The session ended with some spontaneous comments that it was felt by both Palestinians and Israelis like the group was getting somewhere, as people really spoke what was on their minds, and said what was needed to be said. It was also agreed that building trust is very difficult and that it takes time. It was felt that trust was built on a personal level, by getting to know each other, and that this was very important, and that continuity of the participants in the various seminars that Operation 1325 organises should therefore be encouraged.

The day ended with a discussion in pairs about personal strengths, difficulties (and what it takes to bridge the difficulties) and finally: resources and inspiration. The group then went into the base-groups for evaluation.



Day 3

The day started with a short feedback from the base-groups from the day before. In general people had been very positive to the day. Especially it was felt that the work in the national groups had been very good for various reasons, and that the group dynamics had changed following the afternoon session the day before.

Thursday was divided into two parts: before lunch the focus was on different options for cooperation or non-cooperation, and the afternoon would start the training on media campaign and advocacy. The facilitator mentioned that there seemed to be two themes that were reoccurring:

- Gender justice and women's empowerment
- Ending the occupation

She therefore mentioned three options or models connected to these themes (although the list should not be seen as exhaustive):

- **Option 1** - deepening the knowledge about the work of the 'other side' so that both groups feel that here is a 'partner' - someone out there working for the same thing. However, as the two settings are so different, this option focuses on working within each group's own society to be effective, but to do this work in parallel (on both theme a) and b) above) - knowing that there are people on the other side working in the same direction.

- **Option 2** - is building on model 1) above, i.e. parallel work goes on parallel as situations are so different, but the groups deepen the cooperation somewhat by coming together some times to exchange information and to know about each other. At these meetings the group does some sharing and learning on the above two themes a) and/or b)

- **Option 3** - is to do parallel work on theme a) with a bit of exchange, but when it comes to theme b) 'ending the occupation', the group works more together, coordinating for example advocacy work on both 'sides'. This models means to expand the

solidarity events for the Palestinians that already take place in Israel, but to cooperate for example by using information from Palestine to feed in more clearly in the advocacy work of Israelis. The case of boycotting settlement products was mentioned (Boycott, Divestment and Sanctions), a campaign which was started in the West Bank and was then taken up by the Israeli community as an example.

Following the presentation of these three models to kick-start the thinking on possible cooperation, the participants went into groups to discuss the different options.

The Palestinian group reported back that they preferred the third model, to work in solidarity when it comes to gender justice by sharing experiences and material, and use as examples training courses organised by Operation 1325, and to lobby for change when it comes to laws important for gender justice. And when it comes to b) 'ending the occupation',- to work together with the Israelis to facilitate each other's work, making joint press releases, petitions and statements, engaging in nonviolent demonstrations, to work together to change stereotypes about the 'other', to work to get UNSCR 1325 implemented and to change the policies of the governments on both sides.

The Israeli group said that they would sign up to everything that the Palestinians had just presented. For the Israelis ending the occupation is a feministic issue so the two issues a) and b) go together for them. They would prefer to work mostly within their own society to try to change the public view first, thereby forcing a change in the governmental view. However, next to this the Israeli group would like to have some small projects on a specific issue, and to work with organisations working on the same issue. They would also like to continue to meet in order to exchange information and views, and here Operation 1325 can continue to play an important role. The Israeli group also mentioned that it might be good to map the different initiatives and see what cooperation already exists, and what the niche or



added value of this group could be. Maybe feeding into a database what each organisation is doing exactly, on what topics, and what their expertise and capabilities are. Information sharing in general could however be useful as Israelis often hear that the Palestinians are doing nothing. Therefore the two groups together need to show, through the alternative media, that there is something done on the 'other side'.

It was suggested that the area for cooperation should not be decided upon in this seminar, but that each participant should get a chance to think within her organisation and decide what issues can be advocated for together.

Media campaigning and Advocacy

The media training of the seminar began on Thurs-

day afternoon with a presentation by Abir Kopty, a Palestinian media consultant living in Israel who would be the trainer for the last two days of the seminar. The first session focused on defining what a media message is and how it can be built (media strategy). It started with a general brainstorming about what media is. From the brainstorming it was clear that media was regarded as a powerful tool, but that some people also have a negative feeling about media, viewing it as an enemy. This is often the case when persons feel that they bring a controversial message. Abir mentioned that we can never change or set the agenda of the media, but we can get on the agenda and play with the agenda to a certain extent.

Media message

The media message is the message that we want



to deliver to the media, it is a position that we want to form and deliver.

It is **1)** the content of the message and
2) the shape of the message

Nowadays sometimes the shape becomes more important than the content, but we should not let this happen. There should always be interaction between the content and the shape. The shape should reflect the content and vice versa. The content will also affect the shape and the shape will affect the message.

The definition of a media strategy is the tools and the means that we use to disseminate our message. One needs to think about who the audience is, both when making the content and the shape.

Defining the media message

Defining the media message is a difficult process which includes a lot of research, thinking and learning to come up with a good message.

Identification of the above helps to define the media message: the media message should be only one or two things/ items/statements that should be delivered. It is important not to try to include everything. The media message and the slogan is not the same, the media message is what you want to

The following needs to be identified:

- the goal for the campaign/ institutions
- the goal for the media coverage
- the audience / target group
- if there are difficult or critical questions we might be asked, how do we deal with them?
- expected reactions of the opposition

say, the slogan is what you see on a poster for example. When these are defined, the shape, i.e. how the message should be delivered, needs to be defined. This can be done by looking at appropriate colours, fonts, size, images, sounds, music, effects, language, all the time thinking of who we are turning to, what is our target group? Is it young people? Conservative people? Do we address personalities, i.e. famous people that can deliver the message?

Who are our messengers, i.e. who is sending this message, how are their advocates? Who are the best people to be interviewed, to stand behind our



message? Are these people familiar enough with the message? It is important that you have enough and deep knowledge about the issue, otherwise you cannot make a good message, nor be able to meet critical questions. The two groups then got a change to make their own media strategies by defining the media message and its shape in a fictive 'campaign'.

Marketing and delivering the media message

A number of things should be taken into consideration when planning and delivering the media message, such as what the uniqueness is –how the message can compete with others who want to draw the media's attention. What is the best, most effective and available medium to deliver the message? What

are the human and financial resources available? What is the best timing? What are relevant events we can plan within the campaign to help reach the media? What is the duration of the campaign? Etcetera.

Media Types: 'The Medium is the Message'

The media needs to be approached differently pending on the medium. The medium also dictates how the message is delivered, the shape and its content. Abir explained the different types of media that exist, as well as what interests the media, and how this can be used to get media attention for events or news that we want them to focus on.

She also presented a list of rules for effective relationship with the media, which included aspects

like credibility, social and personal relations, connectivity etcetera.

Press releases (PR)

One of the most important tools to reach the media with, is a press release. This tool can provide information on an activity or event, a position, a report or research that has been done etcetera. Press releases should be no more than 1- 1,5 pages, be clear and understandable to the reader, include the main points --but not all information you want to share-- date and contact info. Additional information on the PR topic, background, info, statistics etcetera can be attached to the PR. The first paragraph of the press release should answer the five questions of Who? What? Where? When? and Why?

Opinion editorials ('Op-eds') and Articles

Articles are a powerful tool to impact and give opportunities to express a position and influence the public opinion. An article can also be a tool to reach out to media (as you might be interviewed by TV or radio after having written an article). An article's first and last paragraphs are the most important, and these should include what you want and what you suggest as a solution. It is important that there is a link between the paragraphs in the article, a so-called main thread.

The best is to focus on a central claim in the article, use a personal story, make a comparison or use quotes or research that support that claim. The last paragraph should include emphasis of the message/ claim and a proposal for solution. What do we want from the readers?

Press conference

A press conference aims at announcing an important issue. It therefore has to bring new information/ positions and it is recommended that one is selective when it comes to organise these!

Important to think about is the location (who is it for? Do it close to the media so they can easily come), the date (not in conflict with other events, and suitability for the working hours of the press), invite journalists through press releases, but also by direct contacts with journalists (call to confirm that they receive the press release, ask who will be

coming, call the same day to make sure that they are still coming), prepare press kits, register journalists, make a press release after the closing of the press conference as a summary and finally follow up with journalists to make sure that they will actually cover it--call to ask if they need any more info.

Media event

A media event is an event that draws attention. It needs to be creative or new. It can be used to draw public and media attention.

Following Abir's presentation the groups were asked to make plans for a media event.

The Palestinian group focused on an event in Tel Rumeida in Hebron on the Solidarity with the Palestinian day, Nov 29th. The event would include a demonstration for 'safe and free movement for the women living in Tel Rumeida'.

The Israeli group focused on a performance event in front of the parliament where they would put a big round table in the middle of the street and invite women to come and sit there, and have a negotiation. Some would be the women part of the initiative (to control the message) and some will be women from the street, from all sectors of society, ethnic groups. The event would be organised a week or two before the elections, and journalists would be invited (the journalists are always sitting at the Knesset anyway, so it is a good place).

1) How all the women flow...
1325 / and how this 1325 be reality

2) 1- | work by the media / and a warner
| the women how are suffering from the
occupation specially how are living behind
the settlement or the wall..
2- the work shops in the different level and are
3- a warner to men very important to support
all the issue

3) it's not easy to implement this resolution in our
situation as a palestinian
the difficult: ~~binding~~ this resolution is not binding
and this is very important when we make a
report as what happened in Gaza!
and the fund (how to make the program)
a warner for the women, ~~whose~~ the 1325
gave a power because this the first resolution
from the Security Council just for the women

4) In my work we made a Dialogue between
all the women movement
1325 all the women movement
work in the one goal how
our work / as
how the use

5)

Day 4

The focus of the last day of the seminar was on a media campaign (including advocacy and lobbying).

Media campaign

A media campaign includes the media message (image/shape, content) as well as the strategies for how to deliver it.

A media campaign must be planned in advance, looking at what tools are needed and available, for example: a catchy slogan, images, video clip, posters, flyers, ads, articles, features, interviews, graffiti, press conferences, statements, demonstrations, internet/blog messages, petitions, press releases etc.

It is important to pick the tools that fit your media campaign and your capacity/resources/ budget.

Lobby and advocacy campaign

Media campaigns are often not effective without using other strategies such as lobby and advocacy campaigns to ensure influence and outcome. For this we can use a number of other tools such as public advocacy, legal advocacy, parliamentary lobby, international advocacy etcetera.

Public advocacy

There is no magical answer to what activates people, but one needs to think about the target group for the public advocacy and the most effective way to approach and motivate them. Are there others with a similar message we can cooperate with?

Timing and location are also important, as well as to celebrate small successes i.e. to set up small goals and to celebrate them so that people feel that you have succeeded with something.

Legal advocacy

Legal advocacy includes studying the legal aspect - is there a case? It is not necessary that the case wins in court, but already going to court will raise the issue and put it on the public and media's agenda.

Parliamentary lobby

1) To be able to lobby the parliament you must have good material.

2) You must also map the following: members of parliament -- who are supportive, opponents, neutral, and if they are in opposition or in the governing coalition i. e. having more or less influence, background (history, previous statements), what is the effective way to influence him/her is it a meeting, via an agent, via media, or just send material etcetera, what parliamentary committees exist, who their members are and which chairs they occupy.

3) To be able to lobby you must know who the right people are to be approached in the parliament.

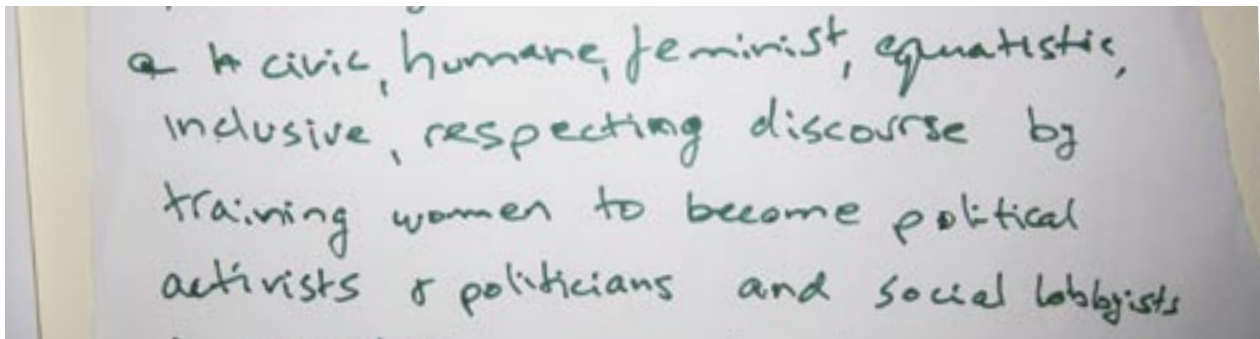
Here an example was given by Lucy on how she was involved in lobbying the parliament, in 2004. Through this lobbying they managed to secure a quota of 17% minimum of women in parliament. They also changed the social code, so that for example a wife no longer needs the husband to sign for her when she wants to travel abroad, and a change in the law so that women who marry now can keep their own last name.

International advocacy

International advocacy usually aims at putting an external pressure on our governments. To do this we need to map and define partners and target groups, e.g. EU, UN; MPs, NGOs, International media... and to think about what the most effective tool would be to reach them with.

Important to remember

Important to remember is that media should be an integral part of advocacy, but in certain cases we might choose not to approach the media, for example if we do international lobby or legal lobby. As media can sometimes ruin the work on advocacy, we might want to publish our efforts afterwards but start by working behind the scenes, so that the initiative does not get blocked by opposing groups etcetera. You need to do your own analysis before ev-



ery media campaign to see who are effective target groups/ change agents, and who does what around us (who are potential partners?), what is our unique niche, our resources, our expertise etcetera?

Media interview and public appearances

A session then focused on media interview and public appearance. Important to remember during such appearance is to use short sentences and to focus on the message (in case the appearance is cut).

When getting ready for a media interview it is important to be sure to have the knowledge and information about the interview. Find out who is going to make the interview, if it is a person sympathetic to us and our cause, if the interview will be live or recorded – will it take place in the studio or outside? Will it be long or short? Will I see the interview before it is sent? What kind of questions will be asked? What is my message? Who is the target group of the interview? What to wear -- if it is TV wear something calm and professional that lets the audience focus on your face. Practice your message before!

Speech

If you get a chance to hold a speech, think of the above points, as well as try to gather information on the audience (number of people, are they supportive of your cause?), time-frame, the event and its context (who funds it?), other speakers (is it a panel? When will I be speaking compared to the others?) and stage (will there be a podium?).

When composing the speech, one has to think about the shape. In a speech, the shape is you, how you

talk, your body language etcetera, the message, structure and chronicle order of the speech, good arguments and winning the empathy of the audience. Also be prepared to have to cope with disturbances by making a joke, or respond to them in a friendly way. Show self-confidence and that you are not afraid of interruptions.

The structure of the speech should be the following: introduction (the first two minutes are crucial, because they can attract the audience to listen to you, or you can lose them), body of the speech (claims, argument, solution), closure (summary and the bottom-line)

This session was followed by practice, where each person had to prepare a two-minute speech on a topic that they chose in Arabic, Hebrew or English, and deliver in front of a camera. General tips given after all participants had been recorded and discussed, were e.g. to try to keep as much as possible in your head and not to have to read, to keep to the message and use a bottom-line at the end to enforce your message, to use the hands to make your point, not to speak too fast, answer politely if interrupted, use your voice to emphasize points, speak in the same type of language as your audience speaks, do not be afraid to show emotions, always look at the interviewer or the audience, not the camera.

All the participants were then asked to go into groups to develop a media strategy.

The Palestinian group aimed at: 'Increasing women's participation in decision-making'

Time: during the election time from October to Jan-

uary - to increase awareness of the issue, which is part of 1325.

Target group 1. Palestinian legislation council (PLC) members, women, political parties that are supportive of the women movement. For the PLC members a big meeting will be organised to introduce our cause, and convince them to put it on their agenda to increase the number of women in parliament. A press release will be issued to explain the initiative, and a petition will be sent to parliament members to sign.

Target group 2: Women. Here we will raise the awareness of the right of women to vote, and get them out and vote according to how they want to vote. Encourage them to vote for other women. Have public meetings with women, local councils, local NGOs etcetera. Media, especially TV and radio spots/ads, sketches and successful stories will be used. Stickers on cars will also be made.

Target group 3: the third target group is political parties. To reach this group there will also be a big meeting, a press release and a press conference to ask them to change the places that women have in the candidature.

The Israeli group had very similar plans.

The Palestinians in Israel are excluded from the society in Israel to a high degree, and the Israeli group wanted to raise awareness of leaders and the general public for this issue on both sides. This would be done through a parallel process on both sides, including for example a joint petition for all people on both sides, and submit it to leaders on both sides, as well as the UN and other international stakeholders.

Furthermore there would be a number of demonstrations in a number of cities on both sides at the same time, a press release explaining the initiatives, opinion editorials etcetera, to try to change the discourse within the society - showing that there are people in Israel who think differently. Internet media such as blogs, facebook groups and emails will also be circulated that spread information about the events. A video clip and internet banners would also be used.

This session ended by Abir thanking everyone for the extensive work they had done the last two days. She also asked if any of these great initiatives would be taken forward and a small group of Chassia, Lucy and Nouha agreed to be in a working group/steering committee to use internet and develop the ideas further including a mutual slogan and possibly a petition, that can be shared with partners and signed by individuals and organisations.

The evaluation of the day concluded that it had been very interesting and very intense. It was clear that more training and tools were needed, but it was a great introductory start and very useful to get to practice it directly. It was felt that time was too short, and that media training could use a whole week in itself, and that it would be useful to build further on this in the future looking more in detail on each tool, for example how you write. It was good to have someone from the area and to be able to speak your own language, and also that a lot of the training built on the knowledge and ideas of the participants.

Short evaluation of the whole seminar

The final session focused on a short evaluation of the whole seminar and the participants were also asked to fill in individual evaluation forms. Most participants found the seminar very useful for their work back home and really appreciated getting to meet people from 'the other side' even though it was most fruitful to work in the 'national groups' separately. Recommendations for coming seminars were to try to continue with as many people as possible from this group (saving the group) to build on the trust that has been created.

The participants mentioned that because of the geographical problems it can be difficult to meet between the seminars at home. What can be useful is for Operation 1325 to continue to offer an arena for women from Israel and Palestine to meet and exchange experiences and arrange training workshops in various areas related to resolution 1325. It was also mentioned that it might be good to meet women from the other regions where Operation 1325 is active, bringing together women from Sudan, Israel and Palestine to learn from each other's experiences.

'Nonviolence is the only solution/ violence does not take us anywhere'

(Palestinian participant -Sawsan)



Operation 1325:

Operation 1325 is an umbrella organisation gathering five organisations from the Swedish women's and peace movement:

- **Swedish Ecumenical Women's Council**
- **The Federation of International Associations for Immigrant Women**
- **UNIFEM Sweden**
- **Women for Peace, Swedish section**
- **Women's International League for Peace and Freedom, Swedish section**

We also collaborate closely with the **Swedish Women's Lobby**.

The aim of the organisation is to contribute to the implementation of United Nations Security Council Resolution 1325 (2000) by departing from its first paragraph:

“Resolution 1325 [...] urges Member States to ensure increased representation of women at all decision making levels in national, regional, and international institutions and mechanism for the prevention, management, and resolution of conflict.”

Through capacity building and training, advocacy and information both in Sweden and elsewhere, Operation 1325 aims at strengthening women and women's organizations and thereby preparing them to work at all levels and stages of conflict prevention, management and resolution. This is a report from our Dialogue Seminar with Women Peace Agents from Israel and Palestine in Cyprus, October 2009.

