Applicant: The Danish House in Palestine

Project: Break the barrier

1. **Objective and relevance (the world around us)**

*What changes for the target group do you wish to bring about by means of the intervention?*

The objective of the current intervention is to overcome the barriers for young Danes’ active engagement in the Palestinian situation. We will reach a group of young Danes that are aware and interested in social injustice, but hesitant to get engaged in the Palestinian situation due to its unique feature of being one of the world's most complicated and long-lasting conflicts.

To ‘stay woke’[[1]](#footnote-1) has become mainstream among larger segments of the young Danes. They are today political aware about social injustice and are fighting for a future without discrimination, racism, harassment, abuse, violation etc. with human rights as the focal point of a peaceful, tolerant and diverse future. They have a solid understanding of why it is important to have a voice and have the opportunity to be heard. At the same time, we, at the Danish House have noticed throughout our work and recently at our participation in Operation Day’s Work 2021 that young people still have an ignorance regarding Palestine, maybe because of the fear of engaging due to the political, religious and historical complexity.

We will break this barrier of complexity and we will reach the ‘woke’ young Danes who are playing a big part in creating the framework of the political landscape in Denmark and encourage them to fight for the rights of young Palestinians and get involved in The Danish House in Palestine.

*How will the intervention promote the target group’s engagement and participation in the field of development cooperation?*

By becoming an alternative to the Danish media coverage that focus on war attacks and neglects the Palestinian young people who are living in an inhuman and protracted situation of military occupation, this intervention will create a space where young Palestinians can tell their stories of experienced social injustice. These narratives will create awareness and acknowledgement and break down ignorance and prejudices about Palestinians as equal to radical Islamism, oppression of women and terror attacks and focus on the similarities and differences between being young in Denmark and in Gaza and Ramallah. It will be everyday life stories from young people living in Gaza to young people in Denmark. Stories that normally do not reach the Danish media and which can encourage the young Danes to get involved in giving the

Palestinians a voice and being recognized for something other than Hamas and rockets.

1. **The applicant organisation and other organisations/actors (our starting point)**

*What is your capacity as an applicant organisation to implement the intervention (experiences, resources, network, interaction with other activities, etc.)?*

The Danish House in Palestine is responsible for the implementation and the coordination of the intervention. Working with and facilitating co-creation processes and exchanges between Palestine and Denmark is a core approach and capacity of the Danish House developed since our initiation in 2010.

We are an independent civil society organization. Our vision is to strengthen the mutual understanding and appreciation between Danish and Palestinian cultures, as well as encourage values of diverse, open, and tolerant societies.

The Support Association is based in Copenhagen, Denmark, and operates a house in Ramallah. The Danish House has more than 10 years of experience working with civil society strengthening within the sectors of freedom of expression, art and culture in Palestine.

Our engagement work is an integral part of our raison-d'etre. For more than 10 year we have informed, educated and encouraged dialogue, understanding and cooperation between Danes and Palestinians. We tell stories that involve everyday life and the consequences of the political and violent context. We seek to challenge the typical media stories and stereotypes. We share constructive stories about our partners, programs and art and culture in Palestine and Denmark. Since the conflict in May 2021, we experienced an increase in interest in Palestine and in our work.

Palestine is a priority country to the Danish Government. The DK-MFA contributions to the Danish House have included: 2012 – 2015 Support for cultural rights and greater participation in cultural life, DKK 2 million; 2015: Support for cultural rights and greater participation in cultural life, DKK 2.9 million; 2016 – 2018 Strengthening Human Rights and Account­ability, DKK 11 million; 2019 – 2020 Strengthening Human Rights and Accountability, DKK 6 million; January - July 2021 Strengthening Human Rights and Accountability, 1,7 million - bridging agreement; August 2021-2025 Strengthen Human Rights and Democratic Accountability, DKK 10,3 million.

We are a lean organisation of a house keeper, program officer, finance officer, administrative officer, internal auditor, public engagement manager, and the director. The two last mentioned are Danes on temporary contracts whereas the other positions are undertaken by Palestinians. The team is complemented with university trainees from Denmark and Palestine. We have solid experience with coordination of international collaborations, project implementation, engagement work, communication, administration and financial management.

*If you are applying in cooperation with one or several other organisations/actors:*

*Describe the contributions, roles, and areas of responsibility of each organisation/actor.*

For this intervention, we are bringing together different actors. They include: *Tamer Institute for Community Education*, with their *Voices of Palestine* from Gaza, *10 independent artists from the West Bank* and the Danish online magazine *Papercut Issues*.

Our main partner is **Tamer Institute for Community Education** – one of our strategic partners. We have collaborated since 2014. Tamer is a well-known and recognized organization in Palestine. It was established in 1989 during the First Intifada. The organisation works with the development of children and young people’s literary and creative skills and capabilities. It runs community resource centers, and has a network of 80 community libraries working with children and young people in the West Bank, the Gaza Strip, and Jerusalem. Our collaboration over the years have included e.g.: Hosting of volunteers from Denmark, photo-marathon, translation and publishing of Danish and Palestinian children and adolescents’ books, reader development, young writer and graphic designer development, capacity building of community libraries.

We have recently and jointly developed and implemented two engagement campaigns targeting the Danish public. One in 2020 providing Danish audiences with the opportunity to support the development and distribution of COVID-19 child-friendly education material in the West Bank, the Gaza Strip, and Jerusalem. And one in 2021, which focused on the mental health of the children in Gaza in the aftermath of the bombings in May 2021.

**Voices from Palestine** is a program of Tamer Institute. It consists of a group of young people between the ages of 18-25, who share their interest in writing as a way to express their everyday lives and their living conditions by using and learning English language at a journalistic level. The group meets on a weekly basis and discusses literature, art, political and social issues, living conditions as a young Gazan as well as planning activities and initiatives for young people.

Tasks and responsibilities of Tamer Institute:

* take active part in the inception phase e.g. agreement, grant management, administrative set-up
* ensure the participation of 10 writers from Voices from Palestine in virtual workshops, dialogues and interactions, and in the development of stories for the Special Edition of Papercut Issues (activity 1.2. and 1.3)
* all communication and practicalities related to the participation of the 10 writers from Voices from Palestineincluding setting up the virtual workshops etc in Gaza

**10 independent artists from the West Bank** will take part in the intervention. They will be identified by an open call initiated and launched by the Danish House. They will have an have an interest in exploring the visual arts and experiment within the artistic field. The participants are not expected to have a creative education or background, but should have some prior experience in expressing themselves artistically. The 10 artists will create art works based on the stories and in online dialogue with The Voices from Palestine and in interaction with Papercut Issues (activity 1.1, 1.2. and 1.3)

Danish magazine **Papercut Issues** is a contemporary digital platform and magazine universe for young voices. Papercut Issues is located in Copenhagen, Denmark. In collaboration with young people living in Denmark, Papercut Issues challenge social understanding, with the ambition is to break down and put an end to existing social taboos in the meeting between science, art and the voices of today's young people. Papercut Issues believe that the voices of today's young people are important for any kind of changes in society. In plurality between people in science and scientific statistics, and those who live in what the rest of us only talk about we can initiate transformative dialogues.

The magazine was founded in 2015, and has since been restructured to a volunteer organization. All editorial work is created exclusively on volunteer forces and in collaboration with the readers. They have a reach of 9.100 unique readers on their site, and an average of 1.500 listeners per episode on their podcast channel. From 2015 to 2018 Papercut Issues received funding from Statens Kunstfond, spanning from DKK 40.000-60.000 annually. In the spring of 2020, Papercut Issues was granted a donation of DKK 75.000 DKK from Fonden Roskilde Festival. In the timespan from 2018 to 2021 Papercut Issues have facilitated 4 events, all funded by Snabslaten with a budget of up to DKK 10.000 DKK. Papercut Issues have produced two printed editions, funded through crowdfunding and with funds from Statens Kunstfond.

Tasks and responsibilities of Papercut Issues:

* take active part in the inception phase
* participate actively in selecting the 10 artists including profiling prior to the open call (activity 1.1)
* responsible for the planning and facilitation of start-up workshops and the following dialogues and interactions with the 10 writers and Voices from Palestine and the 10 artists.
* consult Tamer Institute and The Danish House on a regular basis (activity 1.2 and 1.3)
* all editorial work in connection to the special edition e.g. graphic design, proofreading, print (2.1)

*How will you, as the applicant organisation, ensure coordination of the intervention?*

The Danish House is responsible for the overall planning, implementation and evaluation of the intervention including finance, coordination and reporting to CISU. To this effect we will:

* initiate an inception phase e.g. agreement, grant management, administrative set-up
* be in charge of cooperation between Papercut Issues, Tamer Institute and the 10 artists
* facilitate the mission of editors from Papercut Issues to the West Bank including security and logistics
* implement the open call, the selection of artists in cooperation with Papercut Issues, and handle contractual obligations (activity 1.1)
* support Papercut Issues and be present during the implementation of start-up workshops and the following dialogues and interactions (activity 1.2 and 1.3)
* document the co-creation process (linked to 2.2 and the evaluation)
* handled public relations and marketing of the magazine (activity 2.1)
* plan, develop content and launch a social media campaign (activity 2.2)
* coordinate evaluation with the partners, and produce an evaluation scheme for the target group to find out if the project objective was reached

*How does the cooperation contribute to reach new target groups who traditionally are not engaged in development cooperation and/or have limited knowledge about conditions in development countries and the UN Sustainable Development Goals?*

The cooperation between the actors of the current intervention will contribute to reaching a new target group of politically engaged woke young Danes not directly involved in development cooperation by connecting to their awareness and sense of social injustice. We are in this regard drawing on the narratives and demands for justice, equality and non-discrimination, which developed across the Palestinian people in Gaza, West Bank, East Jerusalem, Israel, and the diaspora during April-May 2021.[[2]](#footnote-2)

*How does the intervention increase the capacity of the applying organisation?*

The Danish House have extensive experience with articles published in the annual reports, newsletters and on social media platforms, and currently, we have around 12.000 Palestine-interested followers. By tapping into the interest and momentum of the social injustice agenda, we aim to reach a new target group of young people in Denmark by portraying the young Palestinians’ everyday lives living in social injustice and with this expand our core followers and strengthen our ability to create personal engagement leading to active participation for instance by taking part in our volunteer program (owning).

As such, this intervention will be a great educational experience for The Danish House on how to reach and approach a new target group and on how to engage them in Palestine in the same sense as they engage in several other social injustice themes. Furthermore, the intervention will test the effect of focusing on reaching young Danes through a collaboration with a contemporary and cutting-edge magazine and using their communication platforms to reach the target group.

**3. The work to be carried out (our intervention)**

**The target groups**

*What is/are the target group(s) that you set out to reach?*

This intervention will as mentioned reach the ‘woke’ young Danes that are already aware and interested in social injustice, but hesitant to engage in the Palestinian situation due to its unique feature being one of the world's most complicated and long-lasting conflicts. It is a young generation of Danes that engages actively in political matters and is playing a big part in creating the framework of the political landscape in Denmark.

The target group is first of all the readers and followers of Papercut Issues. They are between the ages of 18 and 35 and are interested in a creative and personal dissemination of current societal debates. The dominant age group is between 25 and 34 years of age, shortly followed by the young between 18 and 24. Papercut Issues’ followers on social media are mostly people with interests in stigmatization, mental health, LGBTQ+, identity formation, science and art. Papercut Issues have 6.000 followers on social media and 9.000 online readers.

The target group secondly consist of young people who primarily live in urban areas in Denmark. They have an interest in social injustice but have not engaged in Palestine before. They are expected to be drawn by the focus on social injustice through social media of The Danish House and Papercut Issues. It is difficult to estimate the potential size of this group, potentially it is massive, but a conservative target for the reach would be 10.000. The target group finally include the estimated 12.000 social media followers of the Danish House mainly based in Denmark.

*How will the intervention reach the chosen target group(s)?*

The intervention will mainly reach the target group on the social media platforms of Papercut Issues and The Danish House as well as via the free online Special Edition of the Papercut Issues. Other means of engagement will include direct mail to all members and supporters of The Danish House in Palestine linking to the online Special Edition of Papercut Issues, outreach to and networking with Danish media outlets including the Danish Radio Broadcast P1 Kulturen. A printed version of the Special Edition will finally be presented at an event at Papercut Issues in Copenhagen.

*How do you ensure that this/these target group(s) perceive the intervention as relevant to them?*

By involving Papercut Issues, we are able to tap into their insight of and access to the specific target group. The editor-in-chief and creative editor and the scientific editor from Papercut Issues will both be working on location in the West Bank interacting with and guiding the 10 writers from Gaza and the 10 artists from the West Bank. This will ensure the relevant framing under the theme of social injustice. It could be e.g. articles that portray the everyday life of the youth with freedom of movement, anxiety or how conservative social structures in society makes it impossible to be the person you want.

**Planning and Methods**

*Describe how you will achieve the desired change.*

The objective of the current intervention is as mentioned to overcome the barriers for young Danes’ active engagement in the Palestinian situation. We will reach a group of young Danes that are aware and interested in social injustice, but hesitant to get engaged in the Palestinian situation due to its unique feature of being one of the world's most complicated and long-lasting conflicts.

A Special Edition of Papercut Issues will be produced by young Palestinians. With the magazine we will reach a target group that has not previously dealt with Palestine but has a potential interest in it. The theme of the articles written by The Voices from Palestine will be “*everyday life stories from the young people of Gaza living under occupation*”. It is a fluid and versatile theme with the space for the young Gazans to write about what is meaningful and relevant to them. The target group will gain a different understanding of how it can feel to be a young living in a country within a several meter high security barrier wall during a military occupation. Young people in Denmark will gain a lot more insight into the lives of young Palestinians. They will discover that young dreams still exist even if lives are limited by military occupation and blockade. And an important thing is to leave young people in Denmark with a feeling of recognition with the young people in Palestine - maybe they have the same dreams and desires for the future and are, in many ways, just as they themselves.

*Set out the planned activities and how they will lead to specific outputs.*

*Output 1 Stories and content representing voices of Palestine created*

Stories and content for the Special Edition of Papercut Issues representing voices of Palestine will be developed in co-creation process involving online workshops, dialogues and interactions between Voices from Palestine represented by 10 writers from Gaza and 10 artists from the West Bank. Workshops, dialogues and interactions are planned and facilitated by editor-in-chief and creative editor, Amanda Bødker, and scientific editor, Frederikke, from Papercut Issues. They will both travel to Ramallah, West Bank and be hosted by the Danish House. The Danish House will ensure that the entire co-creation process is documented.

*Activity 1.1 Selection of 10 artists from the West Bank*

Profiling and selection of 10 artists from the West Bank through an open call. All who submit material at the request of the open call are met with thorough feedback regardless of whether they become a part project.

*Activity 1.2 start-up workshops*

Twostart-up workshops of each two days. One virtual for the 10 writers from Gaza and one on location in Ramallah for the 10 artists from the West Bank. The purpose of the start-up workshops is: Getting to know each other, introduction and possible fine-tuning of the project, clarification and adjustment of expectations, development of a coordinated and joint project workflow and calendar. These workshops will build the necessary project ownership among the writers and the artists.

*Activity 1.3 Development of stories and content*

Following the start-up workshops, the development of stories and content will start. The co-creation process will be a period over two to three weeks and will involve a mix of joint online workshops, individual dialogues and interactions between the writers from Gaza and the artists from the West Bank. As a creative process it requires space for flexibility and individualisation. Voices from Palestine represented by the 10 writers will during the process develop 10 stories about a specific topic evolving around their everyday life in Gaza whereas the 10 artists will base their art works on stories of the 10 writers.

*Output 2 The target group reached and further engaged*

*Activity 2.1 Special Edition of Papercut Issues printed and published*

The stories and the content representing voices of Palestine will be published by Papercut Issues who will dedicate a full edition to Palestine. The Special Edition of Papercut will be available online for free. Furthermore, will a printed version be presented and offered for sale at an event at Papercut Issues in Copenhagen. Prior to the event, we will reach out to and network with Danish media outlets including the Danish Radio broadcast Kulturen P1 to get the attention of the mainstream media in Denmark.

*Activity 2.2 Social Media Campaign launched*

Based on the Special Edition of Papercut Issues, the Danish House will develop specific content to the different social media platforms. This will include e.g. the stories and art works covered by the Special Edition of Papercut Issues; portraits of the participating young Palestinians and dedicated and loyal readers of the Papercut Issues; video content from the production process; as well as stories of engagement from Danes who are or have previously been involved in the activities of the Danish House or partner organisations on the West Bank.

*Which levels if the Engagement Pyramid are you working with?*

*Describe which methods you will use to move the target group(s) to or between levels.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Target group** | **Current level** | **Potential level** | **Method** |
| ‘woke’ young Danes already aware and interested in social injustice | Not engaged in Palestine  Observing | Observing  Following – signing up  Giving donations | Enlighten, focus on the social injustice experienced by young people living in Gaza, young people to young people, ‘stay woke’ |
| 12.000 followers on the social media platforms of the Danish House | Observing  Following – signing up  Giving donations | Following – signing up  Giving donations  Membership  Becoming a volunteer | Retention and further engagement of our existing followers by  providing new relevant content i.e. focus on the social injustice narrative |

*How will you give voice to people from developing countries in the intervention?*

Authentic and genuine voices from Palestine are an integrated and core part of the intervention. They will be represented by the Voices from Palestine i.e. the 10 writers from Gaza and the 10 artists from the West Bank.

*Which developing country (or countries) does the intervention relate to?*

The intervention is related to Palestine. In May 2021, the conflict between Israel and Hamas escalated. Many Palestinians took to the streets to demand change. Israel led a massive military campaign against Hamas in the Gaza Strip and a lot of civilian lives were lost. The escalating violence created a colossal amount of attention and support for the Palestinians. However, soon after the bombings of Gaza came to an end the worlds attention to Palestine weakened stressing the fact that there is a continuing need to rethink and work with engagement of the Danish public vis-à-vis Palestine.

At the same time, we see that young Palestinians are sharing their stories via social media, and that the stories are being shared further by young people (and celebrities) around the world. This is a new way of resisting injustice and oppression, a clear difference from previous clashes between Israelis and Palestinians, and it underscores the unique momentum that exists to create understanding of the situation in Palestine. A global momentum with social injustice as the focal point and a neglection of the historical, political and religious context. The Palestinian injustice speaks into a currently political trend and that is why we see Black Lives Matter demonstration in the US with countless Palestinian flags raised in the crowd. The current intervention is tapping into this trend.

***How will you systematise experiences and learning during and after the intervention?***

Through surveys and social media data The Danish House will be able to ascertain if the global social injustice trend and up-to-date media platform collaborations is an effective and additional approach to reach our target groups, promote the engagement in our work and in Palestine. The result and evaluation will include social media data and an online survey which the readers can participate in after reading the magazine at Papercut Issue’s webpage.

1. Supplementary financing N/A

1. Alert to injustice in society, especially racism. [↑](#footnote-ref-1)
2. The April-May Palestinian popular mobilisation was driven by political activists responding to the planned eviction from the Sheikh Jarrah, the marches by ultra-nationalist Israeli Jews ahead of and on Jerusalem Day, the police harassment of Palestinians in East-Jerusalem, and of worshippers near or at al-Aqsa mosque, during the Ramadan – and then to the bombings of Gaza. [↑](#footnote-ref-2)