**Purpose of the grant**: To provide support for a public campaign by 21 human rights organizations around a joint report that aims to provide a comprehensive picture of the status of the occupation.

**Background**

Last Thursday, Israeli human rights organizations published their second joint report providing a comprehensive picture of the status of the occupation. The publication of the report marks yet another year of Israel’s occupation of Palestinian territories.

The first report, a pilot primarily intended for a diplomatic audience, was deemed a success vis-à-vis its target audiences. Responses received from the diplomatic community during briefings by the signatory organizations throughout the year indicated that the report was an important piece of work that enabled diplomats to make connections between various issues, by concentrating key topics and publications in one place.

In the first report, more limited emphasis was placed on the Israeli audience, and public relations activities within Israel were minimal.

The process of writing and disseminating the report, which is jointly produced by 21 human rights and anti-occupation organizations, is led by a steering committee comprising the directors of three partner organizations: Emek Shaveh, Yesh Din, and Physicians for Human Rights-Israel. The remaining organizations were kept up-to-date throughout all of the work stages.

**Action plan**

Following the conclusion of the project last year, an evaluation process was undertaken in order to obtain insights both regarding the report’s production (its writing, editing, and design) and its dissemination. Based on these insights, a number of objectives were set for this year’s report:

1. An emphasis on events in Gaza. In the first report, the main emphasis was on the establishment of Israel’s far-right government and the wider trends that resulted from this, while geographic focus remained secondary. This year—for obvious reasons—the report’s steering committee decided to focus on a structure that emphasizes each separate area under Israeli control. The aim is to allow for a comprehensive review of a wide range of matters related to the ongoing conflict in Gaza and the policies of Israel’s 37th government regarding the West Bank, East Jerusalem, and Israel.

2. Expanding the number of participating organizations—4 additional organizations have joined, and the report now has a total of 21 signatory organizations. This constitutes an extraordinary joint action—it is not merely a statement but rather a comprehensive, detailed report that has been endorsed by all the organizations involved.

3. Maintaining the report’s achievements vis-à-vis the diplomatic community—ensuring that the diplomatic community grows used to, and anticipates, the publication of the report each year.

4. Improving dissemination in Israel—to leverage the collective voices of the signatory organizations in order to raise awareness among the Israeli public about the situation in the Occupied Palestinian Territories, in particular in Gaza, and to inspire public discourse. Target audiences—the Israeli audience, with an emphasis on the political left and center; international audiences—with an emphasis on decisionmakers (diplomats and politicians).

**Budget**

The total costs for the production (writing, editing, design, etc.) and distribution of the joint report is around $34,000. The signatory organizations have invested about half of the total costs from their budgets, and are making a request to the Fund for a grant to cover the remaining half, focusing on dissemination costs (the Hebrew-language media campaign around the report).

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| **Component** | **Cost ($)** |
| Management and public relations | $3,766.04 |
| Development of a mini-site | $1,255.35 |
| Meta ads | $1,569.19 |
| Banners on Haaretz website and app (week) | $7,845.93 |
| Banners on Ynet website and app (week) | $12,553.48 |
| Total | $26,989.99 |

**Success metrics**

**Outcomes**

* To engender public discourse around the report among Hebrew-speaking audiences in Israel.
* The international community (with an emphasis on diplomats, decisionmakers, and international organizations) will recognize the report as an important product and tool, and will refer to it in their announcements and reports.

**Outputs**

**Public-facing work in Israel**

* Visitors to the mini-site – 5,000-17,000
* Downloads of the report (mini-site) – 3-8%
* Unique impressions of social ads (Meta) – 15,000-45,000
* Click-through rate on Meta ads – 1:28 – 1:86
* Impressions of Haaretz ads – 700,000 (according to data from Haaretz). Target click-through rate: 7,000.
* Impressions of Ynet ads – 791,000 (according to data from Ynet). Target click-through rate: 7,917.

**International lobbying work**

* Between 3-5 invitations to briefings at key organizations such as the Red Cross, the United Nations, the European Union, or diplomats from influential countries such as Germany, the United Kingdom, the United States, who will also make individual responses to the report.
* International media coverage – 5-7 news items.
* Citations of the report in external reports by international bodies and actors.