



The Peace Index

People are the solution.

Concept: A youth-led non-profit trying to solve the Israeli-Palestinian conflict by developing insights and funding peace organizations.

Vision: A sustainable future, without politically induced violence, that leaves no one behind.

Mission: Solve the Israeli-Palestinian conflict.

Theory of change: Helping organizations to be the best version of themselves.

Who we are: Israeli, Palestinian and international youths uniting to create understanding, bridges, and friendships across the two sides.

We believe in:

- Trust: Believing in human cooperation potential
- Fairness: Doing the right thing no matter what
- Strategic thinking: Acting towards calculated goals





Bigger Picture

Summary: The conflict is escalating fast. In 10 years it's not certain what this region will look like. People on both sides have lost hope because of the failed peace negotiations. Despite the public perception, change is happening - just on a very small scale.

Conflict context: The Israeli-Palestinian conflict has taken 14 000 lives since 2008 alone, 87% Palestinian. Yet it has really lasted for many decades.

The conflict is taking an obvious toll on people's lives and preventing regional cooperation & development in the middle east at large. Regardless of countless policy-driven solutions, grassroots action has been the only one with any real advancements. Even if a political solution is reached, it will likely be rejected by the public that distrust each other.

Communication theory suggests that conflict is inevitable between humans, how we handle it isn't. Through games, storytelling, and simulations we are able to create understanding and break down misguided perceptions. However, if communication doesn't exist, conflicts escalate. To read more about the Conflict Communication Theory in detail, follow these links: [Conflict Communication Theories](#), [Communication and Conflict* - Robert M. Krauss and Ezequiel Morsella Columbia University](#).

Key Problems:

- The Israeli society seems apathetic to Palestinians, and the Palestinians don't trust Israelis.
 - Communication between the people/citizens from both sides is practically non-existent
 - Lost of hope
 - Propaganda

Solutions:

- Organizing huge public campaigns and large solidarity demonstrations
- Grow participation drastically in grassroots programs connecting the two sides through storytelling or common grounds
- Increase interaction between the two sides and potentially organize trips to see the realities of the other side
- Create all of the above through scaling existing organizations through **Conflict mapping & smart funding** and. (Page 4)

Note: We know this project can't guarantee peace, but its absence prevents it. The Israeli-Palestinian conflict is a lot more complicated than communication only. But working together gives us a better chance to fix the other problems.



Theory of change

There are a lot of people dedicating their lives to solving the conflict grassroots. They are making a lot of important progress in small quantities. We need to grow them from a few thousand to millions.

Bottlenecks preventing the organizations from growing:

- **Having to operate blindly because of:**
 - No strategic insight
 - Not knowing what do people think where
 - Not being able to optimize growth
 - Not being able to navigate their activities where problems happen
- **Competition for funds because of:**
 - Unavailability of large funding
 - Inaccessible application processes.
- **Absence of strategy & reverse engineering due to:**
 - Limited human capital
 - Lack of expertise
 - Absence of intelligence/information.

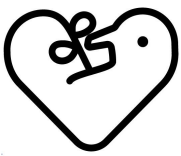
Solution: Provide strategic insight & access to funds, for free.

Value proposition:

The military has an entire directorate for strategy, tracking & intelligence. Governments have cabinets. Businesses subscribe to Harvard business review & the economist. What do organizations have?

Right now in the region, there are 3 umbrella organizations. One of them is a grant distributor that tries to establish a common political agenda between all orgs. Another one is strategy consultation organization in exchange for money. The last one is a forum that's inactive. Some are more helpful than others but none of them purely focus on helping every individual organization be the best version of itself.

We will give intelligence, funds & expertise to peace organizations to scale.



What we do

- **Index:**
 - *Map the conflict* by creating a network of volunteer data collectors and using reliable databases.
 - Develop the intelligence collected into strategic plans & insights through data & political science.
 - Track the actions of organizations. Predict our collective impact trajectory. Improve & adapt to improve the trajectory.
- **Fund:**
 - Make *funding smarter* and more accessible.
 - Funnelling actions where they are needed most based on the strategic insights.
 - Activists with new and outside of the box ideas.

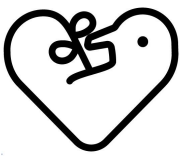
FAQs:

What is conflict mapping?

- Mapping public opinions in all of the cities.
- Understanding different populations, problems, and assets.
 - Example: A city has issues X & Y. We'll recommend an organization that works to talk about X & Y to expand there, and we will fund the expansion.
 - Example: We find 5 cities with a high concentration of computer science grads. We send TechForPeace and Startups For Peace there.

What is smart funding?

- Funding that is:
 - Given based on the exceptionality of the org & founder rather than the language in the grant application.
 - Grant goals/variables co-written and focused on tailored achievements and not on meaningless performance numbers.
 - Aligned to a bigger reversed engineered plan.



Team & Timeline

Remote positions for internationals:

- Graphic designers
- Logistics administrator
- Research Intern
- Data/software intern

Local positions for Israeli and Palestinians (High school and University students)

- Public Relations Associate
- Funding Coordinator
- HR Coordinator/Generalist
- Community and Grassroots Specialist
- Research and Strategy Associate
- Software dev
- Translator for Hebrew & Arabic

Professionals

- Data analyst/Statistician
- Political Strategist
- Business and startup consultant
- Problem-solving professionals (Engineers, Machine learning researchers, Physicists)
- Funding & PR Specialist

Paid positions will be determined and decided relative to demand, impact & funding available. The Peace Index, as a re-granter, has a responsibility to limit our staffing costs to a minimum.

Timeline:

Building momentum: Establishing an organization and registering as a non-profit. Raising funds, creating the cabinets, and collecting endorsements from activists and organizations. Running small incubating & regranting experiments.	From: May 2022 until September 2022
Building the Index: Incubating 10 selected organizations, measuring impact over time. Conducting research about cities, mapping stakeholders, and opinions on the grassroots, and publishing findings.	From: July 2022 until September 2022
Building the launch: Building 2023 strategy and forming predictions. Consulting stakeholders, intellectuals, and advisors. Raising funds for 2023 and becoming the organization we set out in the MVV statements	September 2022 - Early January 2023
Launch: Launching in a big press conference, publishing our findings, and papers, and highlighting the organizations we have incubated.	January 2023

