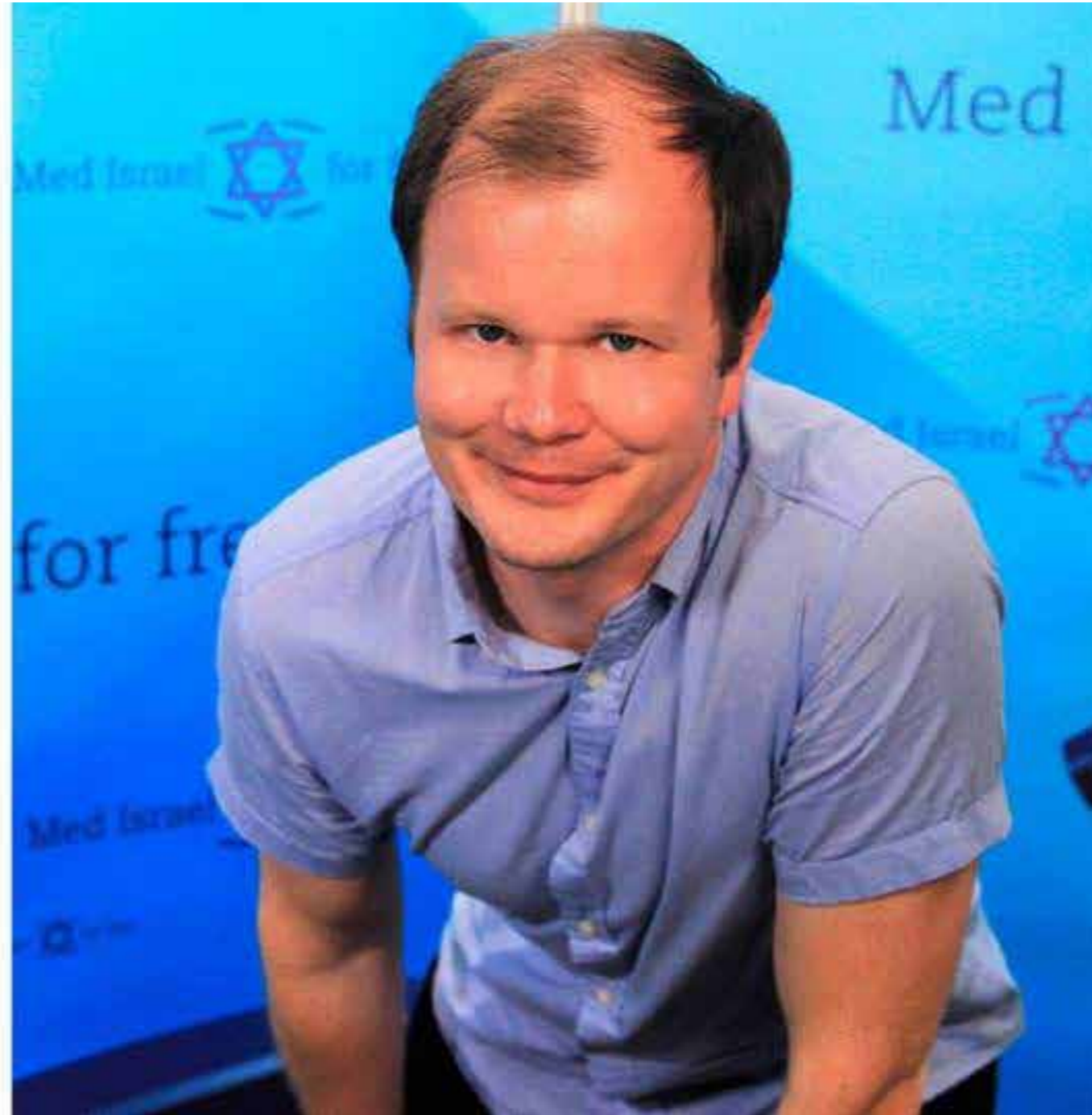


  
Með Ísrael



fyrir frið



# Stöndum saman um frið fyrir Ísrael

Presentation in Reykjavik 27 March 2019

Conrad Myrland, Director and Editor of *Med Israel for Peace (MIFP)*

  
Með Ísrael



fyrir friði

# Stöndum saman um frið fyrir Ísrael

- The false picture of Israel in the Nordic countries
- Why Iceland was dead wrong to recognize Palestine as a state
- How Med Israel for fred is working
- Why we start Med Israel for fred on Iceland
- Q&A

 Með Ísrael



fyrir friði

# The false picture of Israel

***“As long as the state of Israel exists,  
there cannot be peace in the world.”***

|                       |      |
|-----------------------|------|
| Totally correct:      | 5 %  |
| Somewhat correct:     | 16 % |
| Somewhat incorrect:   | 21 % |
| Totally incorrect:    | 13 % |
| Impossible to answer: | 46 % |

***“Israeli leaders are sincerely interested  
in finding a solution to the conflict.”***

|                       |      |
|-----------------------|------|
| Totally correct:      | 4 %  |
| Somewhat correct:     | 18 % |
| Somewhat incorrect:   | 31 % |
| Totally incorrect:    | 10 % |
| Impossible to answer: | 37 % |



***Survey  
published  
by The  
Norwegian  
Center for  
Holocaust  
and  
Minority  
Studies -  
December  
2017.***

  
Með Ísrael



fyrir friði



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Með Ísrael



fyrir friði

# The false picture of Israel II

***“Israel treats the Palestinians as badly as Jews where treated during World War II.”***

|                       |      |
|-----------------------|------|
| Totally correct:      | 7 %  |
| Somewhat correct:     | 25 % |
| Somewhat incorrect:   | 21 % |
| Totally incorrect:    | 10 % |
| Impossible to answer: | 37 % |

# Extreme overcoverage (NRK Dagsrevyen)

JULY 2014

News slots related to

Israel/ Gaza 86

Iraq 1 (Norway's stop sending refugees back)

Syria 1 (Assad starts new presidential period)

  
Með Ísrael



fyrir friði

# Extreme overcoverage (NTB)

|      | Artikler med "krigforbrytelser" |              |            | Prosentdel | Kamprelaterte dødstall (UCDP) |              | Prosentdel  | Overdekningsfaktor |
|------|---------------------------------|--------------|------------|------------|-------------------------------|--------------|-------------|--------------------|
|      | Totalt                          | Uten Israel  | Med Israel | Israel     | Hele verden                   | Israel       | Israel      |                    |
| 2018 | 260                             | 233          | 27         | 10,4       |                               |              |             |                    |
| 2017 | 272                             | 256          | 16         | 5,9        | 69 297                        | 24           | 0,03        | 169,8              |
| 2016 | 270                             | 255          | 15         | 5,6        | 88 333                        | 10           | 0,01        | 490,7              |
| 2015 | 234                             | 177          | 57         | 24,4       | 98 197                        | 23           | 0,02        | 1040,0             |
| 2014 | 217                             | 176          | 41         | 18,9       | 113 591                       | 1 679        | 1,48        | 12,8               |
| 2013 | 203                             | 186          | 17         | 8,4        | 90 819                        | 8            | 0,01        | 950,7              |
| 2012 | 285                             | 252          | 33         | 11,6       | 62 285                        | 73           | 0,12        | 98,8               |
| 2011 | 270                             | 261          | 9          | 3,3        | 25 164                        | 72           | 0,29        | 11,7               |
| 2010 | 225                             | 208          | 17         | 7,6        | 21 293                        | 56           | 0,26        | 28,7               |
| 2009 | 285                             | 197          | 88         | 30,9       | 34 715                        | 691          | 1,99        | 15,5               |
| 2008 | 173                             | 169          | 4          | 2,3        | 28 764                        | 706          | 2,45        | 0,9                |
| 2007 | 168                             | 163          | 5          | 3,0        | 19 373                        | 286          | 1,48        | 2,0                |
| 2006 | 175                             | 158          | 17         | 9,7        | 19 866                        | 1 168        | 5,88        | 1,7                |
| 2005 | 233                             | 222          | 11         | 4,7        | 12 344                        | 146          | 1,18        | 4,0                |
| 2004 | 164                             | 159          | 5          | 3,0        | 19 362                        | 424          | 2,19        | 1,4                |
| 1993 | 70                              | 63           | 7          | 10,0       | 37 007                        | 210          | 0,57        | 17,6               |
|      | <b>5 128</b>                    | <b>4 656</b> | <b>472</b> | <b>9,2</b> | <b>1 132 771</b>              | <b>7 580</b> | <b>0,67</b> | <b>13,8</b>        |



# Example of bias (NRK)

28 December 2016 the Minister of Foreign Affairs John Kerry explained six principles he and his president Barack Obama thought were important for a solution.



  
Með Ísrael



fyrir friði



# Obama's principles covered in **NRK**

1. Sikre og anerkjente internasjonale grenser mellom Israel og en bærekraftig og sammenhengende palestinske stat, basert på 1967-linjene og gjensidig avtalte landbytter.
2. Løsningen må være to stater for to folk – en jødisk og en arabisk. (Tostatsløsning)
3. En løsning for palestinske flyktninger (i all hovedsak etterkommere) må finnes uten at "den fundamentale karakteren til Israel" blir påvirket.

4. Jerusalem som hovedstad for de to statene.

5. Full avslutning av okkupasjonen, samtidig som Israel garanteres sikkerhet - en palestinsk stat må være demilitarisert.

6 En avtale må være permanent – det skal ikke kunne reises nye krav i framtiden.

Gro Holm, Nrk.no.

Með Ísrael



fyrir friði

# What NRK did not quote

*“Let me emphasize, this is not to say that the settlements are the whole or even the primary cause of this conflict. Of course they are not. Nor can you say that if the settlements were suddenly removed, you’d have peace. Without a broader agreement, you would not. And we understand that in a final status agreement, certain settlements would become part of Israel to account for the changes that have taken place over the last 49 years – we understand that – including the new democratic demographic realities that exist on the ground. They would have to be factored in.”*

**John Kerry, 28 December 2016**



The image shows a screenshot of a news article from NRK. The article is titled "John Kerrys historiske Israel-kritikk" and is part of the "URIX FORKLARER" series. The author is Gro Holm, a correspondent in the USA. The article was published on December 29, 2016, at 11:42. The main text of the article states: "– Israelske bosettinger er en trussel mot fred, sa USAs utenriksminister John Kerry i går. Han forklarte uvanlig detaljert hvorfor det er umulig å skape en levedyktig palestinsk stat med Israels nåværende politikk." Below the text is a photograph of John Kerry speaking at a podium with an American flag in the background. A small note indicates that the article is more than a year old.

Með Ísrael



fyrir friði



# NRK Fake News

Ikke nytt charter, bare et nytt dokument ble presentert mai 2017.

*" Hamas believes that no part of the land of Palestine shall be compromised or conceded, irrespective of the causes, the circumstances and the pressures and no matter how long the occupation lasts. **Hamas rejects any alternative to the full and complete liberation of Palestine, from the river to the sea.** However, without compromising its rejection of the Zionist entity and without relinquishing any Palestinian rights, Hamas considers the establishment of a*



*fully sovereign and independent Palestinian state, with Jerusalem as its capital along the lines of the 4th of June 1967, with the return of the refugees and the displaced to their homes from which they were expelled, to be a formula of national consensus." Art. 20.*

Með Ísrael



fyrir friði



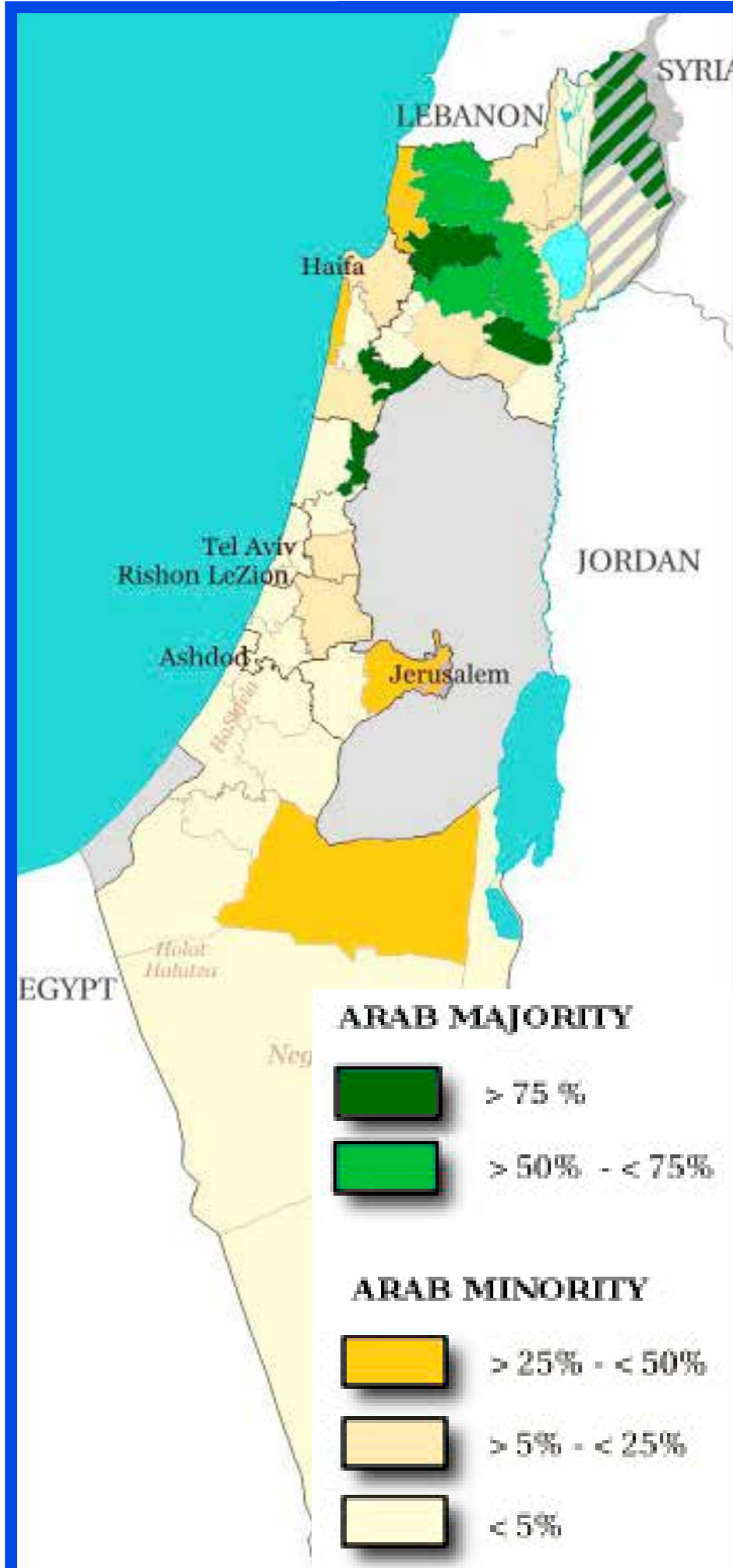
# Maps of lies



Með Ísrael

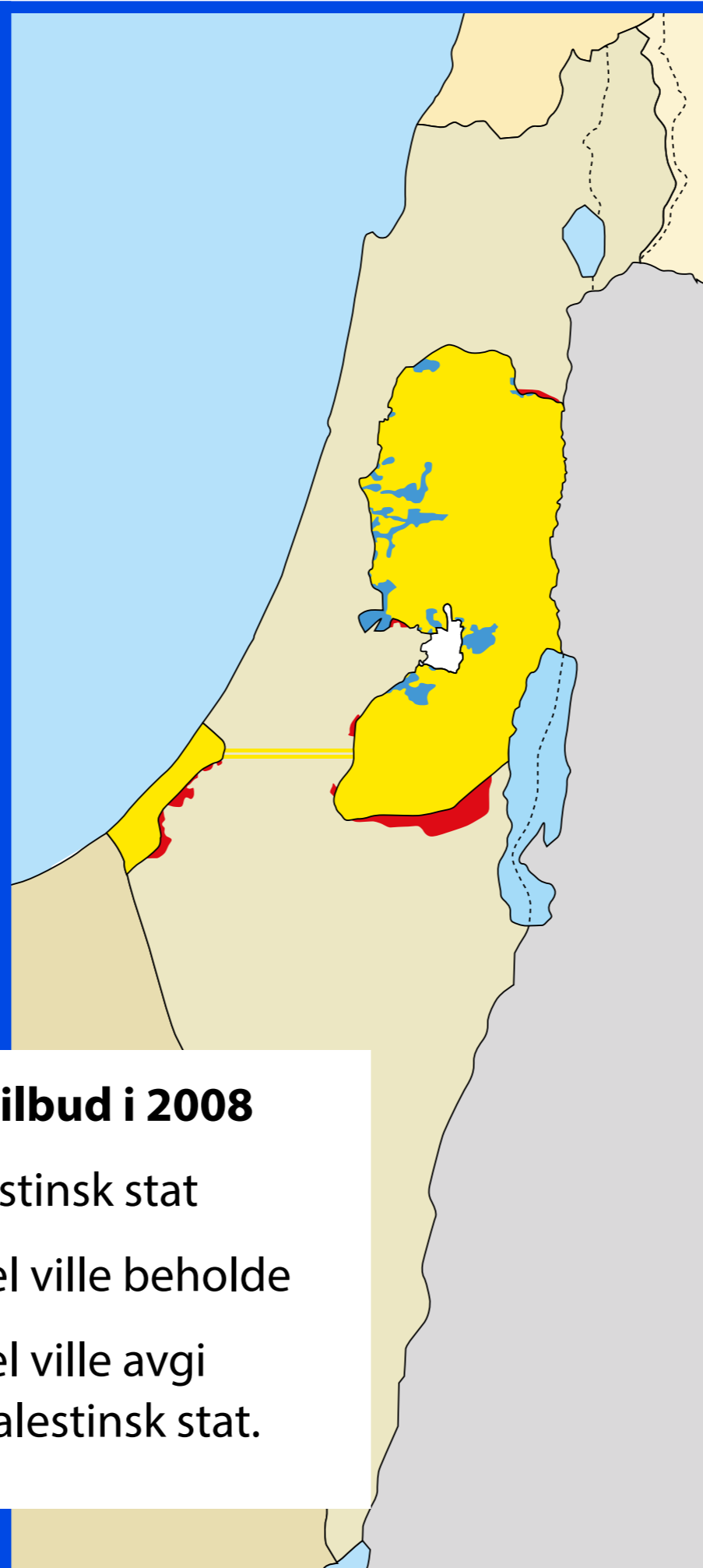


fyrir friði



**Israels tilbud i 2008**

- Palestinsk stat
- Israel ville beholde
- Israel ville avgi til palestinsk stat.



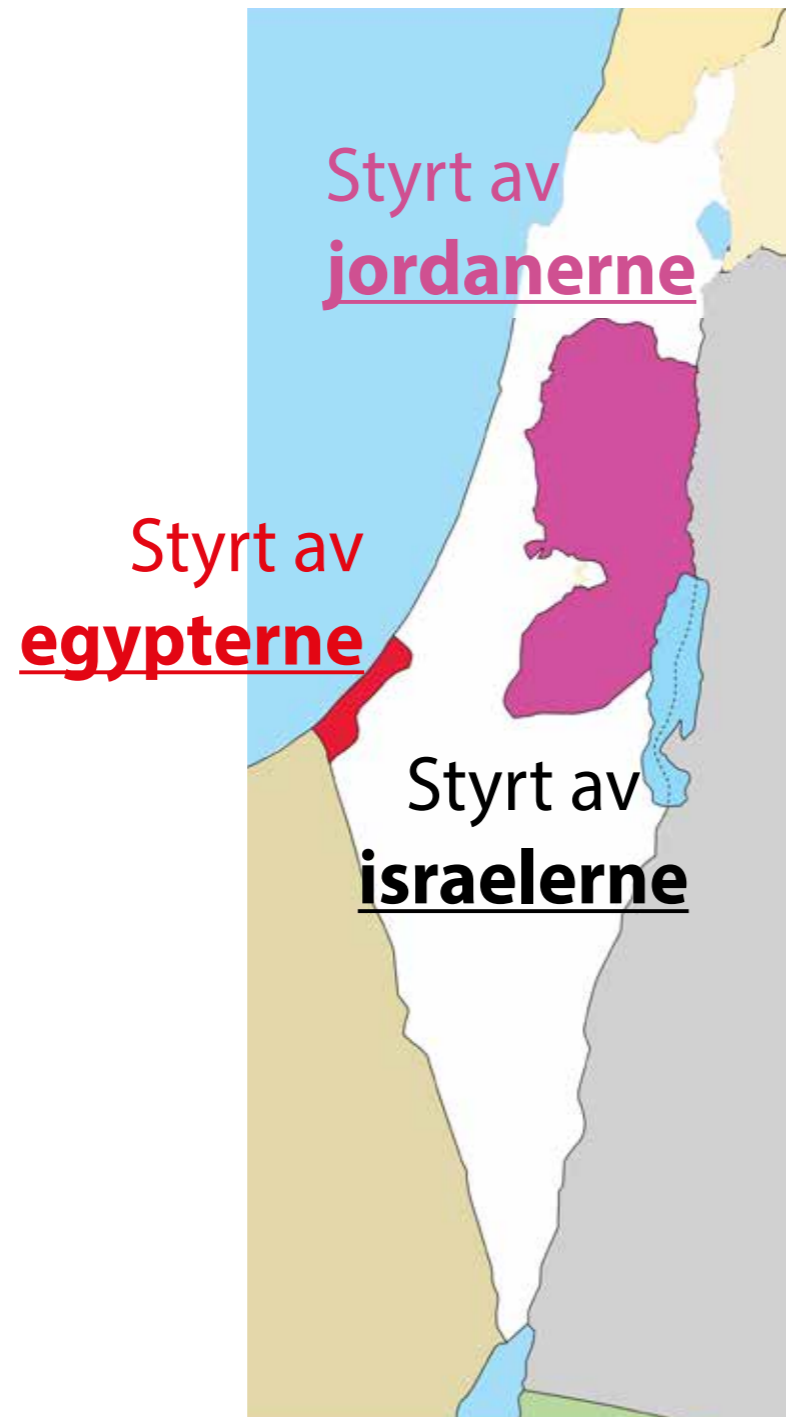


# Kun Israel ga framvekst av palestinsk selvstyre

Det har aldri eksistert noen palestinsk stat. Først etter at Israel tok kontroll over Gaza og Vestbredden fikk palestinerne etterhvert selvstyre der. I 2005 trakk Israel seg helt ut av Gaza. I 2008 tilbudte Israel tilbaketrekning fra 97 % av Vestbredden.



1917-1948



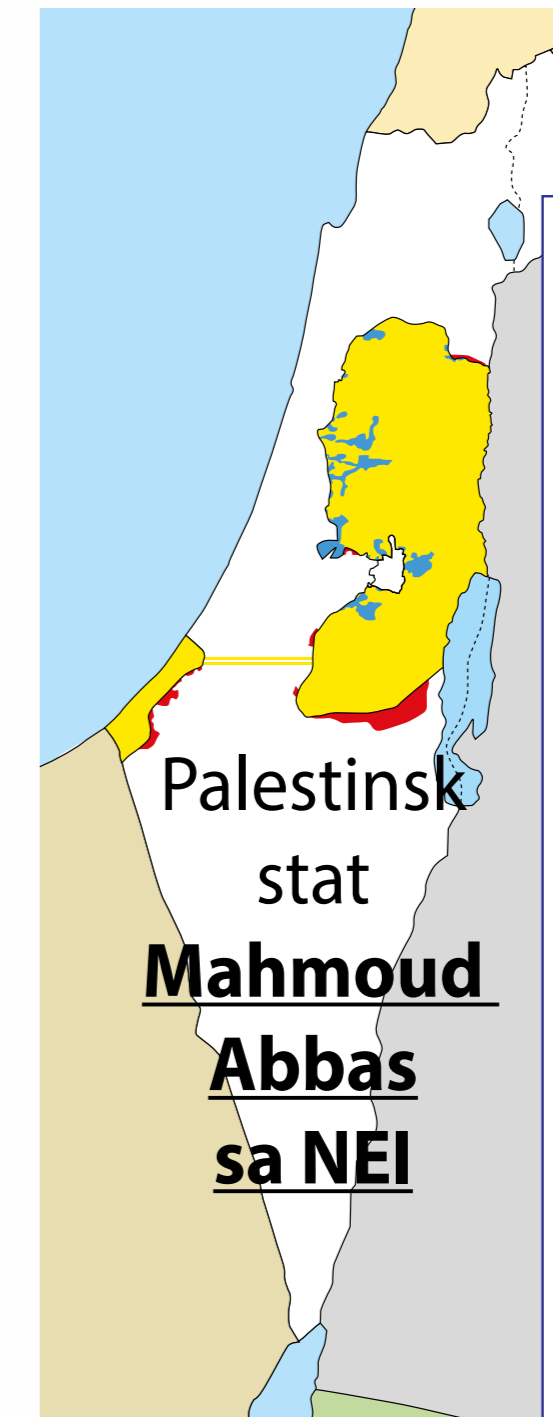
1948-1967



1967-1994



1995



Tilbud 2008

## Kartforklaring

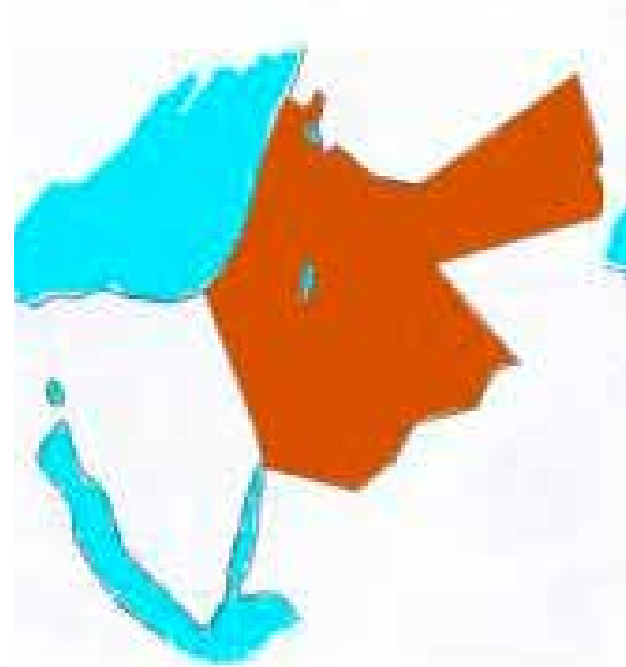
Dette kartet ble lagt fram i forhandlingene mellom Israel og de palestinske selvstyremyndighetene høsten 2008. Daværende statsminister i Israel, Ehud Olmert, ønsket å annektere 6,3 prosent av arealet på Vestbredden (blått). Innenfor dette området bor 75 prosent av de jødiske bosetterne. Landområder tilsvarende 5,8 prosent av Vestbredden skulle bli avgitt fra israelsk territorium (rødt). (Kilde: Ha'aretz)

-  Palestinsk stat
-  Israel vil beholde
-  Områder som Israel foreslo å avgi til palestinsk stat



# Hvordan det jødiske folkets land har krympet

Israel har akseptert tap av, og trukket seg ut av, store landområder i håp om å få fred med sine arabiske naboer.



**1920:** Mandatområdet hvor Storbritannia hadde lovet et jødisk nasjonalt hjemland.



**1921:** Storbritannia skiller ut Transjordan og overgir det til arabisk kontroll, omlag 77 prosent av arealet.



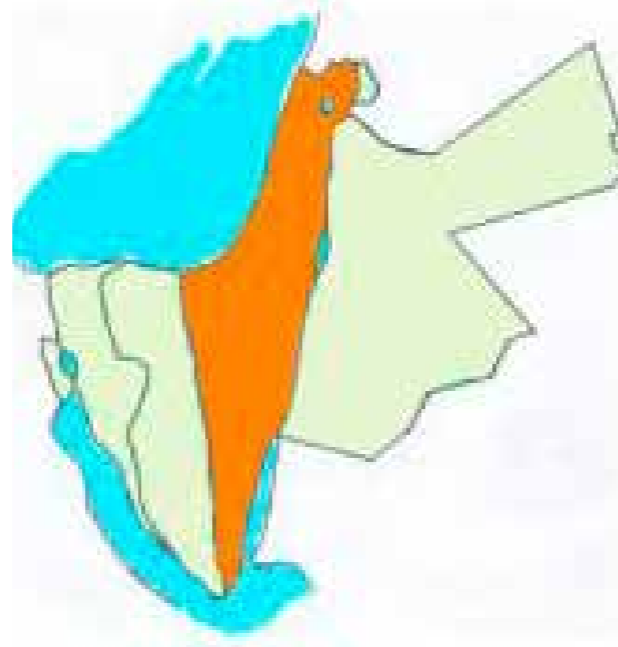
**1947:** FNs generalforsamling foreslår å dele restområdet i en jødisk og arabisk stat. Araberne sier NEI.



**1949:** Våpenhvilelinjene gir det jødiske folk suverenitet på ca 18 prosent av mandatområdet fra 1920.



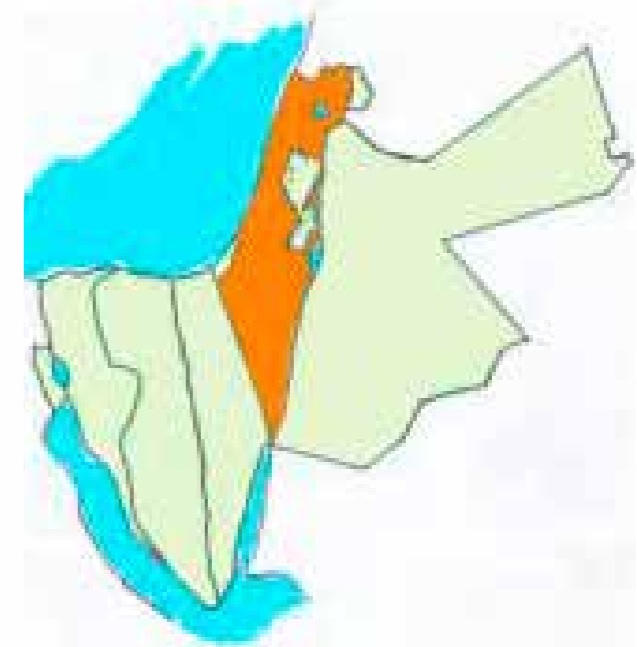
**1973:** Våpenhvilelinjer etter Jom Kippur-krigen.



**1979:** Delvis tilbaketrekning fra Sinai etter Camp David-avtalen.



**1982:** Full tilbaketrekning fra Sinai avsluttet.



**1995:** Palestinsk selvstyre på deler av Vestbredden og Gaza.

**2005:** Israel helt ut av Gaza.

# What if all the accusations against Israel were true?

UN Human Development Index 2018

1 Norway

6 Iceland

22 Israel

23 South-Korea

95 Jordan

115 Egypt

119 *Palestine, State of*

120 Iraq

123 Marocco

150 Pakistan

  
Með Ísrael



fyrir friði

# Size of settlements: 2,7 percent

## Fakta om israelske bosettinger

- Over 700.000 israelske bosettere bor i 237 bosettinger og såkalte utposter på den israelskokkuperte Vestbredden, inkludert Øst-Jerusalem.
- Israel har opprettet 20 industrisoner som huser rundt 1.000 fabrikker i de ulovlige bosettingene.
- Israelske bosettere dyrker rundt 93 kvadratkilometer palestinsk jordbruksland, mens boligområdene i bosettingene utgjør rundt 60 kvadratkilometer.
- Israelske myndigheter lokker bedrifter med lav leie, gunstige skatter, subsidier og tilgang til billig palestinsk arbeidskraft.

 Með Ísrael



fyrir friði



**«LO krever at situasjonen for de palestinske flyktingene løses i tråd med FNs resolusjon 194 som slår fast de palestinske flyktingenes rett til retur.»**

LO-resolusjon 12. mai 2017

## **Ingen rett til retur**

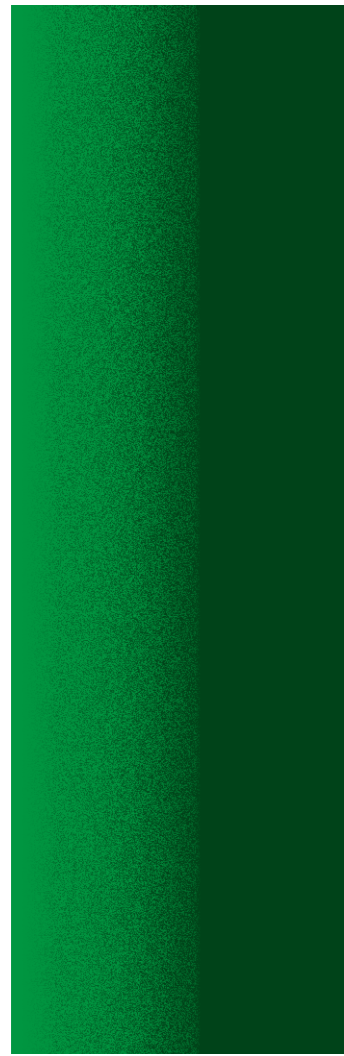
- 1) Returrett svekkes jo lengre tid som går. FN og EU mener det har gått for lang tid for noen tilbakevendning på Kypros (1974).
- 2) Returrett svekkes når den opprinnelige konflikten fortsetter.
- 3) Returrett svekkes når nye innbyggere har flyttet inn i området. Jødiske flyktinger fra arabiske land.

  
Með Ísrael



fyrir friði

Ca. 2,5 millioner  
palestinere i andre land.

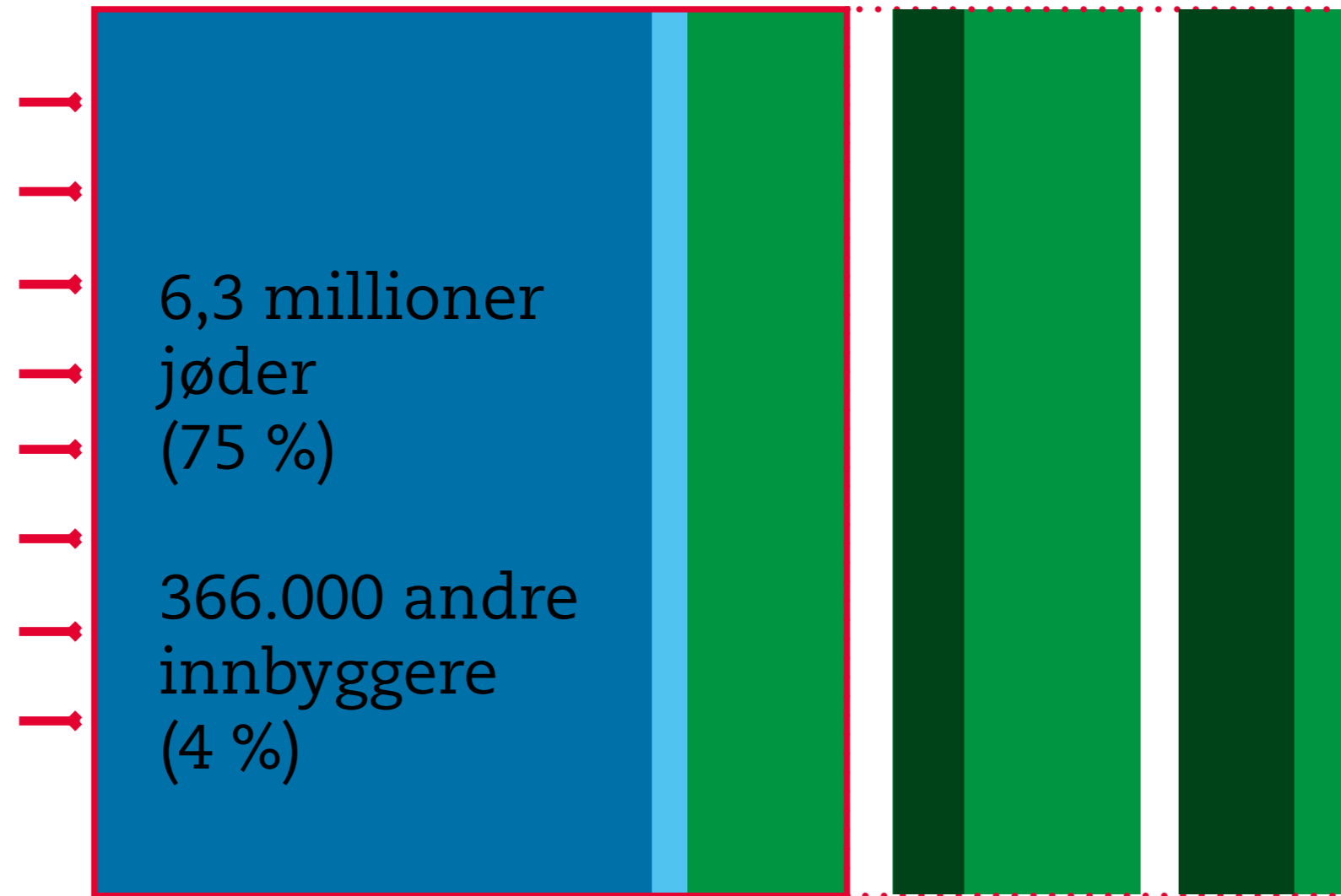


Ca. 3 millioner etter-  
kommere av flyktninger  
i Jordan, Syria, Libanon.



# Hva "rett til retur" betyr?

ISRAEL



ca. 2 millioner etterkommere av flyktninger

Með Ísrael



fyrir friði



# Why Iceland was dead wrong to recognize Palestine as a state

Wikipedia:

On 29 November 2011, the parliament of Iceland passed a resolution that authorized the government to officially recognize the state of Palestine within the 1967 borders. The resolution was passed without opposing votes, although several opposition MPs abstained. Össur Skarphéðinsson, Minister for Foreign Affairs of Iceland, formally declared Iceland's recognition of the state of Palestine on December 15, 2011.



Foto:  
Johannes Jansson/  
norden.org

 Með Ísrael



fyrir friði



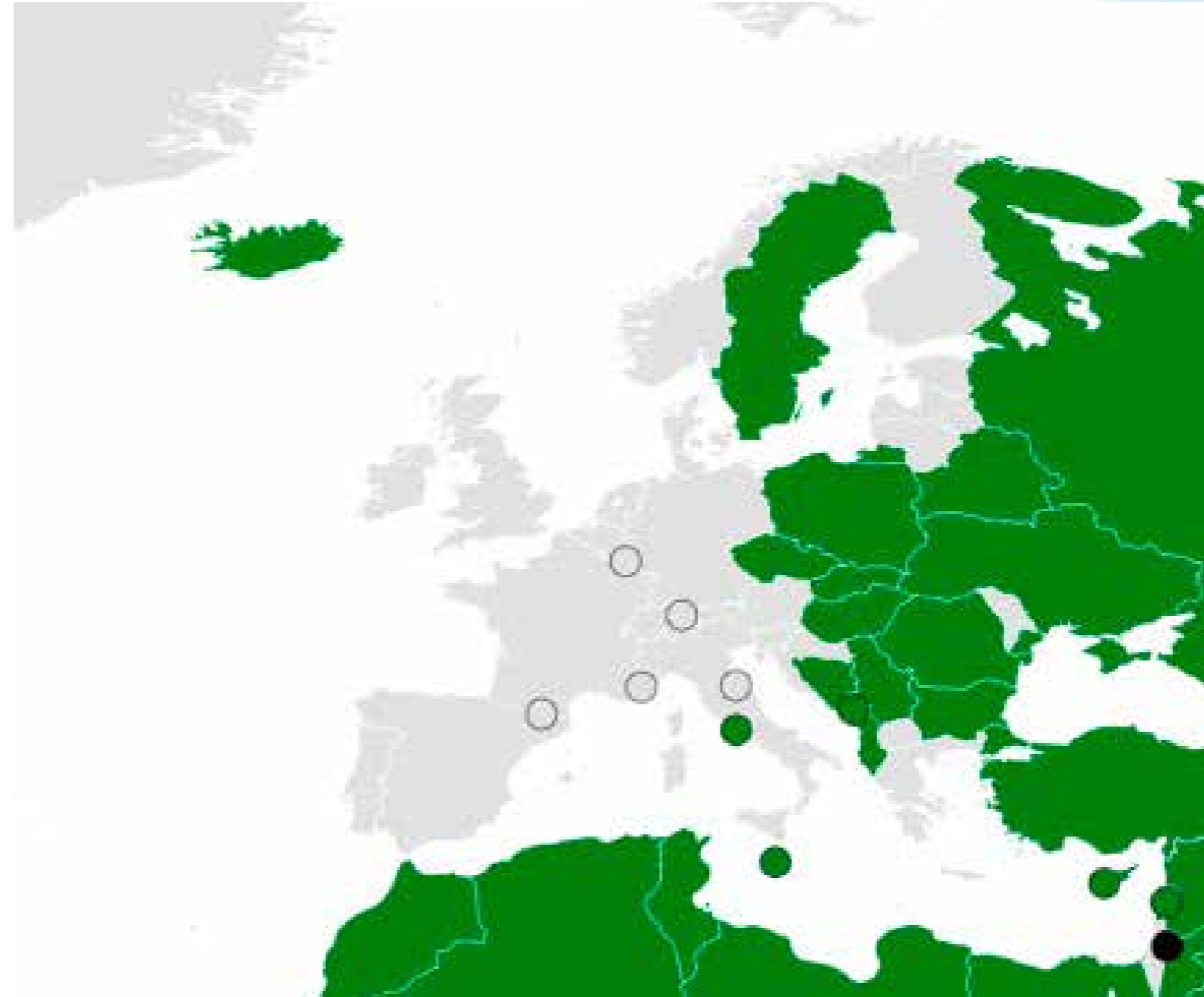
# What constitutes a state?

Montevideo convention 1933

- 1) A permanent population.
- 2) A defined land area.
- 3) One government.
- 4) Capacity to enter into agreements with other countries.

Recognition cannot create a state if it does not exist as a fact on the ground.

The State of Palestine is a fantasy, not a reality.



**Countries that have recognized the State of Palestine.**

 Með Ísrael



fyrir friði

# What constitutes a state?

*Until such a time as a final settlement is agreed, the putative State of Palestine will have no territory over which it exercises effective sovereignty, its borders will be indeterminate or disputed, its population, actual and potential, undetermined and many of them continuing to live under occupation or in States of refuge.*

Professor Guy Goodwin-Gill, 2011.

 Með Ísrael



fyrir friði

# Demands on new states

*1991 - guide for recognition of new states in Eastern Europe and the former Soviet Union*

- respect for rule of law, democracy and human rights
- borders should not be violated
- conflicts should be solved through diplomacy

Jugoslavia

- before recognition, guarantee that they have no territorial demands on neighbouring countries.





# Palestinian Authority Basic Law

"Palestine is part of the larger Arab world, and the Palestinian people are part of the Arab nation. Arab unity is an objective that the Palestinian people shall work to achieve." (Art. 1)

Artikkel 4:

"Islam is the official religion in Palestine. Respect for the

sanctity of all other divine religions shall be maintained. The principles of Islamic Shari'a shall be a principal source of legislation.

Arabic shall be the official language."

*2003 Amended Basic Law*

... Men Israel kan altså ikke ha jødisk identitet.

 Með Ísrael



fyrir friði





**How we can fight back and how we built the largest non-religious pro-Israel membership organization in Europe**

Með Ísrael



fyrir friði



The National Theatre of Norway's official apology for the cooperation with Habima



## ”Nationaltheatret regrets cooperation with Habima”

Presented on YouTube as a film and a “art project” in the newspaper *Morgenbladet* 23 September 2016.

It was fake, made by two anti-Israel artists.

 Með Ísrael



fyrir friði





## **”Artists are ashamed of the false Nationaltheatret-statement”**

Within one week, MIFF made our own YouTube-film and a text, also presented in Morgenbladet, where the “artists” make a full conversion and support Israel.





The Jews are an indigenous population in the Middle East and North Africa, and especially



Art can be important.



The BDS movements' lies have caused us to realise something we had long forgotten:



Let Israel live! Long live art!

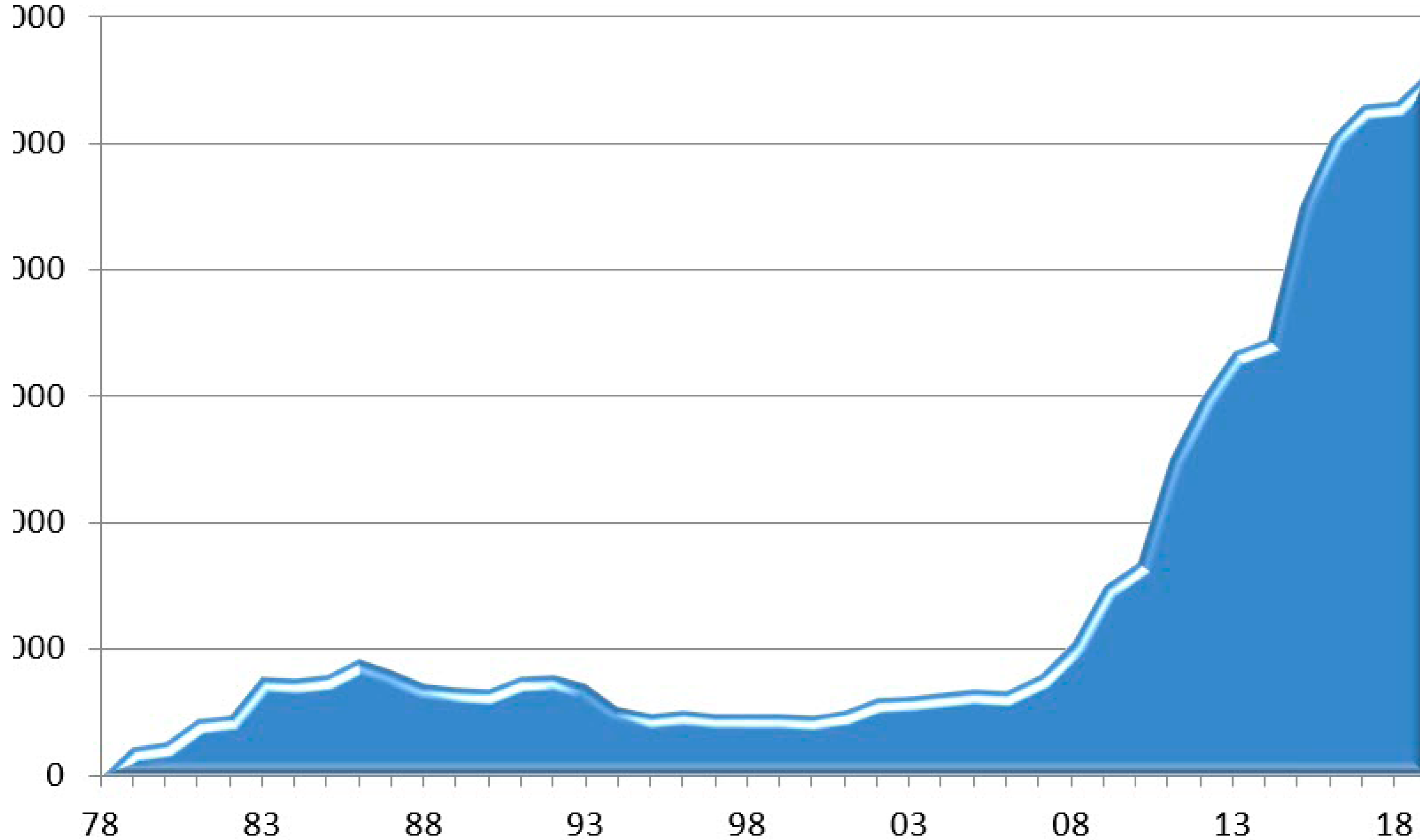
Oslo  
10 August  
2014

Með Ísrael

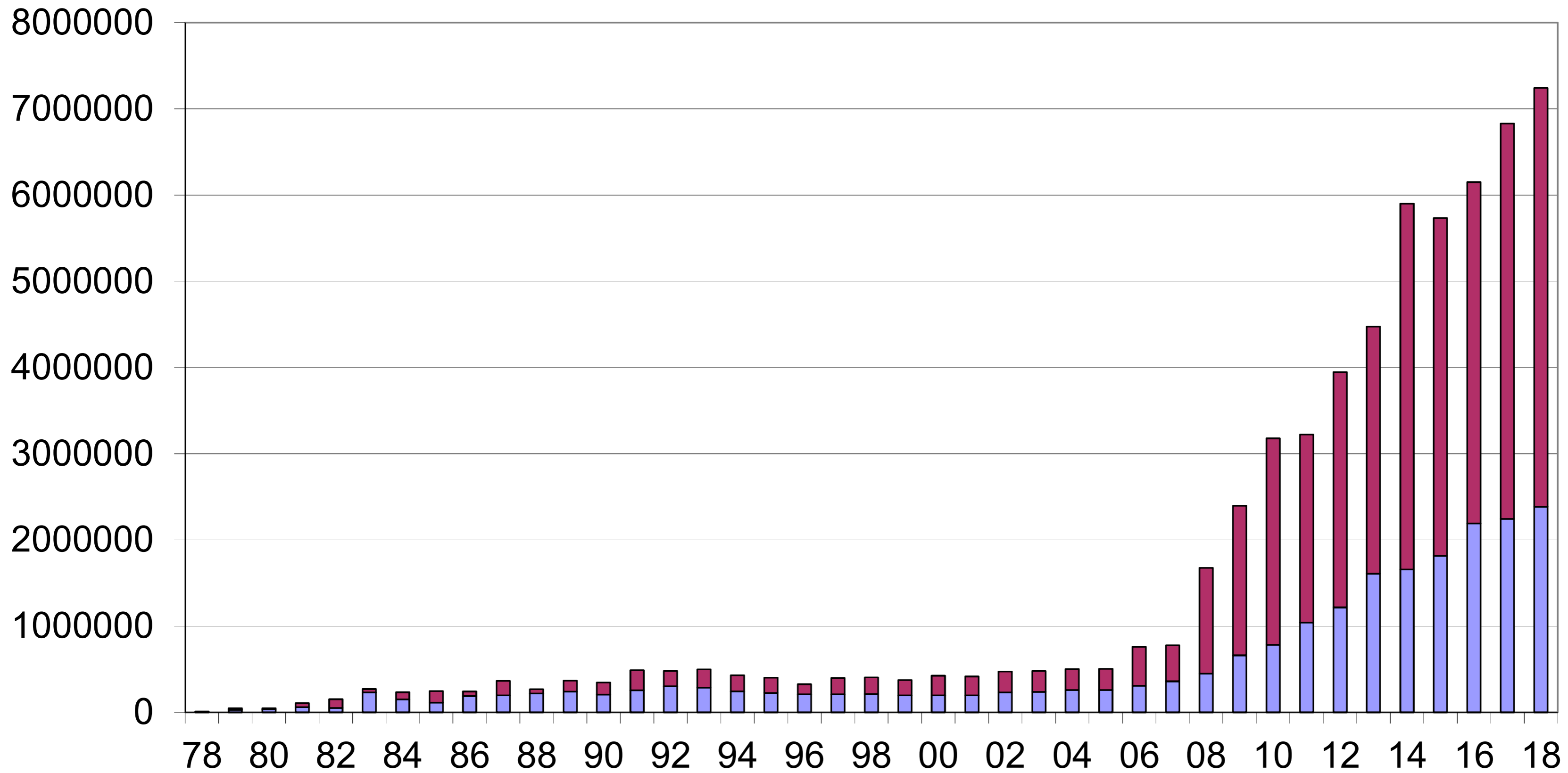


fyrir friði









# MIFF's revenue 1978-2018

Blue: Annual fee, Red: Gifts and book sales

Með Ísrael



fyrir friði

# 2007

1.634 members

5 local branches

Budget 900.000 kroner

Staff: 1 fulltime from August

Website visitors: 282.000

# 2019

11.200 members

(including +300 in Denmark)

30 local branches

Budget 8.600.000 kroner

Staff: 4 full time

Website visitors: 1.600.000

+ reaching additional

*hundreds of thousands*

through Facebook and other  
channels.

 Með Ísrael



fyrir friði

## Success factor #1 of 7

# Focused purpose (since 1978)

Share information to create more sympathy for Israel and the Jewish people.

- MIFF supports the right of the Jewish people to a national homeland in Israel.
- MIFF supports a solution to the refugee problems that is no threat to Israel as a Jewish state.

- MIFF thinks the conflict should be solved in direct negotiations between the parties.
- MIFF reject organizations that do not want to recognize Israel.
- MIFF is non-religious and non-partisan.

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fyrir friði



Success factor #2 of 7

# Experience, young energy and skilled non-payee workers

Longserving board members.

Running the risk of using  
young energy.

Committed and skilled  
local leaders.



MIFFF  
paper from  
1996.

Með Ísrael



fyrir friði

Success factor #3 of 7

# Wise information strategy (since 1994 and 2000)

Odd Myrland editor of MIFF's newspaper since 1994:

Not focusing on his own opinions and ideas, but reporting how mainstream Israelis think.

MIFF general assembly 2000 adopted this as a formal information strategy:  
Give priority to the viewpoints of the big groups in Israeli politics, with a natural emphasis on "the policy of the ruling Israeli government".

 Með Ísrael



fyrir friði

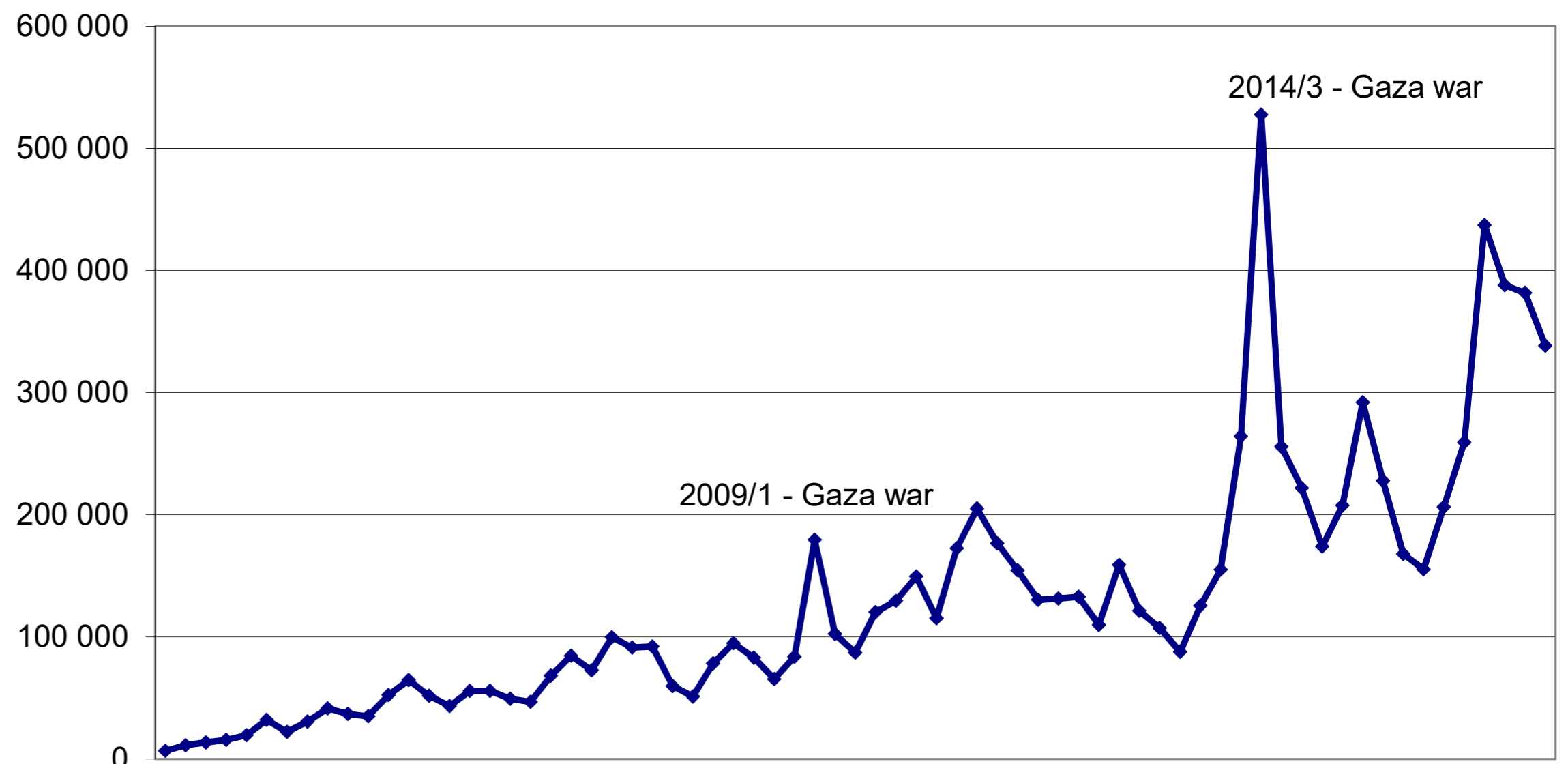


## Success factor #4 of 7

# Website

1996: First static website, when only 10 percent of Norway's population had access to internet.

2001: Relunched by editor Conrad Myrland. Daily news and creation of online community.



## Success factor #5 of 7

# Professional staff (since 2007)



Director and editor Conrad Myrland (38)  
Fulltime since August 2007



Secretary Kjetil Ravn Hansen (40)  
Fulltime since October 2015



Inspirator in social media Geir Knutsen (53)  
Fulltime since January 2016



Journalist Bjarte Bjellås (34)  
Fulltime since January 2017 (preceded by two other fulltime journalists)

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# Success factor #6 of 7



Með Ísrael



fyrir friði



Success factor #7

# The way MIFF is working



 Með Ísrael



fyrir friði



# The way MIFF is working #1

## Nurturing the members

24 pages newspaper

6 times per year

Annual fee/ Fundraising letters

5-6 times per year

E-mail

1-4 times per month

SMS

Approx 1 time per month

Two national conference weekends.

Local branches in 18 of 19 counties.

Website and social media.



# MIFF's "internal" task

*"Many people are "friends of Israel" based on a shaky ground. They feel uncertain and uncomfortable about their support when Israel is criticized. "It is not easy to defend Israel," they say. MIFF's task is to remove this uncertainty."*

President of MIFF

Jan Benjamin Rødner in 1980.

**Photos from 1978 and 2015.**



Með Ísrael



fyrir friði



# The way MIFF is working #1

## Engaging the youth

Special free of charge weekends for age group 16-30.

Young, talented adults to Israel in 2016, 2017 and 2018.

Sponsored participation in national conferences.



 Með Ísrael



fyrir friði

# The way MIFF is working #2

## How we do not fundraise

MIFF does not use time searching for big sponsors.

The work is generally funded by "small" gifts from many people. In this way, MIFF is more protected from being manipulated by special interests.

Med Israel  for fred

Navn (10260)

Adresse  
1164 OSLO

NB! Husk å oppgi  
KID i nettbank!

**MIFF har betalt en høy pris for å få israelernes argumenter ut - nå er vi avhengig av din støtte!**

**De siste ukene har MIFF brukt flere hundretusen kroner i annonsekampanjer for å forklare Israels sak i Norge. Vi har hatt helsider i landets største aviser, tolv mindre annonser i fem storbyaviser og nådd over 700.000 brukere på Facebook.**

Også på andre måter har det sin pris å forsvare Israel. Ledere i MIFF er blitt møtt med en stor dose hat og flere truende meldinger.

Men vi kommer *aldri* til å gi oss! Når dette brevet går i trykken planlegger vi en stor støttemarkering for Israel utenfor Stortinget søndag 10. august. Hver dag sprer vi gode ord om Israel på miff.no. De siste ukene har vi fått over tusen nye medlemmer!

Nå er vi avhengig av din støtte for å betale de høye annonseregningene, som vi ikke hadde planlagt i budsjettet. *Hjertelig takk dersom du kan avse en gave - liten eller stor!*



- Ikke glem at du nå får **skattefradrag** på gaver til MIFF! sier Conrad Myrland, daglig leder i MIFF. Dersom summen av gaver gjennom året er mer enn 500 kroner, og du sender oss ditt navn og personnummer (11 siffer). Send til [post@miff.no](mailto:post@miff.no) eller SMS 41 17 67 80. Les mer på [www.miff.no](http://www.miff.no).

 Með Ísrael



fyrir friði



The way MIFF is working #2

# The letter giving best reponse

August 2014

Sent to 7519 addresses.

Resulted in 1627 gifts (21,6 percent)

Resulted in 849.261 kroner (average gift 522 kroner)

Calculated cost of sending 45.114

ROI 18

Normally, ROI around 10 will be very good.

 Með Ísrael



fyrir friði

# The way MIFF is working #3

## Israel's best arguments to "every" letter box in Norway

18 of 19 counties of Norway covered since 2010.

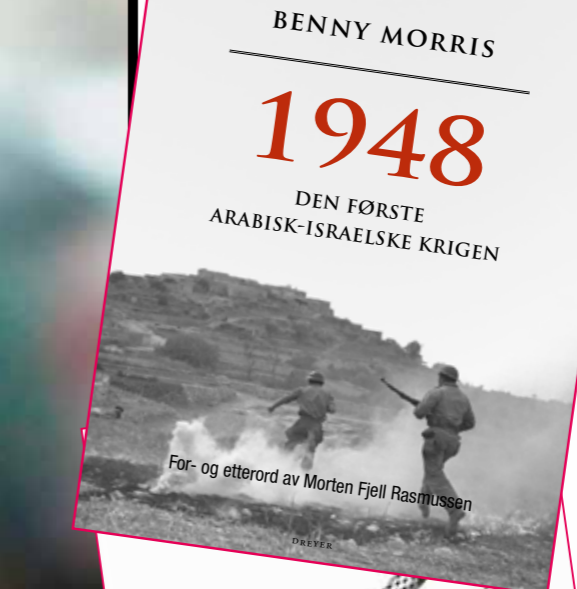
24 pages magazine.





# The way MIFF is working #4

## Publishing books



Með Ísrael  
fyrir friði





## The way MIFF is working #5

# SMS fundraising

Example 14 May 2018:

*Isn't fantastic to see USA's Embassy open in Jerusalem today on Israel's 70th anniversary? If you think Norway should follow after and recognize Israel's capital, click answer and type code word JERUSALEM and send. Then you support the fight for Norwegian recognition of Jerusalem and MIFF's work with 250 kroner. Thanks!*

Result: 601 transactions - income 150.250 kroner.



## The way MIFF is working #6

# MIFF on Facebook

The way MIFF has used Facebook since 2008 is maybe the single most important success factor.

MIFF communicates on Facebook through

a page

32290 likes

a group

10011 members

Conrad's profile

5849 friends and followers

local groups + profiles of other staff, additional thousands

 Með Ísrael



fyrir friði

# The way MIFF is working #7

## Stepping up defence in time of pressure

Newspaper adds and increased online marketing during times of war and strong diplomatic pressure on Israel.

Big Pro-Israel rallies in Oslo 2009, 2012, 2014.



Með Ísrael



fyrir friði



The way MIFF is working, in closing

## Other things MIFF do

Meetings in local branches, two national conference per year.

Weekly radio comments, broadcasted on local radio stations.

YouTube-channel. 741.663 views since 2007.

Facebook-videos/ live streaming.

Lectures, debates, trips to Israel. Lobbying.

Twitter, Snapchat, Instagram

Answering requests from members, students, journalists etc.

Member of European Alliance for Israel, cooperation with

Palestinian Media Watch, Stand With Us, NGO Monitor etc.

 Með Ísrael



fyrir friði

Almost finished

# Seven takeaways

1. Agree about the basics.
2. Apart from that, communicate differing Israeli perspectives, not your own ideas.
3. Build one central membership database.
4. Do not be afraid to ask for funding. People are giving thankfully to a good cause.
5. Hire professional staff with a heart of a journalist.
6. Help the local branches succeed.
7. MIFF is more than willing to be a partner to see a similar work grow in other countries. *Stay in touch.*

 Meo Israel



fyrir friði



Finally

Why?

We work for pro-Israel organizations not to get growth and nice graphs.

We do support Israel because the state has restored the hope and secured the life and future for the Jewish people after they experienced their history's greatest tragedy.

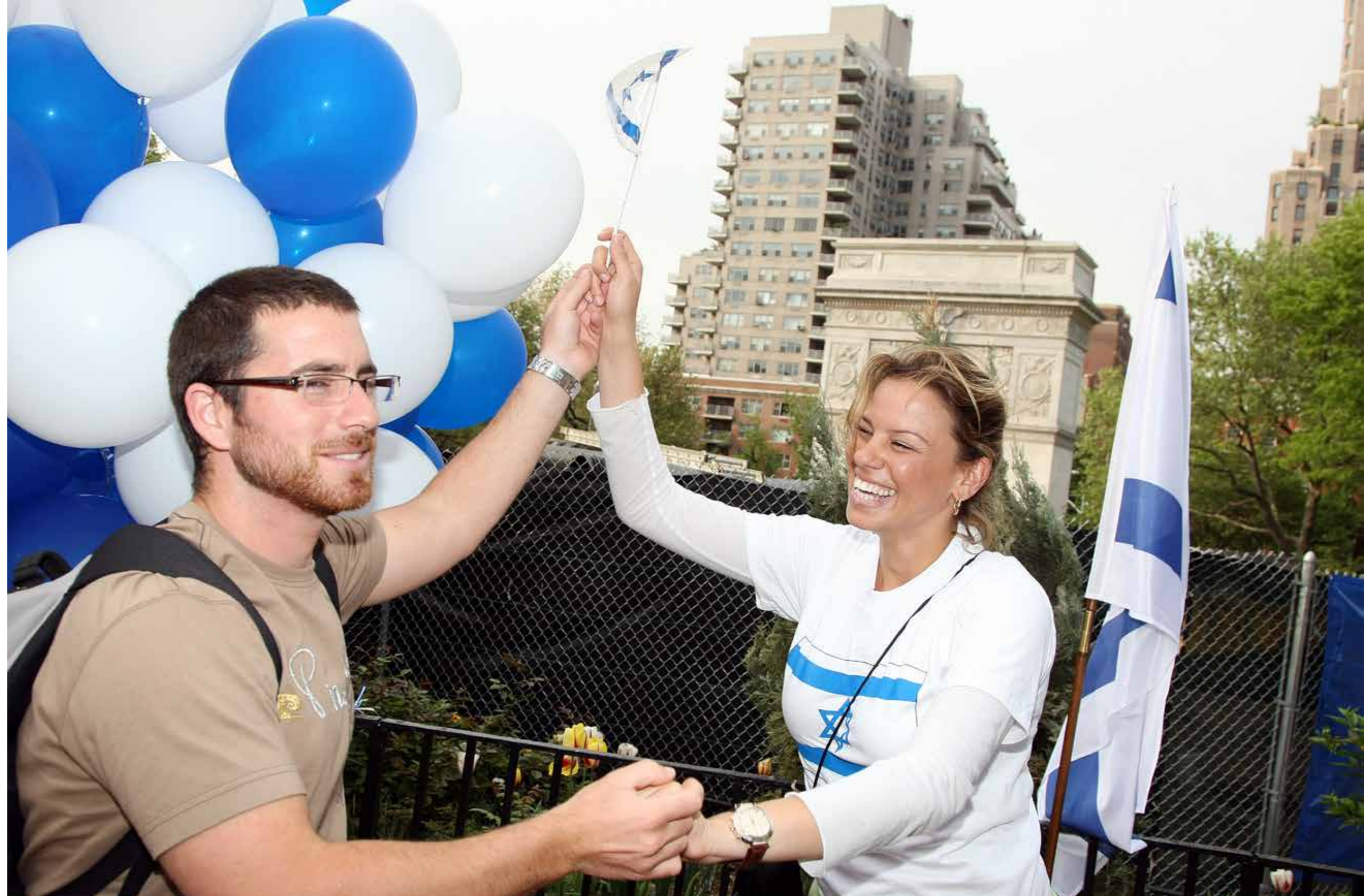


Foto: isRealli

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