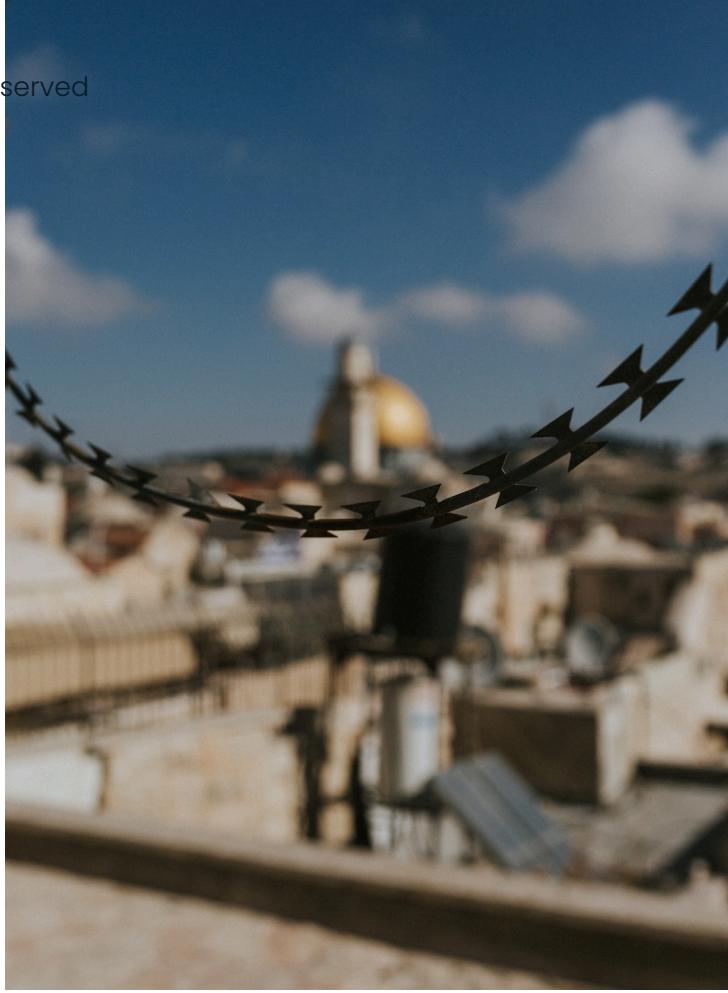




Blueprint & Roadmap 2021-2023

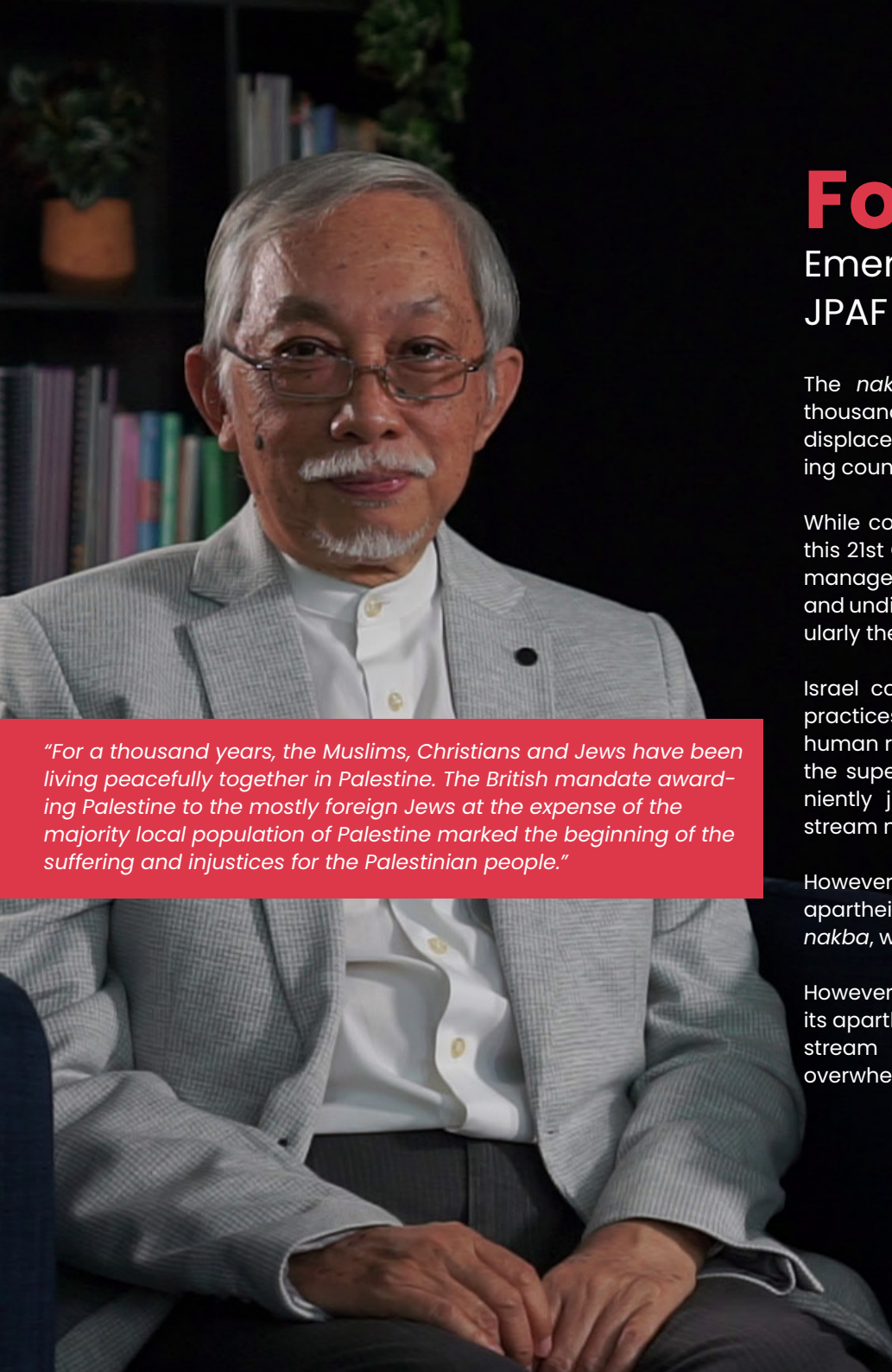
A Public Initiative and Special Project under:





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“For a thousand years, the Muslims, Christians and Jews have been living peacefully together in Palestine. The British mandate awarding Palestine to the mostly foreign Jews at the expense of the majority local population of Palestine marked the beginning of the suffering and injustices for the Palestinian people.”

Foreword

Emeritus Professor Dato' Abang Abdullah Abang Ali JPAF Chairman

The *nakba* or catastrophe in 1948 recorded thousands of Palestinians massacred and displaced into refugee camps in the neighbouring countries.

While colonisation is no longer acceptable in this 21st Century, Israel, a colonial settler project, managed to survive until today with the strong and undivided support of western powers, particularly the US.

Israel continues its occupation and colonialist practices with impunity, ignoring the UN and human rights groups' demands, at the behest of the superpowers. Its misadventures are conveniently justified and supported by the mainstream media.

However, the world has changed. South African apartheid, which started in the same year as the *nakba*, was dismantled 46 years later in 1994.

However, while Israel has managed to continue its apartheid policies for 73 years now, the mainstream media's propaganda has been overwhelmed by the social media today.

With the advent of the internet, the people of the world can now see what is really happening on the ground, despite the mainstream media peddling of untruths and myth of Israeli right of self-defence.

It is thus time to seek Justice for Palestine. The world has awakened and learnt the truth.

Justice for Palestine Action Front (JPAF) was established to rally peace-loving people of the world, irrespective of race and religion, to reject the injustices that the colonial empires have inflicted on the Palestinians for 73 long years, much longer than the South African apartheid.

JPAF is a Public Initiative and a Peaceful Resistance to the prolonged injustice. Let us join hands to make Palestine free. Support this movement for Justice for Palestine.

End Occupation. Recognise Palestine.

**Emeritus Professor Dato' Abang Abdullah
Abang Ali**

1918

1947

1960

2017

Case for Change

It has been 73 long years of suffering. There have been initiatives to help the Palestinians, including awareness campaigns, humanitarian aids and rebuilding works, undertaken by many individuals and bodies, locally & internationally.

However, there is now an urgent need for a comprehensive and long-term solution for Palestine. To achieve this, we need to unite and garner support from all communities of the world. The world community must reject the apartheid state of Israel and strive for the establishment of the state of Palestine for all.

UNDER OTTOMAN
RULE ZIONIST
ORGANISATIONS
BEGAN PURCHASING
LAND THROUGHOUT
PALESTINE

PRIVATISATION
OF LAND UNDER
THE BRITISH
MANDATE WAS
GIVEN TO ZIONIST
ORGANISATIONS,
AND INDIVIDUALS

FOLLOWING THE
FORCED
DISPLACEMENT
(NAKBA) OF OVER
750,000
PALESTINIANS
IN 1948, THE NEW
STATE OF ISRAEL
ENACTS LAWS
CONFISCATE THE
VAST MAJORITY
OF PALESTINIAN
LAND

SINCE OCCUPYING
THE WEST BANK
AND GAZA IN
1967, ISRAEL HAS
UNILATERALLY
DECLARED TENS
OF THOUSANDS
OF HECTARES OF
SO-CALLED STATE
LAND FOR
ISRAELI
SETTLEMENTS.

The Palestine Issue

A Brief History



MORE THAN 1000 YEARS

The Palestinians: the Muslims, the Christians and the Jews have been living together peacefully.



OCCUPATION

1917, Balfour declaration: The British occupied Palestine and then gave it to the Jews.



PERSECUTION

1948: The state of Israel was born, along with the never-ending persecution of the Palestinians.



73 YEARS AFTER

Some 6 million Palestinians are now forced to live in refugee camps in Jordan, Lebanon and Syria.

It has been 73 long years now and involving three generations of Palestinians, without any hope of return.

In comparison, the Apartheid state of South Africa was also established in the same year. It lasted for only 46 years and was dismantled in 1994.





JUSTICE FOR PALESTINE

WHY ISREAL IS AN APARTHEID STATE



"The Jews were given a land without people" **is a BIG LIE.**



Their common narrative of right to **self defence and being the only democracy in the region is another big lie.**



The Palestinians are living in one of the **largest open-air prisons in the world under land, air and sea blockade.**



5 brutal attacks on Gaza with no self defence within the last 20 years alone.



Human Rights Watch has declared the situation in Israel as an **Apartheid.**



Daily suffering of the Palestinians from Israeli military bombing, eviction of local population and denial of basic utility services.



Disproportionate military responses, police abuses and denial of democratic rights of non-Israelis are laid bare for the whole world to see.



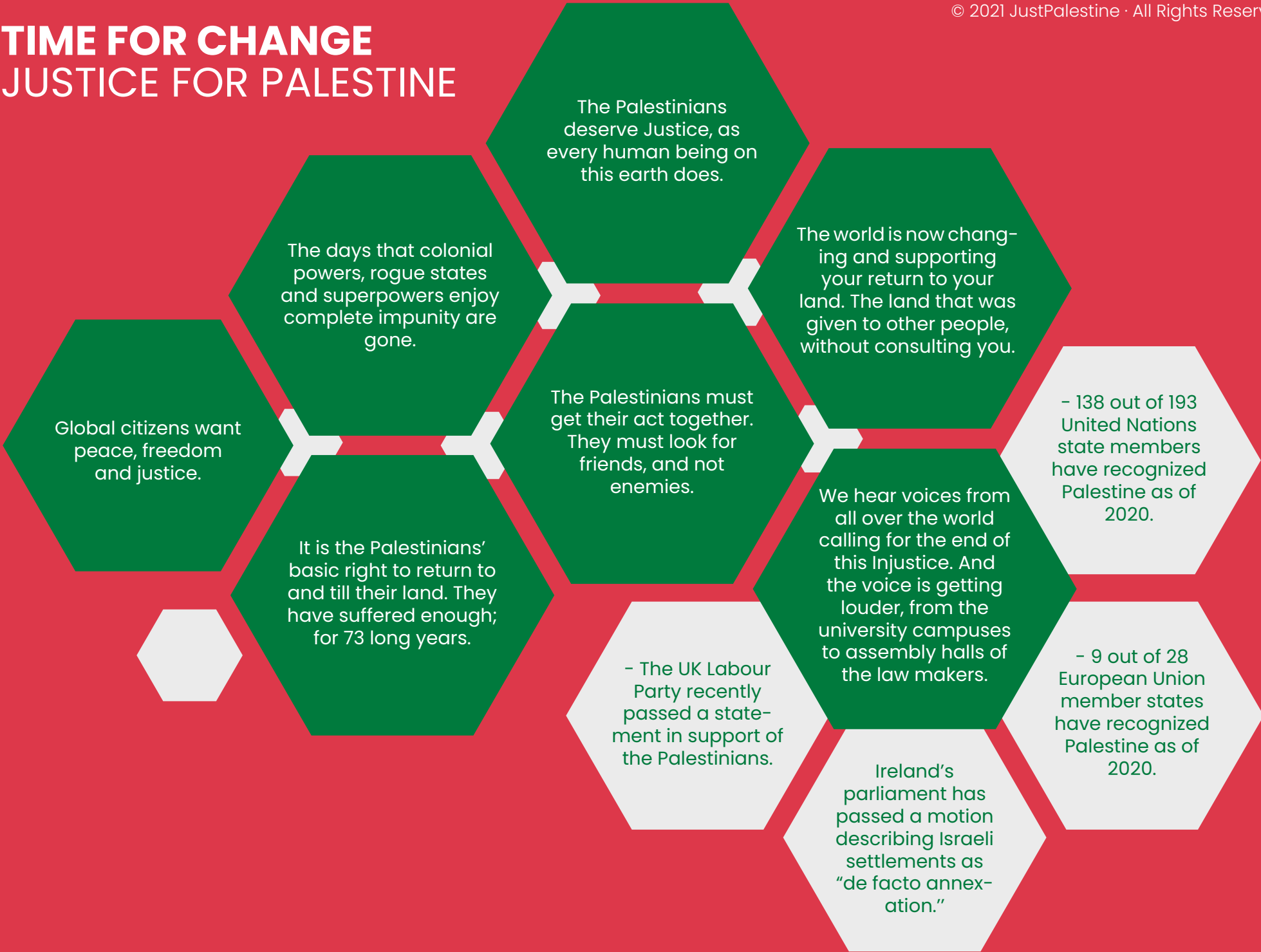
The Israel government **simply ignored the global call** to end the crimes and injustices against the Palestinians. Impunity at its worst.



Amnesty International has stated "Israel's systematic discrimination, dispossession and displacement of Palestinians is the root of the ongoing conflicts we see today."

TIME FOR CHANGE

JUSTICE FOR PALESTINE





About

Justice for Palestine Action Front

Justice for Palestine Action Front (JustPalestine or JPAF) is a Public Initiative involving all peace-loving people of the world, regardless of race or religion, with the sole objective of working for peace and justice for the people of Palestine.

It operates as a Special Project under the Malaysian Research and Education Foundation (MyREF), a foundation registered with the Legal Affairs Division of the Prime Ministers Department, Malaysia, and supported by ACCIN, Malaysia.

JPAF aims to share the true situation that the Palestinians are facing on the ground, promote unity among the Palestinians and strive for the establishment of an all-inclusive Palestinian state; a state where Muslims, Christians and Jews can live together in peace and harmony again. JPAF is a peaceful resistance to the persecution of the Palestinians, a mission of all good and peace-loving people of the world.

True North

Vision

**Independent State of
Palestine for All**

Mission

**Nurturing Platforms &
Initiatives to Achieve
Justice for Palestine**



**Justice
for Palestine**



Humanity issue

**Unifying factors
of humanity**



**International Law &
Human Right**



Collaboration



Council Members & Governance Structure

To avoid deviation from the true north, ensure the effectiveness and the professional management of JPAF, a governance structure was adopted, led by JPAF Council Members.

JPAF Council consists of university professors, professionals, leaders and activists with various fields of expertise, coming from different regions and religions, and brought together to bring this effort to the highest level of achievement for the cause of Palestine.

Council Members



Chairman

Emeritus Prof. Dato'
Abang Abdullah Abang Ali
Malaysian Research & Education Foundation (MyREF)



Treasurer

Ar Zulkifli Muhamad
(Era Reka Architect)



Deputy Chairman

Ir Mohd Jamaluddin
Mohamed Shamsuddin
Allied Coordinating Committee
of Islamic NGOs (ACCIN), Malaysia



Assistant Secretary General

Ts Mohd Khairuddin Rais
Malaysian Research &
Education Foundation (MyREF)



Secretary General

Prof. Dato'
Dr. Mohd Saleh Hj Jaafar
Universiti Putra Malaysia (UPM)

Tan Sri Datuk Amar Abdul Aziz Dato Hussain
Harakah Islamiah (HIKMAH), Sarawak

Prof Madya Dr Kaseh Abu Bakar
Universiti Kebangsaan Malaysia (UKM)

Jason Leong
Association of NexGen Christians of Malaysia (ANCOM)

Prof. Dato' Dr. Mohd. Ali Hassan
Universiti Putra Malaysia (UPM)

Prof. Dr. Mohd Roslan Mohd Nor
Persatuan Ulama' Malaysia (PUM)

Hj Abd Halim Shuja

Muhammad Faisal Abdul Aziz
Angkatan Belia Islam Malaysia (ABIM)

Hj Sainuri Yahmin
Council of Sabah Islamic NGOs (CONCERN), Malaysia

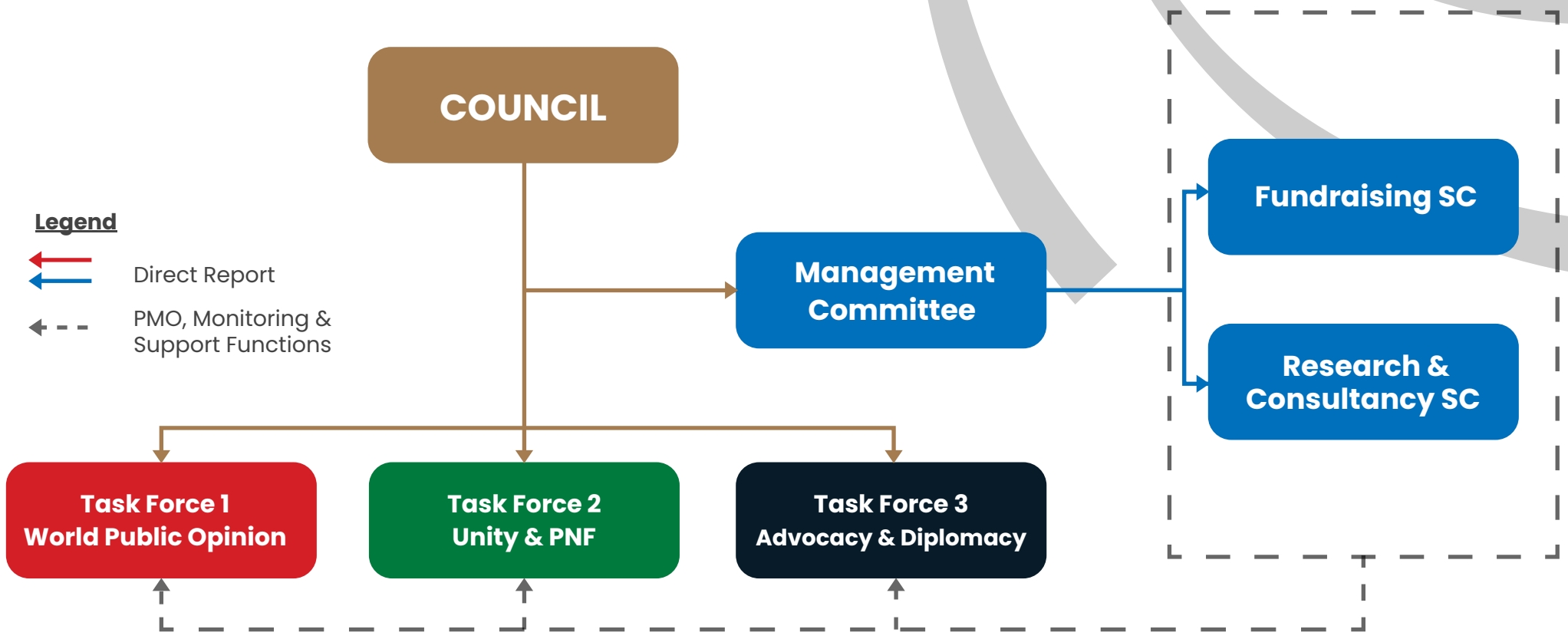
Hj Shahrul Aman Mohd Saari
Pertubuhan IKRAM Malaysia (IKRAM)

Dr Sharif Abu Shammala
Al-Quds Foundation, Malaysia

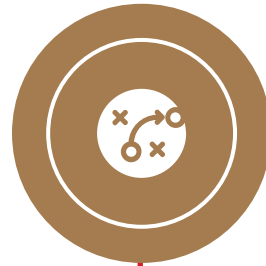
Dr Tengku Shahrom Tengku Shahdan
Yayasan SAMDE

Ahmad Fahmi Mohd Samsudin
Global Peace Mission (GPM) Malaysia

Governance Structure



Functions of Council, Committees & Sub-Committees (SC)



Council

JPAF Council is responsible for policymaking and determining the direction of JPAF. It provides leadership in the planning and progress monitoring for all the committees and task forces. JPAF, under the purview of the Council, adheres to the strict guidelines and practices of good governance and financial accountability.



Management Committee

JPAF Management Committee was established to execute Council decisions and matters in administration, operation, financial management and supervised the Task Forces and Sub-Committee. The Committee provide support to the Council and Task Forces and acts as the Project Management Office (PMO) in the execution of the JPAF Strategic Plan.

Fundraising Sub-Committee

This SC is in charge of the fundraising activities and initiatives, and will be responsible for developing comprehensive and long-lasting sources and strategies for funding.

Research & Consultancy Sub-Committee

This SC shall be conducting studies and action-oriented research to provide data and information in support JPAF and Task Force activities.



Task Forces

Task Force 1 World Public Opinion

Sharing the truth about the situation on the ground in Palestine with peace-loving people of the world. Debunk the myths, misinformation and propaganda peddled by the mainstream media, especially in the West.



Effective Communication to Change World Opinion in favour of Palestine and against Apartheid or Zionist Israel.

Task Force 2 **Unity & Palestine National Front**

Promoting peace and unity among all people of the world, and among the Palestinians in the West Bank, Gaza, Israel and in the refugee camps, through a Palestine National Front.



Coordinated Action of the Pro-Palestinian Rights Organizations Worldwide and Unity Among Palestinians as a National Front

Task Force 3 **Advocacy & Diplomacy**

Sharing the need for Justice for Palestine and promote acceptance and support among international bodies and agencies.



International Recognition of Palestine as an Independent Sovereign State and a Full Member of the United Nation.



Strategic Plan

The development of the JPAF Strategic Plan 2021-2023 involved an extensive review of the Palestinian issues over seven decades. The plan addresses major issues in order to facilitate the achievement of JPAF vision. Existing strengths, weaknesses, opportunities and threats at the global level were evaluated.



Development Methodology



Strategic Workshop – True North

Strategic workshops were conducted with the Head and the Deputy of each Task Force to:

- agree on one True North for JPAF,
- set up the goals and direction,
- identify resources and structure, and
- identify the scopes and priorities



Lab Session & KPI Setting – Action Plan

Lab sessions were conducted involving the Task Force members and the stakeholders:

- Scene settings to get everyone in the same page of JPAF True North and direction
- Realignment of Task Force goals and directions
- Development and planning of the Action Plan consisting of the KPIs, activities, timeline, budget and resource mobilization for each Task Force



Roadmaps & Implementation – Execution

The KPIs and timeline were consolidated to become the Roadmap of JPAF as well as each Task Force.

The implementation of the Action Plans started with a rigorous monitoring mechanism by the Council and the Management Committee.



Townhall & Report – Progress

To ensure transparency, inclusivity and optimum performance and progress, JPAF and Task Force Open Day will be organised biannually.

A townhall session and the presentation of the annual report will be conducted to update and enhance the progress of JPAF's work.




Task Force 1

(World Public Opinion)




KPI, ACTIVITY AND TARGET

Propagate genuine facts and information on conflict in Palestine

STRATEGY 1.1: Propagate genuine facts and information on conflict in Palestine

 KPI	 ACTIVITY	 TARGET
Numbers of social media content on Palestine conflict and apartheid	<ul style="list-style-type: none"> • Fact and information review on Palestine conflict and Apartheid with JPAF Research Sub-committee 	<ul style="list-style-type: none"> • 10 videos posting per month across all JPAF social media
	<ul style="list-style-type: none"> • Social media content development (video & posting) on Palestine conflict and Apartheid 	<ul style="list-style-type: none"> • 20 social media posting per month across all JPAF social media
	<ul style="list-style-type: none"> • Screening on news related to Palestine 	<ul style="list-style-type: none"> • Weekly screening and reporting
Numbers of strategic campaign against Zionist Israel	<ul style="list-style-type: none"> • Develop mini campaign theme with other TFs 	<ul style="list-style-type: none"> • One mini campaign per month
	<ul style="list-style-type: none"> • Conduct webinar & forum with other TFs 	<ul style="list-style-type: none"> • One webinar or forum per month
	<ul style="list-style-type: none"> • Engage influencers for strategic campaign 	<ul style="list-style-type: none"> • Engage one influencer per month to support campaign
	<ul style="list-style-type: none"> • Create all year-round campaign brand and merchandise 	<ul style="list-style-type: none"> • Develop one all year-round campaign • Sell minimum 30 items of merchandise per month

Propagate genuine facts and information on conflict in Palestine




STRATEGY 1.1: Propagate genuine facts and information on conflict in Palestine		
 KPI	 ACTIVITY	 TARGET
Numbers of cumulative share of JPAF content and followers of JPAF social media	<ul style="list-style-type: none"> Boost social media posting in Facebook and Instagram 	<ul style="list-style-type: none"> 500 daily reach per boost 50 numbers of like and share per post 50 JPAF social media followers per month
	<ul style="list-style-type: none"> Monitor JPAF social media performance and world public opinion on Palestine 	<ul style="list-style-type: none"> Weekly social media performance report Weekly social media analytic on Palestine

Task Force 2




(Unity & Palestine National Front)

KPI, ACTIVITY AND TARGET

Establish Strategic Platform & Synchronized Effort to Promote Peace and Unity in Palestine

STRATEGY 2.1: Establish Strategic Platform & Synchronized Effort to Promote Peace and Unity in Palestine		
 KPI	 ACTIVITY	 TARGET
Numbers of strategic engagement on unity and sustainability	<ul style="list-style-type: none"> • Conduct webinar or forum on peace, unity and sustainability 	<ul style="list-style-type: none"> • One webinar or forum per month
	<ul style="list-style-type: none"> • Coordinate Study circle 	<ul style="list-style-type: none"> • One study circle per month
	<ul style="list-style-type: none"> • Organize International conference 	<ul style="list-style-type: none"> • One conference a year • 1000 participants for one conference • One resolution on peace, unity & sustainability on Palestine.
Numbers of strategic collaboration and community partnership	<ul style="list-style-type: none"> • Initiate strategic networking with influential people and organizations 	<ul style="list-style-type: none"> • 10 influential people to support JPAF per year • 5 partner organizations by 2023
	<ul style="list-style-type: none"> • Develop strategic campaign for Palestine 	<ul style="list-style-type: none"> • One all year-round campaign on unity & sustainability for Palestine (2022-2023) • Weekly postings on unity & sustainability across all JPAF social media • Produce 10 types of exclusive merchandise for strategic campaign (i.e., headscarves, Mafla' face mask, etc.) by end of 2022
	<ul style="list-style-type: none"> • Conduct physical or virtual outreach program to promote unity & sustainability for Palestine 	<ul style="list-style-type: none"> • Two outreach programme per year • 500 participants for each programme




Establish a Unifying Platform for Palestinians

STRATEGY 2.2: Establish a Unifying Platform for Palestinians		
 KPI	 ACTIVITY	 TARGET
Complementary platform or mechanism for unity among Palestinians	<ul style="list-style-type: none"> Identify potential leaders among Palestinians and relevant diaspora 	<ul style="list-style-type: none"> 5 potential leaders identified by May 2022 Establishment of PNF by July 2022
	<ul style="list-style-type: none"> Develop strategic plan to promote unity and sustainability in Palestine 	<ul style="list-style-type: none"> 2 strategic plan workshops by June 2022 One strategic plan developed and launched by July 2022 Monthly/quarterly tracking and monitoring of strategic plan
	<ul style="list-style-type: none"> Develop strategic campaign to promote the unifying platform (PNF) 	<ul style="list-style-type: none"> All year-round campaign to position al-Aqsa as the point of unity for PNF 2 social media account (Facebook & Instagram) by June 2022 for PNF Weekly postings on strategic campaign and cross post from JPAF social media
Position PNF as change agent to unite and develop a sustainable Palestine	<ul style="list-style-type: none"> Conduct webinars and townhall 	<ul style="list-style-type: none"> Bi-monthly webinar to promote PNF and Al-Aqsa as the point of unity Support PNF to organize annual townhall with show the progress of PNF strategic plan
	<ul style="list-style-type: none"> Organize conferences 	<ul style="list-style-type: none"> One conference every year to promote PNF's vision and mission 1000 participants in each conference

Task Force 3 **(Advocacy & Diplomacy)**

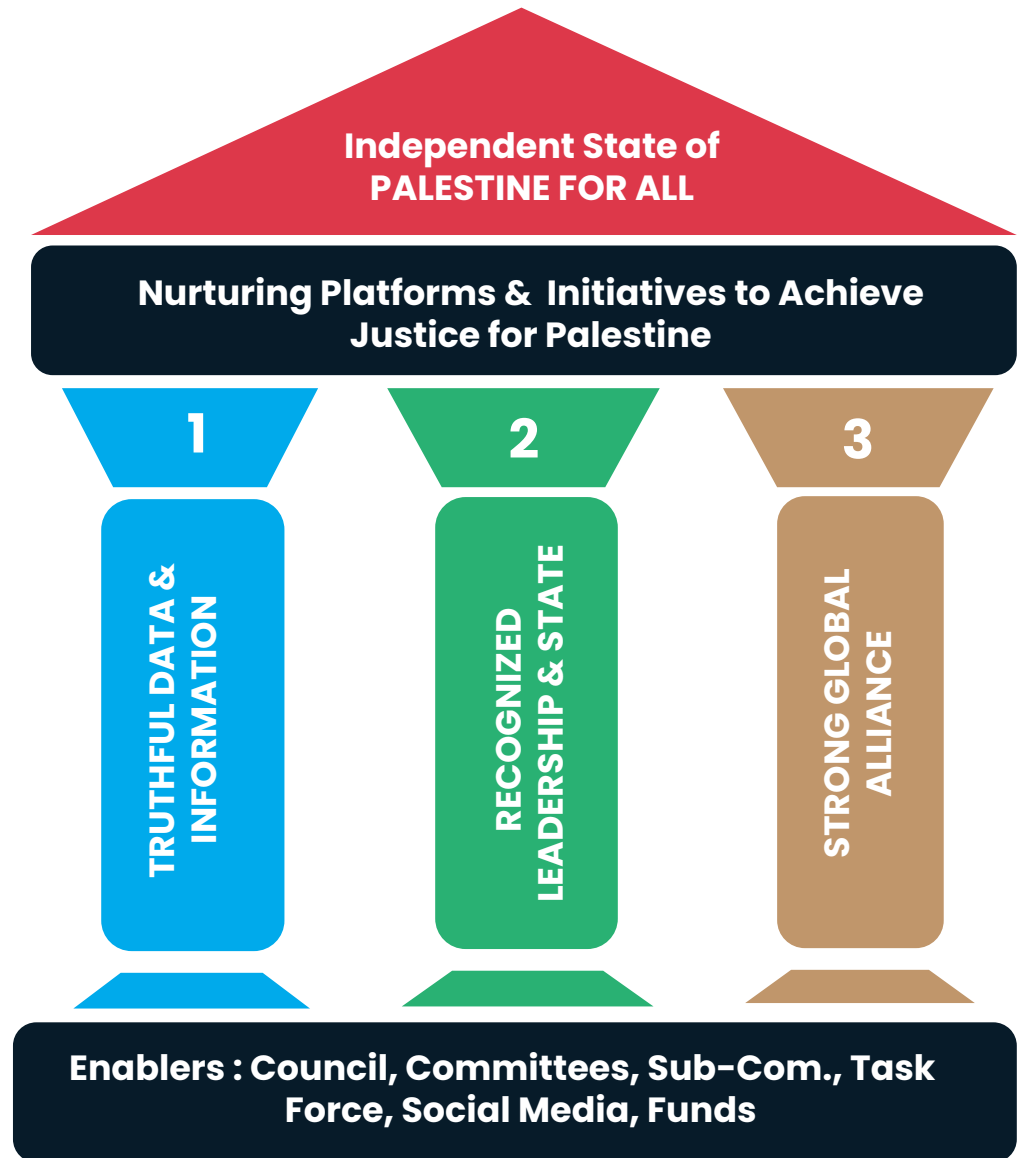
KPI, ACTIVITY, TARGET AND OUTCOME

Advocate Palestine as a Sovereign State

STRATEGY 3.1: Advocate Palestine as a Sovereign State		
 KPI	 ACTIVITY	 TARGET
Affirm the position of Palestine as a sovereign state for all	<ul style="list-style-type: none"> Conduct awareness campaign 	<ul style="list-style-type: none"> All year-round campaign to propagate Palestine as a state for all Weekly postings on Palestine state for all across JPAF and PNF social media
	<ul style="list-style-type: none"> Organize annual congress 	<ul style="list-style-type: none"> Annual congress to promote a sustainable Palestine state for all 1000 participants in each congress One resolution for each congress
	<ul style="list-style-type: none"> Conduct frequent webinar about Palestine State for All 	<ul style="list-style-type: none"> One webinar per month At least 6 influential people to participate in webinar conducted throughout the year
	<ul style="list-style-type: none"> Initiate petition on Palestine as sovereign state and full member in the U.N. 	<ul style="list-style-type: none"> 1 million signatures throughout 6 months from June 2022 Weekly advertisement on petition campaign Submit a joint memorandum to U.N. with relevant NGO and CSO that support Palestine
Numbers of policy papers and research on the recognition and formation of Palestine as a sovereign state	<ul style="list-style-type: none"> Develop strategic white papers and action research 	<ul style="list-style-type: none"> 2 white papers by Q1 2023 <ul style="list-style-type: none"> i. Acceptance of Palestine as member of U.N ii. Palestine state constitution One action research on solution to affirm Palestine as a sovereign state for all by May 2023

STRATEGIC PLAN

All strategies under the responsibility of the three JPAF Task Forces are mapped and clustered together across Task Forces to become three Strategic Pillars of JPAF Strategic Plan. The three Pillars uphold JPAF's Vision and Mission, and the strength of these Pillars relies on the Enablers as the core of JPAF.



1 True North | **2** YEARS | **3** Strategic Pillars | **3** Task Forces | **4** Strategies | **9** Key Performance Indicators

Strategic Pillars and Strategies

Strategic Pillar 1

Truthful Data & Information

Strategy 1.1

Propagate genuine facts and information on conflict in Palestine

Strategic Pillar 3

Strong Global Alliance

Strategy 3.1

Advocate Palestine as a Sovereign State

Strategic Pillar 2

Recognized Leadership & State

Strategy 2.1

Establish Strategic Platform & Synchronized Effort to Promote Peace and Unity in Palestine

Strategy 2.2

Establish a Unifying Platform for Palestinians

Roadmap 2021-2023

The success of the JPAF Strategic Plan 2021-2023 shall be determined through the KPIs and the key milestones distributed through the two-year comprehensive effort. Each milestone marks the pre-requisite stepping goal of the True North that needs to be achieved in an optimum period.

KEY MILESTONES





Launching of the Palestine National Front

With sufficient support from the local and international community, the Palestine National Front (PNF) shall be launched and actively promoted at both the local and international level.

Strong Diplomacy & Advocacy Support

With the strong support from international bodies and the Palestinian Diaspora, Palestine refugees from across the globe will be brought back to Palestine to establish a sovereign state.

Acceptance by International Bodies

International bodies including the Human Rights and Civil Society Organizations accept the right of Palestinians to a sovereign state and support a one-state solution.

Acknowledgement & Establishment of the State of Palestine

The establishment of the state of Palestine and subsequent recognition by the United Nations.

Final Impacts

Final report on JPAF activities and impacts will be prepared and presented to the stakeholders through a townhall session and public review.



JPAF and PNF

The Role & Function

Foundation setting

JPAF

- ◇ Major stakeholders' engagement
- ◇ Setting up of PNF Council
- ◇ Co-develop PNF strategic plan with the PNF Council
- ◇ Promotion of JPAF vision and mission
- ◇ Promoting PNF and the strategic plan

PNF

- ◇ Stakeholder's engagement
- ◇ Members recruitment
- ◇ Promotion of PNF functions and strategic plan

Build momentum

JPAF

- ◇ Stakeholder's engagement
- ◇ Promotion of JPAF and PNF
- ◇ Support & consultation for PNF – monitoring, etc.

PNF

- ◇ Stakeholder's engagement
- ◇ Members recruitment
- ◇ Promotion of PNF functions and strategic plan
- ◇ Get buy in from beneficiaries and supporting countries
- ◇ Deliver and report short term plan
- ◇ Update the strategic plan progress publicly

Solid establishment

JPAF

- ◇ Promotion of JPAF and PNF
- ◇ Support & consultation for PNF – monitoring, etc

PNF

- ◇ Transformation as leading front to develop Palestine
- ◇ Execute political reform
- ◇ Continuous engagement & recruitment
- ◇ Build strong leaders & leadership with support from beneficiaries and other countries
- ◇ Update the strategic plan progress publicly



**Palestine
State for All**

End Occupation. Recognise Palestine.

73 long years are enough for their suffering. Strategic and coordinated actions have to be taken so the world will learn about the truth, stand together against the oppressors, and return justice to the Palestinians.







Leading NGOs:

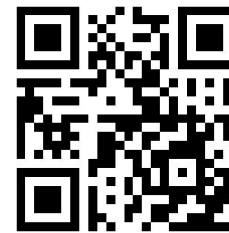


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Learn More

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