

**VIVA PALESTINA**

**GAZA NEEDS YOU**



**INTERNATIONAL CONVOY DEPARTS UK ON 5/6TH DECEMBER 2009**

**[www.vivapalestina.org](http://www.vivapalestina.org)**

UK Charity Number 1129092



**CONVOY TO GAZA**

End the siege – free Palestine

The Palestine Solidarity Campaign is organising a humanitarian convoy to Gaza to break the siege on the coastal enclave. It will carry food, medicine, blankets, clothing, and other essential supplies. The convoy will depart from the UK on 5/6th December 2009. For more information, visit [www.palestinecampaign.org](http://www.palestinecampaign.org) or contact PSC on 020 7323 2323.

**YOUR SUPPORT IS VITAL TO HELP US BRING THE CONVOY TO GAZA**

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**CONVOY TO GAZA**

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# Objectives

- Solidarity with the Palestinians
- Solidarity within the Convoy
- Breaking the Siege on Gaza
- Raise awareness about the Siege
- Protest on wheels
- Deliver Aid
- Forge ties within Gaza

## CHARITY & AFFILIATIONS

Viva Palestina is registered as a Charity in the UK (number 1129092) with the following purposes:

- Provision from the UK of Food, Medicine and essential goods & services needed by the civilian population.
- Highlighting the causes and results of wars with a view to achieving peace.

Return to Gaza Dec 2009 is partnered with:  
Palestine Solidarity Campaign

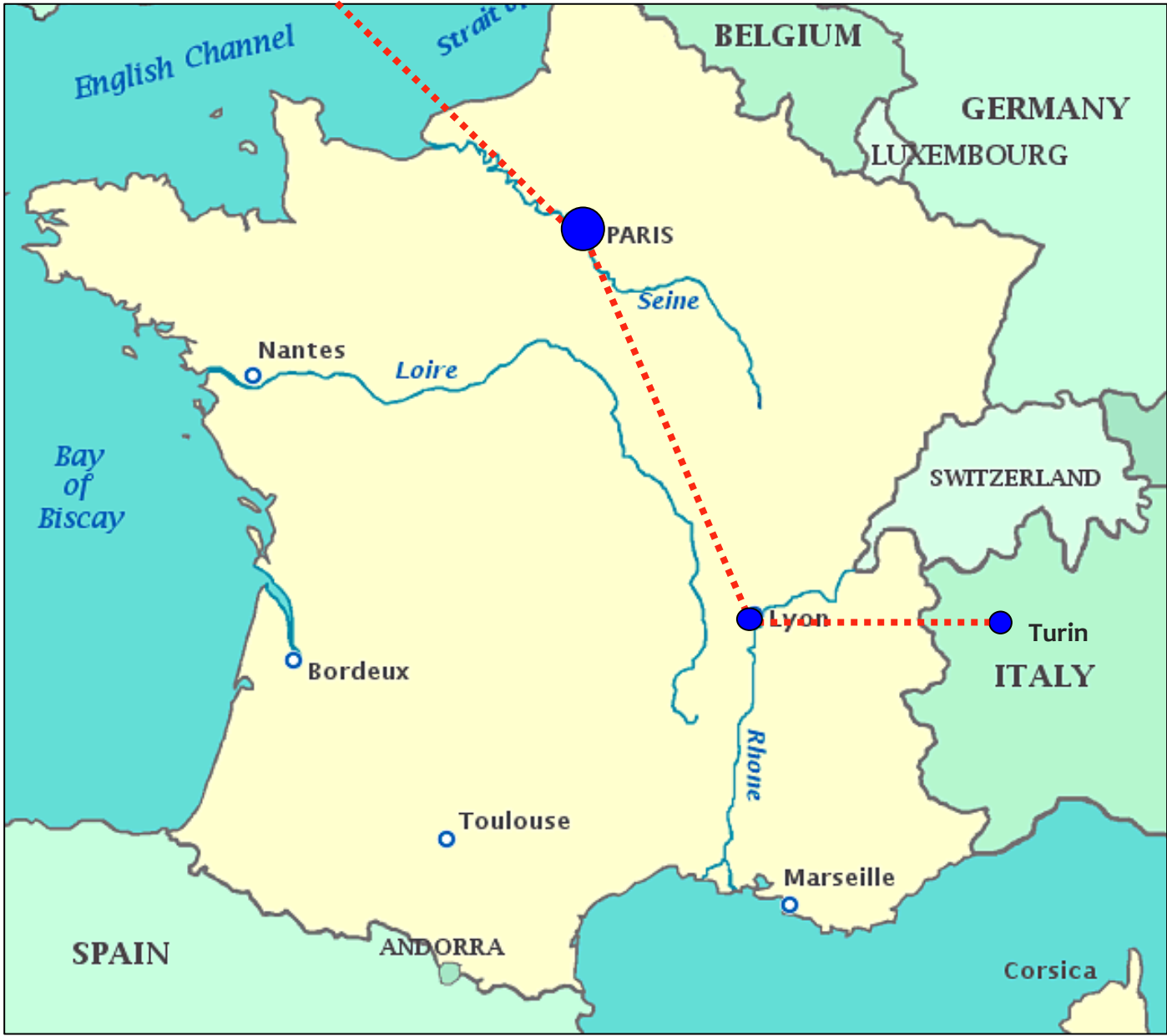
and supported by 'Stop the War Coalition'





# Logistics & Route

- New route across Europe and the Middle East
- 250 vehicle cap from the UK
- 2 joining locations – UK and Istanbul
- Accommodation mix of Camping, Sports Stadiums, Hostels.
- Minimum of two drivers required per vehicle
- Up to 50 vehicles shipped from Egypt to Istanbul for US contingent
- All volunteers must remain within their allocated team throughout the convoy



France



Italy



Greece

# Turkey



# Syria





Jordan  
Egypt  
Gaza



# Vehicles

## What kind of vehicles should I buy?

- Ambulances (must be under 7 years), refrigerated vans (must be under 5 yrs), minibuses, and to a lesser extent 4x4 ambulances (all need to be under 5years).

## How much do these vehicles tend to cost?

- A small van that is in good condition can be brought, privately, for £1500, or much less if the owner is willing to make a "donation" of a discount. The market rate for a newer van is £3000-£4000.
- Ambulances cost approximately £4700 when buying from auctions.
- A refrigerated van should be obtainable for £3000-£4000, but could cost as much as £10,000-£15,000 to meet the 5-year rule.
- If you are unsure about the suitability of the vehicle you intend to buy, please contact the Viva Palestina Vehicles Check team – they will be able to assess the suitability of the vehicles from its mileage and will know if the vehicles can be fixed en route and in Gaza.
- Kieran: [kieran@kemptown.org](mailto:kieran@kemptown.org)
- Amer: [n\\_naz@hotmail.com](mailto:n_naz@hotmail.com)



# Vehicles

## Where can I buy a vehicle from?

- We recommend contacting local dealers, auctions or finding local firms that do disposals. The auto trader website and Exchange & Mart magazines are also useful for finding local private sales.
- For ambulances, contact health authorities and ask about disposals direct

## What make should the vehicles be?

- We encourage you to buy either Mercedes Sprinter/Volkswagen LT or Ford Transit vans. These then to be more reliable than the common Renault/Vauxhall/Nissan and Peugeot/Citroen/Fiat offerings. Mercedes and VW share parts so sticking to those will also mean we have a bigger pool of spares and knowledge.
- Vehicles have to be reliable and capable of reasonable, normal speeds and making it to Gaza.
- If donating, the vehicle needs to be of use in Gaza, and repairable there.
- All vehicles will need to be approved by the Viva Palestina Vehicles Check team and be in London during the week prior to departure. A vehicle registration form is required to be completed for all vehicles – the registration firm will be available at the Birmingham Training session on the 7<sup>th</sup> November.



## Aid

- The type of AID and restrictions on AID entering Gaza change on a regular basis with no guarantees on any type of aid being allowed in.
- Medical Aid is the most critical and has the greatest chance of getting in.
- Medical 'equipment' needs to be checked with VP to ensure it meets the specifications of medical teams within Gaza.
- Maternity and post natal supplies are particularly needed.
- School and educational stationary – crayons, paper, exercise books are very scarce within Gaza.
- Ensure any medical supplies have an extensive period before expiry.
- Custom manifest needs to be completed 1 week before departure – then sealed –no further aid can be accepted once completed.



# Volunteers

- Registration closes on the 6<sup>th</sup> November.
- All volunteers are required to make a £100 deposit for administration costs during the registration process.
- During registration all Volunteers are required to provide evidence of Passport, Drivers License (including International Drivers license).
- As we are travelling through Syria – Volunteers who have travelled to Israel cannot travel through Syria.
- An indemnity form is required to be signed by all volunteers.
- Cost to the Volunteers is approximately £1100 which includes accommodation, food, road tolls, ferry tickets, fuel.
- Volunteers will be responsible for organising and financing their own return flights back.
- Volunteers are required to attend 2 compulsory training courses first 7<sup>th</sup> Nov in Birmingham, second 5<sup>th</sup> December London TBC.



## Skills

Looking for volunteers with the following skills:

- Fluent in Arabic and or Turkish
- Mechanics
- Paramedics
- Qualified Health Professionals
- Professional drivers
- Logistics or Supply Chain Management
- Professionally qualified Project Managers
- NGO experience

Any questions regarding registration please contact Alice at:

[alice@vivapalestina.org](mailto:alice@vivapalestina.org)



# Media Strategy

- **The aim:** For groups and individuals to create media interest in their area in the VP convoy, and use that to raise awareness of the situation in Gaza
- **The strategy:** Local media (newspapers, radio, regional TV news) is interested in local people and what they do. So:
- YOU are of interest to your local media.
- Contact your local paper, radio station and TV news channel with a short, written summary of your name, where you live (the local angle) and what you're doing. This is called a press release.
- Make the press release short and eye-catching, putting the main point in the introduction. Journalists are busy people and may not read through something too wordy.
- Catch their attention, get them interested, and give them your contact details. Then they can call you for more information.



# Media Strategy

- Give the press release an attention-grabbing headline (but no sensationalism)
- Offer the local paper the chance to take a picture eg of you/your group with your vehicle, or with an assortment of medical supplies. Papers prefer stories with pictures. Offer yourself for interview with the local radio and TV station.
- Include in the press release why you are going to Gaza ie to break a siege which has left people without adequate food, water supplies, medicines or shelter. But keep it short, and remember you can elaborate when the journalist calls you to interview you.
- State you will be part of a 200+ vehicle convoy and detail the route – this makes it more interesting to the journalist.
- Email the press release to the newsdesk of the relevant media and also to the news editor. Contact details can be found on the websites of the media you want to contact.
- If you're going as part of a group, appoint one person as the press spokesperson, who will deal with the media.



# Media Strategy

- **Long term media interest:** Try and get articles in your local paper on a regular basis between now and December. You can do this by:
  - Sending an initial press release as already detailed
  - Organising a fundraising event and inviting the local mayor or a local celebrity. Then email the local paper a press release, inviting them to send a journalist and photographer to the event
- If your local hospital donates medical supplies, turn it into a media opportunity. Arrange for your group to receive the supplies from a representative of the hospital or a team of doctors/nurses on a certain date. Then email a press release to the paper, again inviting them to send a photographer
- Once you've bought your vehicle, let the paper know and turn it into a photo and story opportunity for them
- Send the paper a press release letting them know when you and your vehicle will be leaving for London. Farewell story
- Contact all local media on your return from Gaza and give interviews about what you saw. Take pictures they can use.



- All aid and vehicles donated will be delivered to the Gaza Aid Convoy coordinating committee inside Gaza at a central location.
- Program of activities will be coordinated by the authorities within Gaza and Viva Palestina.
- This may include several public events, with coordinated visits to hospitals, refugee camps, selected families, visits to view the damage to infrastructure.
- Planned time in Gaza 3 days.



**Inside Gaza**