

RELEASE IN PART B6

B6

From: Marc Ginsberg [redacted]
Sent: Wednesday, September 18, 2013 11:18 PM
To: undi-sclosed <undi-sclosed@usa.net>
Cc: undi-sclosed <undi-sclosed@usa.net>
Subject: Marc Ginsberg Becomes CEO of Peaceworks LLC & OneVoice Movement Foundation
Attach: MCG Announcement 9-3-13 MCG_Final.docx; OneVoice - Peacworks Overview 9-16-13.pdf

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<p>Friends and Colleagues:

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<p>At the beginning of September I accepted an offer to become CEO of the Peaceworks LLC enterprises in Palestine, and the One Voice Movement Foundation based in New York, London, Tel Aviv, Ramallah and Gaza. On the margins of my new role I will continue my other private investment work and media-related activities and divide my time regularly between DC and NY.

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<p>This decision represents my lifetime commitment to support establishment of a Palestinian state living side-by-side with a safe and secure Israel. I am looking forward in my new role with the Peaceworks enterprises and with the One Voice Movement Foundation to develop and lead new initiatives in Israel and Palestine in support of Secretary Kerry's efforts to forge a sustainable negotiation process among Israelis and Palestinians in the weeks and months ahead.

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<p>We have already launched an innovative and integrated media/grassroots campaign in Israel and Palestine with this objective in mind. The Peaceworks operation has existing facilities in Palestine, and I am working with the Palestinian Authority, the Israeli government, with Secretary Kerry's economic development team, and with former PM Tony Blair and the Quartet to transform Peaceworks enterprises into an innovative socio-economic entrepreneurial agribusiness initiative for young Palestinians.

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<p>I am attaching my formal announcement letter along with a brief overview of Peaceworks and the One Voice Movement Foundation.

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<p>I will need your counsel and support to help make a real difference in the weeks and months ahead. I look forward to talking with you soon.

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<p>Best personal regards

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<p>Marc

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RELEASE IN FULL

Marc Ginsberg, CEO
 Daniel Lubetzky, Founder
 John Lyndon, COO
 Samer Makhlouf, Director, OneVoice Palestine
 Tal Harris, Director, OneVoice Israel

September 16, 2013

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Dear Friends and Colleagues:

I am very pleased to inform you that earlier this month I was named CEO of the PeaceWorks Foundation and OneVoice Movement – an outstanding and highly respected nonprofit organization dedicated to forging a two-state solution between Israel and Palestine.

My life's work has been devoted to achieving a just and lasting peace between Israel and its Arab neighbors. This passion has spanned from my formative years spent in the Middle East to my service in the U.S. government, as well as my career as a businessman, international attorney, and pioneering Arabic language television producer and commentator; building bridges among Arabs, Israelis, and Americans has been the driving force in my career.

In 2002, Daniel Lubetzky (founder of the enormously successful KIND food products) created the PeaceWorks Foundation to develop economic and social entrepreneurial initiatives in both Israel and Palestine. Together with staff in New York, Washington, London, Ramallah, Gaza City, and Tel Aviv, the foundation has engaged over 660,000 advocates for a two-state solution under the most difficult and trying of circumstances.

Thousands more Israelis and Palestinians have benefited from the untiring efforts of its dedicated staff to keep the faith of a peaceful solution alive. The fact that the foundation has an office in Gaza is testament to its staff's resourcefulness and willingness to challenge even the most vociferous opponents of Israel's right to exist.

Through its PeaceWorks ventures, Daniel pioneered economic entrepreneurial projects which trained and employed two generations of Palestinians, Israelis, Turks, Egyptians, and others to produce and market unique food products for export.

In order to develop sustainable Israeli and Arab support for the U.S.-brokered peace negotiations over the coming nine months, the foundation has formulated a creative cross-border integrated grassroots/media/public diplomacy campaign. This initiative has already held a series of unique events bringing together Palestinian and Israeli leaders to enhance the chances for these negotiations' success. Our goal is to deploy traditional political advocacy tools along with 21st century social and digital media to encourage Israelis and Palestinians to directly petition their leaders to advocate support for the talks. This campaign will enable a broad cross-section of Israelis and Palestinians to realize that a two-state solution is within their grasp and has great benefits to both peoples.

In Palestine, the foundation is launching a new PeaceWorks entrepreneurial initiative in cooperation with the Quartet and the Palestinian Authority to develop the first agra-PeaceWorks venture. This venture will train young Palestinians in 21st century water and irrigation technologies by developing crop-yielding groves, food processing centers, restaurants, and other integrated facilities.

The window of opportunity that Secretary Kerry has opened compels me to devote this latest chapter in my career to what has driven me all my years: a safe, secure Israel living side by side with a viable and peaceful independent Palestinian state. It is no fool's errand no matter how formidable the obstacles may be, and believe me, I have witnessed and been party to many a failed effort to break through to the solution we all know is on the horizon, but so often beyond reach.



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Daniel Lubetzky, Founder
John Lydon, COO
Samer Makhlouf, Director, OneVoice Palestine
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There is no other foundation in the region that has the expertise, experience, and staff to answer the typical Israeli and Palestinian refrain: “Why should I support a two state solution... what’s in it for me?” To answer this question everyone committed to a two-state solution must act, and act again and again in the weeks and months ahead to rebuild faith that settlement is within reach.

Please join me in our efforts to challenge the cynicism and the voices of opposition. I am eager to tell you more about what the PeaceWorks Foundation and OneVoice Movement is planning to do to confront this unacceptable status quo. I will be reaching out to you in the coming weeks to discuss my recent visit to the region and your potential participation in the critical work we are undertaking.

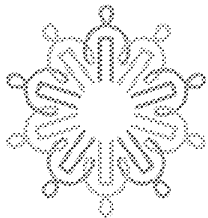
Sincerely,

Amb. (Fmr) Marc Charles Ginsberg

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HEAR the movement

@OneVoice



ONEVOICE

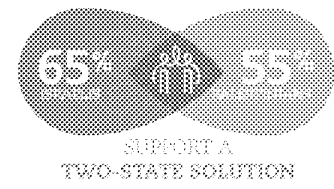
Who We Are

The PeaceWorks Foundation and OneVoice Movement, an Israeli-Palestinian parallel grassroots initiative promoting a two-state solution, is a 501(c)(3) international nonprofit headquartered in New York City, with offices in Tel Aviv, Ramallah, Gaza, and London.

Since 2002, our youth-led movement has engaged over 660,000 voices and counting. Our mission is premised on the notion that everyday people have a critical role to play in finding a resolution, and yet their voices remain largely absent from the peace process. We empower the existing Israeli and Palestinian moderate majorities who support two states for two peoples to hold their elected officials accountable to ensure an end to the conflict. Through OneVoice, young grassroots activists in Israel and Palestine are equipped with the knowledge and skills to be heard as they build momentum and a constituency for the two-state solution locally and internationally.

The Problem

Although the recently announced resumption of negotiations after more than a three year hiatus presents a significant opportunity, the renewal of talks have been met with cynicism, resentment, and apathy by large swathes of the Israeli and Palestinian populations, reflective of longer term trends in both societies. To leverage this moment and OneVoice's capacity toward a truly historic goal, we aim to counter this detachment with an expansion of our programming, harnessing our existing organizational ability to build grassroots support for the negotiations. Achievement of a peaceful resolution to the conflict necessitates the empowerment of the moderate majorities, as an actively supportive civil society is a fundamental element for success in the peace process. President Obama underscored this point when addressing the Israeli public in March 2013, stating that, "**political leaders will not take risks if the people do not demand that they do.**"



The Solution

OneVoice offers a distinctive approach to address the conflict – using parallel grassroots activism to promote the two-state solution as the means of conflict resolution. We apply our skills in two main areas:

- Promoting advocacy for two states for two peoples by educating the public and training youth activists with our grassroots and outreach programming
- Actions that build positive facts on the ground, examples of which are our legislative work in Israel and Palestinian National Peace Forest and Youth Entrepreneurial Hub in Palestine

While these two program areas are distinct, in combination they create powerful synergy as agents for change. Our grassroots and outreach programming harnesses the momentum of the citizens in the region, while positive facts on the ground reinforce cooperation and build a path of peace and trust between the two sides.

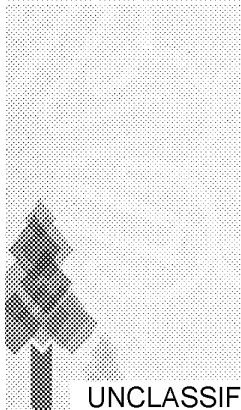
Our Strategy

OneVoice's **grassroots and outreach programming** responds to a region in need of services that strengthen the presence of the moderate majorities in both societies who are in favor of a two-state solution, thereby representing the will of the people. Our newest initiative, **OneVoice for Two States**, is a bold grassroots and media campaign that empowers ordinary citizens to create a positive environment of support for the current negotiations, establishing the political climate necessary to make two states for two peoples a reality.

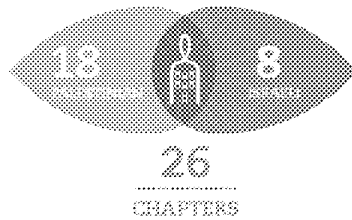
Our **Youth Leadership Program (YLP)** trains promising young Israelis and Palestinians to become engaged grassroots activists and provides a critical constructive outlet for the current youth frustration stemming from the existing political status quo. Emphasis is placed on participants gaining the skills to become successful political advocates for a two-state solution, who mitigate conflict at the grassroots level by mobilizing the moderate non-



WE ARE THE
GRASSROOTS
EMPOWERING
THE PEOPLE TO
CHANGE COURSE



violent majority in their communities. Youth Leaders spearhead unique activities – from town hall meetings that build consensus for tough compromises, to public awareness campaigns that underscore the urgency of a peace agreement, to initiatives that pressure leaders to take constructive action to move the peace process forward. This work is further complemented by **Women of Influence (WOI)**, a YLP initiative that empowers Palestinian women to become politically active and assume leadership roles within their communities. This three phase training project seeks to counter women's historic political underrepresentation in Palestine by endowing them with leadership skills, giving them a voice and ability to impact community decisions that will determine the future for themselves, their families, and their homeland.



Selected graduates of our leadership training initiatives go on to serve as ambassadors as they reinforce the voices of the moderate majority on the global scale through outreach programming. To date, we have engaged 100 American universities and scores of communities across the US with our **International Engagement Program (IEP)**. Similarly, our **Outreach & Education Programme (O&E)** based in London, joins UK communities that have found themselves torn apart by extremist narratives surrounding the Israeli-Palestinian conflict. Through IEP and O&E, international audiences are asked to identify their role in ending the conflict as they connect with Youth Leaders from Israel and Palestine. This, in turn, inspires those audiences to play a positive role by responding to international calls to action and showing solidarity with the efforts of those in the region.

As we continue to build **positive facts on the ground** toward two states for two peoples, PeaceWorks and OneVoice are unveiling the first ever **Palestinian National Peace Forest**: a combined peace forest and sustainable, environmentally advanced initiative to be located in Area C of the West Bank. Set against a recent history of exponential Israeli settlement growth on such lands, this will be a very tangible positive fact—a concrete step that allows youth a means to challenge settlement construction both non-violently and pragmatically. Furthermore, youth in Palestine are also in need of a way to overcome the current economic situation, as youth economic participation is vital for responsible and active citizenship.

The **Youth Entrepreneurial Hub** was conceived in response to the current staggering 51% unemployment rate among Palestinian university graduates. This online search platform for workforce development will enable young Palestinians to acquire the vocational and life skills needed to obtain and retain employment and advance along a career pathway. At its core, the Youth Entrepreneurial Hub offers a pipeline of services in a coordinated effort to compile and link young Palestinians to commercial activities in one central location. Together in partnership with other NGOs, young Palestinians will have access to social and economic entrepreneurial tools that will help build a stronger, more economically viable Palestinian State.

These efforts in Palestine to build positive facts on the ground are enhanced by parallel efforts underway in Israel. Through the **Caucus for the Resolution of the Arab-Israeli Conflict**, OneVoice has connected grassroots activists in Israel to political decision makers. Together, OneVoice and the dedicated cross party Caucus' 40 Members of Knesset (MKs) draft and propose legislation that supports the two-state solution. Using our local chapters and our YLP network, OneVoice is able to introduce elements of representative accountability, demanding MKs to be held responsible for their actions and inactions.

The Time Is Now

The recent renewal in negotiations presents an invaluable opportunity for a resolution to the Israeli-Palestinian conflict. Never in the history of this movement have the stakes been as high for OneVoice, for the two-state solution, and for the future of Israel as a Jewish democracy, and Palestine as an independent state. OneVoice is committed to mobilizing all of its capacity, networks, and expertise toward this goal. Your important financial contribution will help make it possible for Israelis and Palestinians to work together to demand peace. For those looking to turn the two-state solution into a reality, we cannot allow this opportunity to pass us by. **The time is now.**