Agricultural Development Association
(PARC)

Annual Report
2014
Who we are?

Vision:
PARC is a pioneer national developmental organization with a regional trend committed to rural and agricultural development, social justice and national liberation.

Mission:
We are a national developmental organization that strives to develop the agricultural sector, strengthen the resilience of farmers, reach out to the poor and marginalized groups and their CBO’s mobilize and develop the capabilities of rural people to enable them to control their resources, through the work of a distinguished professional teams and a loyal volunteers. this has been accomplished through creative programs and transparent management and through technical practices to contribute to the establishment of a free and democratic Palestinian society with the values of social justice.

Developmental purpose:
Attaining strong Palestinian rural communities fortified with its agricultural sector and enhanced by sovereignty.
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Message from the Board

All institutions and national bodies have noted that 2014 was the worst year experienced by the Palestinian people in various working sectors and geographical locations. Political negotiations, sponsored unilaterally by the US, ceased in the first quarter of the year and were declared to have failed. Under cover of the lack of continued negotiations with Palestinians, Israel focused its expansionist settlement policies in an unprecedented manner, intensified penalties for resistance to the occupation, escalated detentions in the West Bank, including Jerusalem, and delayed the transfer of tax revenues owed to the Palestinian Authority (PA).

Internally, efforts focused on achieving reconciliation and overcoming the consequences of the failure of negotiations. The al-Shati Agreement was concluded in the second quarter of the year in the fervent hope of eradicating divisions and enabling some progress on a political level. In fact, the only fruit of the agreement was the formation of a national consensus government, deemed by some as an evasion of the consequences of division. This government did not have the opportunity to accomplish anything due to the siege imposed on it by Israel, starting with restrictions on movement, and followed by the closure of Hebron following the disappearance of three settlers.

Israeli actions culminated in the waging of a savage assault on the Gaza Strip, deepening Palestinian wounds and laying bare the weaknesses of the Palestinian government in its response to the aftermath of the war. Delays in the reconstruction of houses and other totally or partially demolished structures damaged by Israel during the war, and government procrastination in dealing with the consequences of the division, made the year a catastrophe par excellence.

In addition, various climatic events inflicted damage, primarily on the agricultural sector. This deepened the tragedy faced by farmers in the West Bank and Gaza Strip, aggravating their problems and resulting in a decline in the contribution of agriculture to the gross domestic product.

Meanwhile, the acute crisis faced by the Arab world has exacerbated sectarian divisions, destroyed economic achievements and threatens the unity of these countries. This situation reverberates on the
Palestinian cause and spurs Israeli arguments in favor of the continued denial of our political and national rights.

In the international arena, severe economic and financial crises hamper efforts for peace and the resolution of regional disputes, while also encouraging migration by the victims of regional conflicts.

The various aspects of the current situation have undoubtedly impacted on our organization and on our plans and strategies to improve internal conditions and respond to pressures and crises.

Nevertheless, our organization has completed some major achievements during the year. We concluded a further stage of restructuring and development to cement our institutional sustainability and stability. This year was also the first in PARC’s strategic plan and special efforts were needed to translate the plan into policies and programs. The introduction of a rights-based approach was probably the major challenge faced by the organization and its staff on a variety of levels. This challenge entailed a review of practices aimed at addressing more closely the rights of groups targeted by PARC’s activities in the field, primarily women and small producers. This is crucial during the very difficult conditions imposed on our country: the occupation continues its efforts to destroy our means of steadfastness, especially in C-classified areas; governmental policies to oppose the occupation are ineffective; and environmental conditions are harsh.

The Board expresses its ongoing concern about the delays in reconstruction in the Gaza Strip, particularly in the agricultural sector, and is deeply worried that reconstruction will reproduce the same problems already faced by several sectors, mainly agriculture. In particular, Palestinian participation in defining and designing interventions has been minimal and the government of national consensus has been almost absent in this regard. In addition, the cost of reconstruction will be very high if it is based on the mechanisms adopted.

In the first year of its plan, PARC succeeded in attracting new donors, thereby facilitating the implementation of its strategy. During 2015 PARC will continue to pursue the same goals embarked upon in the previous year as per the Board plans to enhance sustainability and will work in close cooperation with the executive management and various reference bodies. PARC will also review its relationships with partner organizations to deepen partnerships and incorporate new organizations into PARC’s program and alliances.

Summary of the most important issues addressed by the Board in 2014:

The Board held seven main meetings in 2014 and a number of shorter meetings focusing on the following:

1. Work manuals and policies: review and approval of the table of authorities; manuals for administrative, financial and procurement policies were concluded.

2. Relationship with targeted groups: participation in field visits, workshops and conferences held by PARC or to which PARC was invited.

3. Relationship with donor parties: participation in meetings with funding parties to discuss prospects for cooperation and ways to promote it.

4. Solidarity with the Palestinian people: several delegations were received and accompanied to the field, where they were provided with detailed information about the situation on the ground and the services provided.

5. Campaign to Support Gaza: launching the campaign to collect donations for Gaza, welcoming delegations of campaign supporters and donors.

6. PARC subsidiary institutions: the Board of Al-Reef for Investment & Agricultural Marketing was reestablished. Discussion of amendments to transform the Al-Reef for Investment & Agricultural Marketing into a profit-making company and to assign professional figures to its Board.
7. Financial and administrative reports: the financial and administrative reports were approved prior to their presentation to the General Assembly for endorsement.

8. Governance and administration:
   - The annual General Assembly meeting was held to endorse the administrative and financial reports and Board reports.
   - Elections were conducted for a new Board and monitoring committee.
   - The organization’s bylaws were reviewed based on the code of conduct agreed upon by the General Assembly.
   - General Assembly membership was reviewed with the aim of defining active membership.

9. PARC properties: the Board made tangible progress with the relevant parties in cases related to PARC properties and resolved a number of outstanding issues in PARC’s favor.

10. Staff: the Board assented to the payment of entitlements for the majority of staff up to the end of 2013.

11. Finance and banks: the bank facilitation agreement for 2014 was discussed and signed.

12. Communication with the Gaza Strip: in the first such initiative by a non-governmental organization in the wake of the assault on the Gaza Strip, a number of Board members from the West Bank visited Gaza Strip for four days to familiarize themselves with the situation in Gaza, particularly in the PARC.

13. Monitoring and follow-up: several field visits were carried out and contracts reviewed. Support and guidance were also provided to the relevant departments.
5. The demolition and evacuation of structures intensified, particularly on the eastern slopes and the Jordan Valley region. The occupation authorities issued more than 851 demolition orders, the majority of which (328) were in Hebron. In all, 488 demolition orders were executed, of which 159 were in Jerusalem.

6. Different forms of attack perpetrated by settlers and the occupation army increased, especially in rural areas close to settlements and bypass roads. There were 887 attacks in the West Bank including Jerusalem, 363 of them attacks on Palestinian land: 260 of these attacks were waged by settlers and 103 by the occupation army. At least 6,029 people were harmed in these attacks compared with 3,881 people in 2013.

7. Detention, including administrative detention, increased markedly. There were 5,824 cases of detention in 2014, an increase of 68% compared with the previous year.

8. There were 31 incidents of Israeli military training conducted in the Jordan Valley, during which 1,277 Palestinians were expelled and displaced from their homes for various periods of time, the minimum period being two days.

9. A total of 90 Palestinian population centers are unable to access their land close to 56 Israeli settlements without prior coordination with the occupation authorities.

10. In spite of the al-Shati reconciliation agreement, internal Palestinian reconciliation remains at a standstill and no tangible progress is apparent.

11. The Israeli assault on Gaza and its total destruction of infrastructure and people’s livelihoods.

12. Although the end of the assault was linked to a plan to lift the siege imposed on the Gaza Strip, open crossings, and consider the establishment of a sea port and an airport, both of which were part of the Oslo agreement, the siege is still in place. It has become more onerous since the Egyptian government destroyed all tunnels and closed the Rafah crossing for security reasons.

1-1 The political situation

In 2014 no progress was recorded in the Palestinian political situation either internally or in negotiations. Apart from the failure of negotiations and the understanding reached on internal reconciliation, 2014 appears to be merely an extension of 2013 as regards political developments.

The following are most important features of the year:

1. The announcement of the failure and cessation of the US-sponsored political negotiations with Israel.

2. Israeli settlement escalated in the West Bank, particularly in East Jerusalem. Plans were published for the confiscation of 13,433 dunums and a further 4,000 dunums were designated as state land, marking an increase of 6% compared with 2013 (4 dunums = 1 acre).

3. Settlement expansion plans included 16,704 units, 6,029 of them in Jerusalem and the rest in the rest of the West Bank. More than 70 roads were constructed to link settlements.

4. Israel incorporated three military camps into the settlements of Kiryat Arba, Eli, Zahav and Bet El.
13. The international conference on reconstruction has produced only financial pledges and no clear mechanisms for reconstruction have been devised, apart from what is known as the Seri plan. This plan, which was accepted by various Palestinian parties, is perceived as a reorganization of the siege imposed on the Strip.

14. Occupation policy remains unchanged regarding more than 485 temporary and permanent military barriers that disfigure the Palestinian territory in the West Bank.

15. The end of 2014 saw another failure in Palestinian efforts to obtain a binding Security Council resolution recognizing a Palestinian state on the borders of June 4th with Jerusalem as its capital. The proposed draft resolution was criticized within Palestinian circles for failing to meet the population’s objectives.

16. Despite the importance of the Palestinian presidential and legislative elections agreed on in the al-Shati reconciliation agreement, the process has been delayed and deferred. At the same time, the Legislative Council, whose term in office has already expired, continues to be paralyzed, adding to the distortion of the political system in Palestine.

17. The end of 2014 witnessed the collapse of the Likud-led Israeli coalition and calls were made for early elections in March 2015.

2-1 The Economic Situation

1. According to reports by the Central Bureau of Statistics, gross domestic product fell by 2.5% compared with 2013.

2. The estimated number of workers in the labor force remained the same at 865,417, including those who work in Israel and the settlements and who constitute 11.7% of the total labor force.

3. Unemployment rose to 27% from 25.2% the previous year. The rate was 17.7% in the West Bank and 43.1% in the Gaza Strip, with 43.6% of unemployment concentrated in youth and university graduates under 24 years of age.

4. Real per capita daily income in 2014 was $16.5 compared with $16.8 in 2013.

5. Per capita share of gross domestic product fell by 5.4% in 2014 to $1,696 compared with $1,793 in 2013. This was contrary to expectations of an increase of 0.08% at the beginning of the year.

6. The average cost of living increased in 2014 by 1.73% compared with 2013. This was due to price increases in basic commodities, mainly fresh fruit and vegetables, and fuel. People on limited incomes were most affected. Jerusalem came first in this regard, followed by the Gaza Strip, and then the West Bank.

7. Assuming that all impediments are removed from the Palestinian economy, the best case scenarios for 2015 predict that Palestinian economic performance in unemployment, and in improving the gross domestic product and the public’s share of it, will continue to be modest with no change compared with 2014.
3-1 Social Conditions

Economic and political developments have an impact on social factors, particularly on the Palestinian social fabric in rural and marginalized regions, and in areas close to the Wall and settlements.

The following are the most prominent social manifestations:

1. A stable poverty rate of 25.8% in occupied Palestine, distributed as 17.8% in the West Bank and 39% in the Gaza Strip. Poverty is mainly focused in refugee camps, followed by urban areas.

2. The number of cases registered at the Palestinian security agencies in the West Bank increased by 2% over the previous year to total 25,275. Crimes against individuals constituted 47% of these cases. In Gaza, no statistics were published on crimes during the year.

3. Crimes related to family disputes dominated, followed by so-called honor crimes. A total of 38 murders were documented in which 40 people were killed compared with 31 cases the previous year.

4. There were 398 cases of attempted suicide: 142 by males and 256 by females. The number of deaths in these cases was 32 compared with 19 the previous year.

5. There were 3,265 reports of thefts in the West Bank. No figures were published in the Gaza Strip, but cases are assumed to have escalated due to the difficult living conditions, particularly in the aftermath of the Israeli war on Gaza.

6. Domestic violence escalated with 3,480 recorded cases in the West Bank. No statistics were published in the Gaza Strip.

7. There was a major decline in health and education services due to budget shortages and partial strikes.

4-1 Agricultural Conditions

4-1-1 Israeli Violations

The agricultural sector is the prime target of occupation policies aimed at uprooting, destroying and forcibly displacing farmers and producers. In 2014 the following attacks took place:

1. The Israeli aggression on Gaza was the worst violation of the agricultural sector and the direct and indirect losses to this sector were estimated to be in the region of $250 to $450 million. PARC conducted a thorough survey of direct damages and issued a report on the findings.

2. The uprooting, burning and chopping of trees, or dumping them with wastewater, cause the most losses in the agricultural sector. The demolition of agricultural structures was the second major cause of losses. At least 22,511 fruit-bearing trees were uprooted in the West Bank this year.

3. More than 4,452 dunums of land were affected by acts of destruction resulting from occupation practices that include bulldozing, dumping with wastewater, or turning land into military training areas or landfill sites.
4. The occupation authorities demolished 64 agricultural wells and handed farmers demolition orders for 32 others, mainly in the Jordan Valley and Hebron.

### 4-1-2 Economic indicators of the agricultural sector

1. The contribution of agriculture to employment fell to 8.10% in 2014 from 11.4% the previous year. This is due to low investment and the low share of the general budget allocated to this sector.

2. Fisheries production deteriorated in 2014 compared with the previous year due to the Israeli aggression on the Gaza Strip and the destruction of most of the related Palestinian infrastructure and boats. The decline was also the result of the reduced fishing limits permitted by the Israelis, although this zone was increased to six miles following the hostilities. The number of registered fishermen has declined to less than 3,000 compared with 10,000 in 2000.

3. The contribution of agriculture to the GDP declined to 3.9% in 2014 from 4.9% in 2013.

### 4-1-3 Violations against PARC’s beneficiaries

Most reports published by local and international organizations noted that 2014 was the worst for human rights. The oppressive occupation is undoubtedly the primary driver of the bulk of violations of the rights of Palestinian citizens. However, this does not relieve the Palestinian Authority of its duties to protect citizens’ rights against the occupation within areas under its political jurisdiction as per the agreements under which the PA was established.

As an organization working in Palestinian agriculture, PARC focuses first on violations faced by the rural sector in Palestine from the occupation, and then on violations committed by the PA. PARC has monitored and documented various violations of human rights arising within the fields of its activities, but its oversight is limited to areas within PARC’s ambit. Only human rights violations in areas related to the PARC strategy of 2014-2018 are covered. However, analysis of the general situation in 2014 shows that many rights were violated as follows:

1. Right to self-determination: Israel turned its back on the negotiation process based on our right to self-determination and thwarted it.

2. Right to access natural resources: ongoing land confiscation and closures; reduction of fishing zones; increasing the width of the buffer zone; and the Wall, which has a system of 85 gates, only nine of which open daily, 13 open intermittently, and 63 open solely in the olive harvesting season. Reductions in the allocation of water despite population growth is a major violation. The allocation of agricultural land for governmental use or for industrial zones is also a significant violation by Palestinian parties. No legislation exists to regulate this right or to enforce rights where they exist.

3. Right to decent housing: limiting residential areas, denying the extension of structures, and demolishing buildings on pretexts of security or the lack of a building permit.

4. Right to movement: intensifying the barrier system, restricting freedom of movement for alleged security reasons, and imposing a siege on the Gaza Strip.

5. Right to freedom: this is violated by a rise in detentions; the use of administrative detention; restricting the rights of prisoners and undermining the achievements realized after many years of struggle; prohibiting and suppressing peaceful demonstrations; and criminalizing popular resistance. Political detention by security agencies in the Gaza Strip and the West Bank is a flagrant violation of this right.
6. Right to life: the lives of Palestinians are jeopardized by occupation army raids, repeated incursions using live ammunition against civilians, attacks by settlers, and remnants of live ammunition left behind by the occupation army in military training areas. The recent wholesale aggression on Gaza and the shelling of civilian homes represented the peak of violations of the right to life. Security chaos and weak PNA control over districts also constitutes a significant violation of the right to life, in addition to the absence of vital legislation and outdated existing laws.

7. Right to association, peaceful assembly and political and societal participation: the inactivity of the Legislative Council, whose term in office has expired, and refraining from calling elections are the main infringements of the right to political participation. Interference by security agencies in student and workers’ unions is another flagrant violation of this right, along with interference in the formation and registration of grassroots organizations and cooperatives. Finally, oppression is repeatedly used against public gatherings that condemn government policies or demand constitutional rights.

8. Right to work: the policy of closing the Israeli labor market to Palestinian workers is a flagrant violation of human rights, as is denying the right to fair wages for those who access the market, failure to enforce legal working hours, or to protect against the sexual abuse of women and children, especially those working in settlements. Nationally, government policies do not encourage investment and the long-awaited minimum wage has yet again been made the subject of further negotiations. The absence of labor inspectors in workplaces contributes to the deterioration of decent working conditions in the Palestinian territories.

9. Right to sufficient and healthy food: the right to food is violated due to the lack of food supervision, inadequate infrastructure of laboratories and storage, absence of supervision over the supply of commodities to consumers, and an absence of governmental regulations for stored food. This right is intrinsically linked to the right to work and there are worrying indicators of the lack of food security in Palestine.

10. Right to access financial resources and markets: the occupation violates the right of individuals to access markets, especially small producers, by closing Israeli markets to them and limiting the marketing of products to Israeli companies, which absorb a large proportion of producers’ profits. The occupation also closes Jerusalem to Palestinian products, imposes protracted and complicated measures for Palestinian exports at crossings and ports, prevents the flow of products between the West Bank and Gaza Strip, and levies high duties on Palestinian products. In the Palestinian territories, unregulated markets and the absence of supervision over the flow of products or of policies to protect producers violate the right to access markets. The absence of credit funds and guarantees or insurance funds violates the rights of small farmers and producers to access sustainable financial resources.

5-1 Non-governmental organizations

The role of non-governmental organizations in Palestine is declining significantly, whether in the provision of services, oversight of government performance, or protecting the rights of poor and marginalized groups. This is due to several factors, primarily an unclear vision by many organizations of what is required of them, the influence of funding agendas on these organizations, and decreasing areas of movement available as a result of the occupation. In addition, the division between the West Bank and Gaza has shrunk the margins of civil work in Palestine and freedom has been compromised by the total absence of democratic life and the paralysis of the legislative process. These factors are detrimental to the response capabilities of NGOs, combined with decreased funding available for non-governmental work, multiplicity of supervisory parties, and the expansion of activity by registered and non-registered foreign organizations at the expense of national organizations. It is, therefore, safe to assume the following in relation to non-governmental work:

1. Oversight by NGOs has retreated despite an increase in the number of NGOs.

2. The political role of NGOs continues to decline, which is an indicator of the nature of the political regime in the West Bank and Gaza Strip.
3. Competition for funding still exists and a number of NGOs do not function within their given mandate and bylaws.

4. Israeli pressures on NGOs registered in Jerusalem, repeated campaigns to close these organizations and the imposition of high taxes force these organizations to suspend their activities.

5. The pioneering role of NGOs has declined and there are clear manifestations of compromise with the governments in the West Bank and Gaza, demonstrating an inclination to abandon legitimate opposition in defense of the interests of the marginalized.

6. International organizations continue to conduct projects directly with the beneficiaries, leading to a decline in the role of local NGOs and a disparity of mechanisms, regulations and specifications for the implementation of projects.

7. Partnership with the private sector remains weak and requires determination and commitment to become effective.
The year 2015 marks the second year in the strategic plan for 2014-2018. The core of this strategic plan is the promotion of the rights of poor and marginalized sectors in the West Bank and Gaza Strip, with continued interest in building links with Palestinians in the 1948 areas. PARC drafted its annual plan based on a thorough analysis of total projections for 2015, starting from political aspects, followed by economic, funding and social projections, and ending with projections related to the agricultural sector and the institutional environment. The organization has incorporated its analysis of these projections into its plans and directions as follows:

Based on analysis and the anticipated results of this analysis on work in 2015, PARC has identified the following issues:

1. Completion of the restructuring process by filling vacancies that were not filled by the end of the year.
2. Completion of PARC’s plans to achieve financial sustainability, to retain professional staff and to develop interventions that constitute strategic responses.
3. Developing and promoting relationships with own and partner institutions.
4. Developing funding relationships with new parties and restoring some dormant relationships.
5. Focusing efforts on the rehabilitation of the agricultural sector in the Gaza Strip.
6. Documenting and publicizing violations by the occupation against farmers in marginalized areas.
7. Contributing to the development of the agricultural cooperative movement in Palestine and its role.
8. Continuing interest in regional partnerships, mainly those which serve Palestinians in diaspora.
9. Developing relationships and partnerships with solidarity movements concerned with Palestinian rights.
10. Devoting attention to agricultural marketing and integrating it into PARC’s activities on a larger scale to enable small farmers to enter markets and play a part.
11. Developing PARC’s logistical capabilities in preparedness against dangers and disasters.

1. An increase in pockets of poverty and in abject poverty rates, especially in marginalized areas.
2. Increased unemployment rates and a decline in employment in government and other sectors.
3. Huge pressure on the social security network and an increase in the number of households who are recipients of cash and in-kind assistance.
4. Decline of the productive base of the Palestinian economy.
5. An increasing need for home economy and small production, alongside a decline in savings and investments.
6. An increase in government reliance on borrowing, while the cost of general debt has also risen.
7. Increased pressure on organizations and their services due to the contraction of official government expenditure.
8. Reconstruction in the Gaza Strip has been delayed and linked to the return of the PA and to reforms in the Gaza Strip to meet Israeli security needs.
9. PARC’s programs are still hostage to humanitarian and emergency needs at the expense of the development agenda.
10. The rates of currencies in circulation continue to fluctuate, affecting services provided to the public and PARC’s overall expenditure.
Executive Summary

This report covers the most important achievements of PARC in 2014 and complements PARC’s strategic plan launched for 2014-2018 to ‘lead change’. The aim of the plan is a strong Palestinian rural sector whose agriculture is safeguarded and independent through the realization of the following strategic goals:

- Greater profitability and competitiveness in agricultural work.
- Make the occupation more accountable to Palestinian rights in the agricultural sector and rural areas.
- A supportive and empowering legal environment and government policies for the development of the agricultural sector and rural areas.
- Promotion of the role of agricultural cooperatives and grassroots organizations active in agriculture and rural development.
- Promotion of PARC’s competence, effectiveness, sustainability and accountability.

In working towards the first strategic goal, PARC achieved the following outcomes:

Outcome 1: Developing and improving the productivity of cultivated land

PARC conducted a variety of activities covering 29,789 dunums of land owned by 5,441 households and comprising 35,408 people. Of these households, 537 are supported by female breadwinners.

Key outputs:
- Leveling of 630.8 dunums of agricultural land using heavy machinery.
- Constructing 55,164 square meters of terraces for the benefit of 1,968.6 dunums of agricultural land.
- Erecting 217 rain harvesting cisterns with a total capacity of 14,786 cubic meters for the benefit of 1,685.4 dunums of agricultural land.
- Clearing and plowing 1,954 dunums of land.
- Fencing 337 dunums with barbed wire.
- Distributing organic fertilizer on an area of 210 dunums.
- Planting 2,780 dunums of agricultural land with environmental crops, with special focus on indigenous seeds.
- Planting 241,049 fruit seedlings on 9,441 dunums of agricultural land.
- Planting 50 dunums with medical herb seedlings.
- Planting 2,445 dunums with fodder crops.
- Planting 377,200 seedlings of ordinary and grafted vegetables (muskmelons, sage, thyme, tomato, watermelon, cucumber) on an area of 165 dunums within the experimental station supervised by PARC.
- Conducting five campaigns to spray olive and fig trees on 11,842 dunums.
- Constructing and rehabilitating 22 kilometers of agricultural roads to serve 5,409 dunums of agricultural land.
- Rehabilitating and erecting 226 greenhouses to benefit 510 farmers.
- Installing an irrigation network to serve 259 dunums.

Outcome 2: Providing water resources for irrigation

Key outputs:
- Erecting 101 water collection cisterns for house garden irrigation.
- Erecting 162 rainwater harvesting units with a capacity of 6,480 cubic meters to serve 162 households.
- Erecting 35 rainwater collection cisterns to provide 4,725 cubic meters of water to serve livestock.
• Erecting 12 pools for harvesting 4,200 cubic meters of rainwater from agricultural greenhouse roofs to serve 59 beneficiaries and reduce water costs.
• Erecting five concrete pools for stock breeders to store 750 cubic meters of water.
• Installing two metal reservoirs with a capacity of 500 cubic meters of water each in the village of Beit Dajan in the Nablus region and the village of Anza in the Jenin region. These will serve 500 dunums of cultivated land with treated wastewater.
• Distributing 185 plastic water tanks with a capacity of two cubic meters each to serve 1,100 dunums of agricultural land.
• Distributing 30 mobile water tanks with a capacity of 90 cubic meters each.
• Installing irrigation networks to serve 560 dunums of irrigated agricultural land.
• Designing and extending 13 kilometers of collective irrigation networks to serve 700 dunums.
• Distributing 158 water pumps and 10,000 meters of irrigation pipes for complementary irrigation on 1,000 dunums of olive-planted land.
• Providing five kilometers of sanitation pipes for the benefit of 400 families.
• Rehabilitation of two water springs to serve 20 dunums and 55 beneficiaries.
• Establishing two central wastewater treatment plants in the village of Beit Dajan in the Nablus region and the village of Anza in the Jenin region.
• Providing 123 fishermen with various fishing equipment to improve their livelihoods and fishing volumes.
• Holding four tensiometer demonstrations for tabulating irrigation water.
• Distributing 282 tensiometers to serve 147 farmers.
• Holding 10 workshops on wastewater attended by 96 people.
• Designing, printing, and distributing 500 copies of an awareness raising poster on tensiometers.

• Publishing 250 copies of a manual booklet for wastewater treatment plant operation and maintenance.
• Publishing 1,000 copies of an awareness raising poster on wastewater treatment for school students.
• Publishing 1,000 copies of an awareness raising poster for operators of wastewater treatment plants.
• Designing, printing and distributing 80 leaflets on tensiometers.
• Organizing a media tour in the Jordan Valley to highlight water problems there.
• Holding four meetings with five village and municipal councils in the region to the north west of Nablus on the water status of the Deir Sharaf artesian aquifier and the western treatment plant.

Outcome 3: Developing chain of production infrastructure

Key outputs:

• Establishing a nursery for the production of grapevine seedlings on an area of 0.5 dunums to benefit 40 farmers.
• Establishing a central local seed bank in Zababdeh and supporting 281 seed banks in cooperatives.
• Manufacturing 3,500 cubic meters of local manure (compost) to serve 1,010 dunums.
• Erecting a metal silo in the village of Amoria in cooperation with the Agricultural Cooperative of Amoria to limit the risk of fodder shortages for livestock. This will serve 70 households and 10 neighboring villages with a capacity of 25 tons.
• Importing a conservation planter and using it in the cultivation of 100 dunums in Zababdeh.
- Distributing milk collection cylinders with a capacity of 30 liters each to 480 households.
- Importing and installing two hydroponic barley breeding units with a capacity of 10 tons monthly.
- Rehabilitation and maintenance of 533 livestock sheds serving 533 farmers owning more than 53,000 sheep.

### Outcome 4: Promoting applied scientific research

**Key outputs:**

- A research study on grapes in the Gaza Strip entitled Needs, Facts and Development Mechanisms. The study was completed and its conclusions were discussed and disseminated.
- Conducting five research articles by trainee agronomists on the following: grafting, compost, rabbit feeding, water and small projects.
- Conducting two field surveys on the dairy market system for targeted groups and locations. Also, conducting analysis of the value added chain and the most feasible byproducts.

### Outcome 5: Training of agricultural workers to teach them vital skills during and after production

**Key outputs:**

- In total, 69 newly graduated agronomists (49 men and 20 women) benefited from long-term training in three training courses, each of between four to nine months. The courses comprised various topics and administrative, developmental and technical skills like managing water resources, livestock production and aquiculture, plant production, prevention of diseases and food production.
- Organizing 184 training courses for 1,522 farmers of both sexes. Rural women made up 30% of the total number. The training aimed to provide a detailed illustration of the concepts of integrated pest management, organic cultivation, pesticide alternatives, care of fruit trees, water resources management, pre-harvesting activities, agricultural grafting, care of grapevines, indigenous seeds, improving oil quality, managing and maintaining agricultural irrigation networks, courses for operators of wastewater treatment plants, re-using wastewater in agriculture, etc.
- Holding 42 training courses for local committees.
- Holding 215 capacity building workshops for local committees and farmers in various phases of implementing projects. A total of 4,028 farmers benefited, 57% of them rural women. Topics at the workshops included women’ rights in the agricultural sector, experiences in planting grapevines, sound management of water use, improving the quality of oil, psychological and emotional counseling after the war, democracy and civil society, organic cultivation, etc.
- 15 demonstrations on olive oil were conducted benefiting 170 farmers.
- External participation of five people in an exchange visit with Austria on wastewater treatment.

### Outcome 6: Supporting cooperation and networking between various actors

**Key outputs:**

- Holding four agricultural conferences on urban cultivation, indigenous seeds and seedling specifications in Palestine by networking with active parties in these fields.
- Holding a consultative meeting on the “Status of Olives and Future Challenges” in partnership with the Ministry of Agriculture. The meeting was attended by about 300 agricultural organizations and farmers.

- Planting 14,500 trees as a contribution to increasing green areas in public parks, schools, hospitals and streets. This was implemented through networking with 200 local parties. Twelve public parks were also planted with trees, benefiting 2,500 people.

Outcome 7:
Developing the capacities of farmers to meet the requirements of quality certificates for products

Key outputs:
- Providing 861 farmers, both men and women, with production inputs for olive trees and organic cultivation.
- Enabling 125 farmers in four locations to fulfill the requisites for COAP organic agriculture certificates.

Outcome 8:
Building successful economic prototypes

Key outputs:
- Establishing 210 small income-generating projects benefiting 210 households: 65% of these projects are run by women who are the family breadwinners.
- 13 legal consultations were held for small projects.
- 17 applied researches were conducted in experimental farms supervised by PARC.
- Rehabilitating and developing 13 existing projects for 13 women by supporting them with logistics.
- Distributing 100 agricultural inputs to develop and improve home gardens.

Outcome 9:
Developing the competence and effectiveness of the agricultural extension system

Key outputs:
- Conducting 6,764 extension visits for 2,085 farmers, both men and women, to develop their technical agricultural knowledge and awareness of best practices, as well as improving their knowledge of trimming and the irrigation of olive trees.
- Conducting 44 exchange visits to 944 farmers on indigenous seeds and the sharing of experiences.
- Organizing three external visits to Amman, Spain, and Austria for 25 people.
- Preparing, publishing and distributing 500 copies of the Agronomist Manual.
- Issuing 1,000 copies of a brochure on grafting.
- Preparing, issuing and distributing 500 copies of a booklet on defining risks and printing maps of risks in the Gaza Strip.
- Printing and distributing 1,000 copies of stickers and brochures to schools, health centers and societies.
- Preparing, printing and distributing 1,000 copies of a book on indigenous seeds.
- Preparing, printing and distributing 3,000 copies of posters on indigenous seeds.
- Preparing a booklet on climate change.
- Preparing and printing 60 copies of a brochure on governance and the economic and financial administration of cooperatives.
- Preparing and printing 2,000 copies of administrative records for livestock farms for distribution to farmers.
- Printing and distributing 2,000 posters on olive trees.
In working towards the second strategic goal, PARC achieved the following outcomes:

Outcome 1: Monitoring and documenting violations by the occupation

Key outputs:

- Publication of three position papers disclosing Israeli violations during the aggression against the Gaza Strip.
- Publication of two policy papers disclosing Israeli violations during the aggression against the Gaza Strip.
- Publication of a report monitoring damage to the agricultural sector caused during the aggression against the Gaza Strip.
- Publication of daily media reports on violations against the Gaza Strip.
- Participation with the Palestinian Center for Human Rights in presenting and discussing a report entitled Under Fire.
- Organizing two visits to Deir Abu Daeef and Kufr Dan in Jenin governorate to find out about violations manifested in the demolition of wells and to estimate damages.
- Holding a meeting with the governor, agricultural department, Hydrology Group and water authority in Qalqilya to discuss the provision of water to eastern regions of the governorate, including Kufr Laqef, Jeensafoot, al-Fondoq, Hejja, Baqat Al-Hatab, Jeet Faata and Amateen, which are deprived of water.
- Holding a workshop with the Jerusalem center in Qalqilya attended by 25 heads of societies and local councils to empower them to demand their water rights.
- Participation in the Agricultural Sector Planning Committee and the National Committee for Natural Resources to discuss the water shortage in Hebron.

Outcome 2: Encouraging and promoting local products

Key outputs:

- Thirty women producers participated in two local fairs to promote and market local products and to open up marketing opportunities to them.
- Participation in two local fairs to promote products from grafted fruit-bearing trees and means of marketing them.
- Holding eight meetings for coordination committees on olive trees, trimming and complementary irrigation.
- Participation in four olive picking events that benefited 792 farmers.
- Providing 10 farmers with inputs for olive picking.
- Organizing 13 awareness raising campaigns for local products with 400 volunteers in the streets of several cities and towns.
- Organizing five visits to vegetable markets with the participation of 50 volunteers.
- Organizing three visits with 30 volunteers to Palestinian factories for familiarization with the quality of alternative products and pricing policies.
- Supporting the participation of seven societies in a food industries exhibition in Nablus.
- Holding two meetings with the Chamber of Commerce, the Ministry of Economy, customs officers and the Agricultural Department in Qalqilya to promote local products.
- Ongoing coordination and networking with consumer protection committees in Hebron, Ramallah and Nablus.
- Printing and distributing 2,000 posters on olives.
- Participation in workshops on the boycott of Israeli products and promoting the steadfastness of Palestinian farmers in a week of resistance activities against the apartheid Wall.
• Holding 45 workshops on the boycott of Israeli products and support for national products for 1,800 school students and children.
• Conducting research on the opportunities and prospects for fair trade for selected agricultural products in the United Kingdom.
• Conducting a survey on opportunities to promote women’s cooperative products in Jordan.
• Providing two grants for women’s cooperatives to participate in school canteens.
• Conducting three demonstrations on an area of seven dunums of land to support three women’s cooperatives with thyme saplings and irrigation networks.
• Production from women’s cooperatives featured in two food industry exhibitions in Nablus and Jordan (the Horeca exhibition).

Outcome 3: Organizing activities and holding conferences about Israeli violations

Key outputs:

• Participating in campaigns of solidarity with prisoners.
• Participating in a campaign of solidarity with farmers affected by the recent aggression against the Gaza Strip and who are living in caravans (portable shelters).
• Taking part in a demonstration demanding an end to the siege and the reconstruction of the agricultural sector in the Gaza Strip.
• Organizing and managing 22 tree planting campaigns involving 870 volunteers on land threatened with confiscation.
• Organizing 42 campaigns, visits and sit-in strikes in locations subjected to attacks by the occupation army and settlers. In all, 1,000 volunteers participated.
• Organizing three field visits to areas to the west of the town of Ya’bad following violations and decisions taken by the occupation authorities to confiscate land.
• Participating in nine resistance activities against the apartheid Wall and settlements.
• Organizing three visits to the villages of Nahalin, Husan and Wadi Fokeen in the Bethlehem region for familiarization with Israeli violations of Palestinian water rights and to estimate damage caused by bulldozing land and uprooting olive seedlings.
• Conducting 40 solidarity activities with victims of Israeli settler attacks and victims of ethnic cleansing in Qalqilya, Tulkarem, Ramallah, Nablus and Salfit.
• Organizing 10 tours for officials to agricultural locations and to PARC projects.
• Olive picking campaign in the town of Beddo with the participation of a number of donors, and official and non-governmental organizations aimed at highlighting the violations that farmers are subjected to.
In working towards the third strategic goal, PARC achieved the following outcomes:

**Outcome 1: Put into practice and promote farmers’ awareness of their rights guaranteed by covenants**

**Key outputs:**
- Holding four workshops on early marriage, communication skills, democracy and civil society, and women’s rights in the agricultural sector for 58 female beneficiaries.
- Issuing 300 copies of a poster on social participation and the right to social and gender equality.
- Holding five workshops on syndicate organization, setting up cooperative work and the need to join the Agricultural Cooperative Union. Participants in the workshops included seven cooperative societies and local committees in Jenin, Nablus and Qalqilya.
- Establishment and capacity building of 43 local committees.
- Contributing to the registration of three cooperatives in Nablus, Qalqilya and Tulkarem.
- Training and capacity building of 350 volunteers in Qalqilya, Nablus and Hebron.
- Participating with labor unions in two sit-in strikes in defense of workers’ rights in Tulkarem and Nablus.
- Participating in a sit-in strike before the Council of Ministers to demand the enforcement of the minimum wage law.

**Outcome 2: Developing an emergency response system**

**Key output:**
- Coordinating with the Palestinian Non-governmental Organizations Network (PNGO) to discuss issues of emergency humanitarian funding and joint work.
- Signing a petition demanding that the Risk Prevention and Agricultural Insurance Fund for farmers be put into effect.
- Training for 10 institutions participating in the disasters prevention committee.
- Preparing a draft plan.
- Forming an emergency committee, managing the Campaign to Support Gaza and mobilizing support for people affected in the Gaza Strip.
- Holding four training sessions on safety standards in which 80 students and teachers from boarding schools participated.
- Holding three workshops for 60 farmers on the importance of responsibilities and resources decentralization in dealing with disasters.
- Conducting a relief campaign for people affected by the war on Gaza through networking with local and international communities. Volunteer groups were formed and provided shelter for many displaced people in unofficial shelters, benefiting nearly 16,358 households.
- Distributing food baskets to nine families in Froosh Beit Dajan following the demolition of structures there by Israel.
- Distributing hygiene kits to 33 women in Jeftlek following the demolition of structures by Israel.
- Distributing 13 mobile toilets to serve 19 beneficiaries in Jeftlek following the demolition of structures by Israel.
- Organizing two workshops for 40 farmers in Jalameh and Kufr Dan on the Risk Prevention and Agricultural Insurance Fund law.
- Forming three emergency committees in three locations in the Ramallah region.
• Organizing 21 field visits in villages and to farmers affected by natural disasters.
• Delivering two water pump to Civil Defense Committees as a contribution to flood protection in villages affected by the apartheid Wall.
• Forming emergency committees in Nablus and Bethlehem and organizing their training with the Civil Defense.
• Participating in the Central Emergency Committee membership in Nablus governorate.
• Organizing and participating in 11 solidarity demonstrations with Gaza.
• Publishing more than 50 press reports on locations subjected to attacks.
• Holding five legal workshops in cooperation with the Jerusalem Center.
• Cleaning the Froosh Beit Dajan valley, benefiting 130 people directly and 906 indirectly.
• Creating temporary job opportunities and improving livelihoods for 407 agricultural workers. A total of 10,018 work days were completed and 10% of the beneficiaries were women.

Outcome 3: Coordination and networking with workers in the sector

Key outputs:
• PARC plays a significant role on the Board of PNGO.
• Signing a petition with PNGO to oppose American pressure.
• Participating through PNGO in drafting a policy paper on the agricultural sector.
• Participating in discussing a draft study on the status of general assemblies in NGOs in the Gaza Strip.
• Conducting a campaign of 10 meetings to restore confidence and strengthen relationships with active parties.
• Participating in a round table meeting to discuss NGO networking with the private sector.
• Participating through PNGO in a workshop on the role of civil society organizations in achieving and promoting national reconciliation.
• Conducting five awareness raising meetings for women and farmers in which 130 farmers of both sexes participated.
• Active participation in the olive festival in Salfit.
• Participating in four events in Ramallah and Nablus to end the [political] division.
• Holding a ceremony to honor 15 active farmers, attended by 300 people.
• Effective coordination with the Ministry of Agriculture by executing several projects serving targeted groups in the agricultural sector.
• Organizing environmental activities in coordination and networking with the general administration of school health and with the Environment Quality Authority.
• Coordinating with the Agronomists’ Union to hold courses and draft the agronomists’ agenda.

Outcome 4: Protecting agricultural areas and the use of land

Key outputs:
• Organizing an olive picking campaign in more than 28 areas with restricted access.
• Organizing cleaning campaigns and distributing refuse containers in Wadi Gaza (Gaza valley). Bringing the area to the notice of institutions and the media as a nature reserve, and establishing a park there to promote the wellbeing of the residents.
• Celebrating Land Day by planting olive seedlings in areas with restricted access and running a one-week media campaign.
• Issuing three fact sheets on Wadi Gaza as a nature reserve, on the buffer zone, and on fishermen.
• Using public pastures and planting them with fodder crops (2,000 dunums with indigenous parsley).

Outcome 5:
Awareness raising of the importance of legislation in protecting resources and resource allocation to various sectors

Key outputs:
• Organizing a scientific day on the status of water in the Gaza Strip, and presenting work papers on the water crisis and available alternatives.

Outcome 6:
Raising Awareness of legislation

Key outputs:
• Organizing a lobbying and advocacy campaign to raise awareness of legislation for disaster prevention with the participation of 100 people.
• Organizing seven awareness raising workshops to promote the risk prevention law in Jenin, the Jordan Valley and Salfit, with the participation of 210 people.

Outcome 7:
Supporting and developing a clear strategy for the agricultural sector

Key outputs:
• Organizing a round table on the agricultural sector in the wake of Palestinian reconciliation.
• Holding a workshop on improved reconstruction of the agricultural sector and to devise an agricultural vision.

• Participating in a workshop through PNGO with the aim of drafting an agricultural policy paper.
• Participating in preparing a strategy for the livestock sector with the Ministry and FAO.
• Active participation in drafting a strategy for the olive sector.

In working towards the fourth strategic goal, PARC achieved the following outcomes:

Outcome 1: Capacity building

Key outputs:
• Conducting 81 training courses for grassroots organizations and benefiting 2,353 farmers. The courses included a variety of techniques and skills: managerial, developmental and technical skills like grafting, proposed project writing, feasibility studies, institutional code of conduct, food processing, alternative fodders, conservation cultivation, marketing strategies, developing product websites, book-keeping, project management, first aid, PVCA, training camp leaders, training PARC volunteers, governance, etc.
• Providing logistical support to five grassroots organizations, including meeting all the estimated needs of these organizations.
• Providing the town of Shukeh with an electric generator to transfer water from the Arabia area in the west of Rafah to the Shukeh region as part of capacity building and improving the provision of local services.
• Providing 20 environmental clubs with logistical support, including seven schools.
• Providing psychological support to 20 volunteers in the Campaign to Support Gaza during the war.
• Holding seven workshops to 181 people on the role of women in developing the economy, and training cooperatives on governance, financial management, marketing and cooperative work.
• Seven summer camps were held for school students in Jerusalem, benefiting 700 students.
• Renovating and rehabilitating two offices to serve women’s groups in Essawiyya and Jericho.
• Establishing seven libraries in Jerusalem schools.
• Conducting eight environmental competitions in schools.

Outcome 1: Professional training

Key outputs:
• Holding five training courses on integrating a rights-based approach in agricultural developmental projects, assessing farmers’ needs, follow-up monitoring and evaluation, assessing needs in emergencies, and human accountability partnerships.
• Participating in two workshops on post-storm evaluation of needs with the World Bank and the World Humanitarian Summit.
• Participating in the Transparency International ceremony (Coalition for Integrity and Accountability).
• Participating in an advanced course on project management (PMP).
• Participating in a course on risk reduction.
• Participating in a specialized course on dairy processing in Amman.
• Participating in a training course on alternative fodder in Amman.
• Participating in a training course on water harvesting in Amman.

Outcome 2: Agricultural procurement and marketing

Key outputs:
• Buying fresh and processed vegetables from 67 farmers, rural women and women’s cooperatives: 22% of the beneficiaries were female producers.
• Distributing food baskets to 965 needy households.

Outcome 2: Promoting developmental media

Key outputs:
• Issuing 74 press releases on projects and activities completed.
• Featuring in 25 radio spots focusing on issues such as assisting the fishing sector, the National Committee for the Prevention of Disasters and female social participation.
• Appearing in 53 TV interviews about PARC strategy, project activities, grafting as a technique in vegetable production, urban cultivation, the impact of climate changes and depressions on the agricultural sector and the impact of charcoal production on the environment.
• Producing 11 documentaries on issues including olive picking and the importance of grapes as a strategic crop that contributes to food security.
• Issuing 13 releases, position papers and fact sheets on Israeli violations against the Gaza Strip, natural disasters and their impact on agricultural sectors, and on the buffer zone.
• Issuing 11 publications and leaflets mapping risks, a booklet on risk assessment, water and tensiometers, in addition to the Agronomists Manual.
• Giving 12 radio interviews on issues including project activities, water and water management, and grafting.
• Producing a documentary on olive picking entitled We Are with You.
• Producing three documentaries on income-generating projects designed for women.
• Preparing seven TV episodes on income-generating projects designed for women and on indigenous seeds.
• Issuing two leaflets on income-generating projects designed for women and on environmental clubs.
Outcome 3: Promoting governance at PARC

Key outputs:
- Obtaining a code of conduct certificate from the NGO Development Center (NDC).

Outcome 4: Developing logistical support, information and communication systems

Key outputs:
- Promoting the PARC library in Gaza with additional books on aspects of agriculture.

Output 5: Fundraising and diversification of resources

Key activities:
- Relationships with the donor community have been developed using a funding map. Exchange visits took place with a number of donor organizations.
- Agreements were reached on finance for 34 new projects in 2014 with a total budget of $7,787,947, in addition to 21 projects in previous years: 24 projects have already been completed and 31 have been extended to forthcoming years.

Outcome 6: Developing PARC’s policies and procedures

Key output:
- Development of the financial, administrative and procurement system by an external party. The developed system was later adopted and put into action.
The activities of PARC in 2014 covered most governorates: 213 locations were targeted via associations, communities and action committees, and 86,652 people benefited directly and indirectly. Women constituted 45% of the total beneficiaries. At least 62,534 work days were provided for 7,733 workers.

4-1 Targeted locations
PARC work locations in 2014

<table>
<thead>
<tr>
<th>Governorate</th>
<th>No. of villages</th>
<th>Villages and workplaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jerusalem</td>
<td>13</td>
<td>Mekhas, Jeeb, Wadi Juz, Thowri, the Old City, Silwan, Essawiyya, Sur Baher, Beddo, Anata, Ezariyyah, Beit Sureek, Beit Duqqu.</td>
</tr>
<tr>
<td>Jericho</td>
<td>8</td>
<td>Jeftelek, Deyyouk, Mu’arajat, Nuwaimeh, Fasayel, Oja, Marj Na’ja.</td>
</tr>
<tr>
<td>Salfeet</td>
<td>7</td>
<td>Zawiyyya, Bedia, Dair Balloot, Mesha, Dair Esteyyya, Rarkha, Salfeet.</td>
</tr>
</tbody>
</table>

Tulkarem                                            10                                               Baqa al-Sharqiyyah, Kufr Al-Labbad, Beit Leed, Kufr Aboush, Kufr Zebad, Saida, Anabta, Allar, Rameen. 
Qalqilya,                                           14                                               Azzon, Kufr Thulth, Jeensafoot, Jayyus, Kufr Laqef, Al-Fundoq, Hejjah, Baqat al-Hatab, Jet, Far’atat, Amateen, Qalqiyya, Al-Mudawar, Azzoun Atmeh. 
Gaza north                                          5                                               Beit Lahia, the Bedouin village, Jabaliah, Beit Hanoon, Ezbat Beit Hanoon. 
Gaza central                                        5                                               Dair Al-Balah, Al-Masad, Al-Maghazi, Al-Buraij, Al-Zawayedeh. 
Khan Yunis                                           10                                               Al-Qarahrah, Khuza’aah, Abasan Al-Kabeerah, Bani Suhailah, Mawasi Khan Yunis, Al-Fakhari, Al-Zenna, Al-Satir Al-Gharbi, Wadi Al-Seqaa, . 
Rafah                                               8                                               Al-Shukeh, Al-Nasr neighborhood, Kherbat al-Adas, Mussabe, Al-Salam quarter, Al-Barazil, Rafah Al-Gharbiyyah, Rafah. 

Total                                               213

4-2 Targeted beneficiaries
In 2014, PARC worked with a large number of individual and group beneficiaries in many varied interventions. Priority was given to those in marginalized regions. The main groups targeted were as follows:

1-4-2 Individual services:
1. Farmers of rainfed and irrigated cultivations (small and medium farmers are those who benefited from PARC’s support).
2. Rural women working in agriculture, mainly female breadwinners for their family, by empowering them politically, socially and economically.
3. Rural youth, especially those working in agriculture to encourage their engagement in the agricultural sector.
4. Newly graduated agronomists.
5. Unemployed workers who had lost their jobs inside the Green Line or in settlements.
6. Fishermen.
7. The general population, particularly after the war on Gaza.

2-4-2 Social services:
1. Farmers’ associations, institutions and organizations. Women and youth and their cooperatives with the aim of promoting governance.
2. Activists in local communities with the aim of promoting civil rights.
3. PARC staff and beneficiaries of the training of trainers with the aim of promoting and upgrading their skills and experience.

2-4-3 Relationships with PARC companies:
2-4-3-1 Companies established by PARC’s programs:
Al-Reef for Investment & Agricultural Marketing in 2014

The Al-Reef Company holds a special status in PARC’s strategy of improving the profitability of young producers in strategic sectors of production like olives, almonds and dates. These sectors still constitute the majority of the Al-Reef basket of services, in addition to rural products like maftool (couscous) and dried tomatoes. Al-Reef has served productive Palestinian rural sectors by opening up marketing opportunities for these products in local markets and in fair trade markets.

In 2014 the Company dealt with 13 production societies and provided grading and packaging services to several small producers.

The PARC Board looks forward to expanding the property base of the company by attracting cooperatives to join in the Company’s future capital, policies and decisions, thereby benefiting small producers and their cooperatives. In total, 135 tons of commodities were marketed, with maftool (couscous) at the top of the list of products with 58 tons, oil in second place with 52 tons, dates with 19 tons, almonds with five tons, and one ton of thyme.

The value of transactions in internal and external markets was 4.9 million shekels. Two shipments were delayed for logistical reasons according to information from the company: the two shipments were 23 tons of oil with a total value of 1.1 million shekels.

Reef Company for Finance in 2014:

• Reef for Finance is one of PARC’s current strategy pillars. The administration anticipates the expansion of Reef Company services to enhance the Company’s capital by incorporating the greatest possible number of shareholders. This would serve productive sectors, mainly productive cooperatives, and make it a profitable company in the near future.

• Reef Company for Finance continued to grant funding to several sectors in more than 300 rural locations. In 2014 the Company granted 1,056 loans, bringing the value of funding granted since the Company was established to $29.43 million by the end of the year.

• There were 2,800 active loans at the end of 2014 compared with 2,511 loans in 2013. The loan portfolio is distributed over various economic and service-providing sectors, although the main focus continues to be on the agricultural sector which constitutes 51% of the total portfolio. Improvements to rural housing take second place with 22% and the trade sector is third with 20%. Other sectors constitute the remainder.

• In 2014 loans worth $4,644,407 were granted compared with $5,819,432 in 2013. The current portfolio totaled $8.70 million on December 31, 2014, compared with $8.6 million in 2013.
CHAPTER FIVE
Annexes
### List of Current Projects in 2014

<table>
<thead>
<tr>
<th>Project name</th>
<th>Financer</th>
<th>Budget</th>
<th>Currency</th>
<th>Start date</th>
<th>End date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing water resources management to improve food security in Palestine and Jordan</td>
<td>fpsc</td>
<td>2,327,933.00 euro</td>
<td>16/06/2010</td>
<td>15/06/2014</td>
<td></td>
<td>completed</td>
</tr>
<tr>
<td>Improving the future of civil society by promoting public life</td>
<td>Spanish coopera-tion</td>
<td>305,399.00 euro</td>
<td>01/01/2011</td>
<td>31/12/2014</td>
<td></td>
<td>completed</td>
</tr>
<tr>
<td>Ensuring a better future for small farmers and rural women in the olive sector</td>
<td>EU</td>
<td>824,091.00 euro</td>
<td>01/01/2012</td>
<td>31/01/2015</td>
<td></td>
<td>ongoing</td>
</tr>
<tr>
<td>Grape project</td>
<td>EED</td>
<td>530,000 euro</td>
<td>01/01/2012</td>
<td>30/04/2015</td>
<td></td>
<td>ongoing</td>
</tr>
<tr>
<td>Reducing poverty in Palestinian rural areas by improving bio-diversity and organic cultivation</td>
<td>Overseas</td>
<td>270,707 euro</td>
<td>04/01/2012</td>
<td>31/03/2015</td>
<td></td>
<td>ongoing</td>
</tr>
<tr>
<td>Protecting rights of marginalized sectors in East Jerusalem and improving livelihoods</td>
<td>EC</td>
<td>581,018 euro</td>
<td>06/01/2012</td>
<td>31/05/2015</td>
<td></td>
<td>ongoing</td>
</tr>
<tr>
<td>Promoting the right to food, creating a decent livelihood by enhancing and sustaining olive orchards in the Nablus region.</td>
<td>Cerai</td>
<td>241,576 euro</td>
<td>03/01/2012</td>
<td>28/02/2014</td>
<td></td>
<td>completed</td>
</tr>
</tbody>
</table>

### Project Details

<table>
<thead>
<tr>
<th>Project name</th>
<th>Financer</th>
<th>Budget</th>
<th>Currency</th>
<th>Start date</th>
<th>End date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leading change for development and peace in the Palestinian agricultural sector</td>
<td>Luxembourg</td>
<td>2,212,056 euro</td>
<td>euro</td>
<td>12/01/2012</td>
<td>31/12/2016</td>
<td>ongoing</td>
</tr>
<tr>
<td>Palestine green gold: from producers to consumers</td>
<td>EC</td>
<td>2,496,495 euro</td>
<td>euro</td>
<td>01/01/2013</td>
<td>30/06/2015</td>
<td>ongoing</td>
</tr>
<tr>
<td>Economic empowerment of disadvantaged families in the West Bank and Gaza</td>
<td>UNDP - Aqsa Fund / Islamic Development Bank</td>
<td>1,102,117 $</td>
<td>$</td>
<td>05/01/2013</td>
<td>31/12/2015</td>
<td>ongoing</td>
</tr>
<tr>
<td>Economic empowerment of disadvantaged families in East Jerusalem</td>
<td>UNDP- SIDA</td>
<td>783,531.00 euro</td>
<td>$</td>
<td>06/01/2013</td>
<td>31/01/2014</td>
<td>completed</td>
</tr>
<tr>
<td>Project to plant seedlings</td>
<td>Arab Fund for Economic and Social Development</td>
<td>760800 $</td>
<td>$</td>
<td>04/01/2013</td>
<td>30/06/2014</td>
<td>completed</td>
</tr>
<tr>
<td>Promoting drought resilience by creative water management</td>
<td>Diakonia</td>
<td>945,297 euro</td>
<td>euro</td>
<td>10/01/2013</td>
<td>30/9/2016</td>
<td>ongoing</td>
</tr>
<tr>
<td>Promoting food security by safe use of water</td>
<td>The Arab Fund for Economic and Social Development</td>
<td>150,000 $</td>
<td>$</td>
<td>11/01/2013</td>
<td>30/4/2014</td>
<td>completed</td>
</tr>
<tr>
<td>Land development project in Kufr Thulth</td>
<td>IFAD/ MOA</td>
<td>185,283 $</td>
<td>$</td>
<td>09/01/2013</td>
<td>31/12/2014</td>
<td>completed</td>
</tr>
<tr>
<td>Land development project in Aqraba</td>
<td>IFAD/ MOA</td>
<td>190,740 $</td>
<td>$</td>
<td>09/01/2013</td>
<td>31/12/2014</td>
<td>completed</td>
</tr>
<tr>
<td>Rawasi project</td>
<td>CARE international</td>
<td>3,415,492 $</td>
<td>$</td>
<td>11/01/2013</td>
<td>31/10/2015</td>
<td>ongoing</td>
</tr>
<tr>
<td>Intervention in emergencies to ensure water supplies</td>
<td>Overseas</td>
<td>18,410 euro</td>
<td>euro</td>
<td>12/01/2013</td>
<td>30/6/2014</td>
<td>completed</td>
</tr>
<tr>
<td>Project name</td>
<td>Financer</td>
<td>Budget</td>
<td>Currency</td>
<td>Start date</td>
<td>End date</td>
<td>Status</td>
</tr>
<tr>
<td>----------------------------------------------------------------------------</td>
<td>------------------------------</td>
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<td>--------------</td>
<td>------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Supporting the agricultural sector by capacity building of newly graduated agronomists in Gaza</td>
<td>CCP</td>
<td>482,325</td>
<td>$</td>
<td>21/03/2013</td>
<td>20/03/2014</td>
<td>completed</td>
</tr>
<tr>
<td>Food baskets for poor families</td>
<td>OPEC</td>
<td>100,000</td>
<td>$</td>
<td>01/01/2013</td>
<td>31/12/2015</td>
<td>ongoing</td>
</tr>
<tr>
<td>Female participation in achieving development</td>
<td>EC-ENPI</td>
<td>831,290</td>
<td>euro</td>
<td>20/11/2012</td>
<td>20/11/2015</td>
<td>ongoing</td>
</tr>
<tr>
<td>Empowerment of young females in Gaza rural areas (Al-Zaytoon area)</td>
<td>Palestine 33</td>
<td>7,071.00</td>
<td>euro</td>
<td>01/01/2014</td>
<td>31/03/2014</td>
<td>completed</td>
</tr>
<tr>
<td>Greenhouse rehabilitation in the West Bank</td>
<td>OCHA</td>
<td>248,807</td>
<td>$</td>
<td>01/02/2014</td>
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<td>Livestock shelter rehabilitation in the West Bank</td>
<td>OCHA</td>
<td>245,449</td>
<td>$</td>
<td>01/02/2014</td>
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<tr>
<td>Expanding access by women’s cooperatives to domestic markets</td>
<td>CA</td>
<td>230,188</td>
<td>$</td>
<td>01/01/2014</td>
<td>31/12/2016</td>
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</tr>
<tr>
<td>Enhancing resilience to risk in southern Gaza Strip</td>
<td>CA</td>
<td>32,831</td>
<td>$</td>
<td>01/01/2014</td>
<td>31/12/2014</td>
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<td>Climate: indigenous seed development against desertification</td>
<td>CA</td>
<td>32,831</td>
<td>$</td>
<td>01/01/2014</td>
<td>31/12/2014</td>
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<td>Enhancing the resilience of marginalized and vulnerable communities in the West Bank</td>
<td>CA</td>
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<td>The high impact micro-infrastructure initiative</td>
<td>UNDP</td>
<td>485000</td>
<td>$</td>
<td>01/05/2014</td>
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<tr>
<td>Partnership for community - lead action</td>
<td>Save the Children</td>
<td>1349500</td>
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<td>Enhancing the culture of urban agriculture in the Gaza Strip by using non-conventional water resources</td>
<td>Grassroots International</td>
<td>12000</td>
<td>$</td>
<td>01/10/2014</td>
<td>30/06/2015</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Emergency relief such as water, food, and children</td>
<td>Grassroots International</td>
<td>6000</td>
<td>$</td>
<td>01/08/2014</td>
<td>30/12/2014</td>
<td>Completed</td>
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<tr>
<td>Early recovery of the Humanitarian Crisis by Restoring food Production</td>
<td>Grassroots International</td>
<td>12000</td>
<td>$</td>
<td>01/10/2014</td>
<td>30/09/2015</td>
<td>Ongoing</td>
</tr>
<tr>
<td>From poor farmers to poor families</td>
<td>parccic</td>
<td>109000</td>
<td>$</td>
<td>10/11/2014</td>
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<td>Land Reclamation – Jamaiin</td>
<td>ifad</td>
<td>283532</td>
<td>$</td>
<td>01/10/2014</td>
<td>30/09/2015</td>
<td>Ongoing</td>
</tr>
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<td>PARC DEC Food Security and Livelihoods DEC-Christian Aid</td>
<td>CHRISTIAN AID</td>
<td>241982.73</td>
<td>$</td>
<td>01/11/2014</td>
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<td>256463</td>
<td>euro</td>
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<td>30/04/2015</td>
<td>Ongoing</td>
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<td>Providing a modality for a humanitarian DEC-Action Aid</td>
<td>ActionAid</td>
<td>98576</td>
<td>$</td>
<td>01/12/2014</td>
<td>31/07/2015</td>
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<td>Improve the genetic quality of goat strains</td>
<td>ccfd</td>
<td>10000</td>
<td>euro</td>
<td>01/02/2014</td>
<td>31/05/2015</td>
<td>ongoing</td>
</tr>
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<td>Project name</td>
<td>Financer</td>
<td>Budget</td>
<td>Currency</td>
<td>Start date</td>
<td>End date</td>
<td>Status</td>
</tr>
<tr>
<td>-------------------------------------------</td>
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<td>Post-Israeli aggression recovery</td>
<td>ccfd</td>
<td>13000</td>
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<td>$67500</td>
<td>$</td>
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<td>A-Andalusiyya – AACID- Donation for Gaza campaign</td>
<td>AACID</td>
<td>211667.63</td>
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<td>02/12/2014</td>
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<td>Creating job opportunities</td>
<td>UNDP-DEEP</td>
<td>$142857</td>
<td>$</td>
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<td>Gaza campaign project</td>
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<td>$</td>
<td>31/08/2014</td>
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<td>Olive picking project in the village of Beddo</td>
<td>UNRWA</td>
<td>18145</td>
<td>shekel</td>
<td>22/10/2014</td>
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<td>Campaign against fig tree stem borer</td>
<td>Islamic Relief</td>
<td>30000</td>
<td>$</td>
<td>15/03/2014</td>
<td>15/06/2014</td>
<td>completed</td>
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<td>Emergency project in Jeftlek</td>
<td>Save the Children</td>
<td>20000</td>
<td>$</td>
<td>01/06/2014</td>
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<td>Emergency project in Froosh Beit Dajan (floods)</td>
<td>Save the Children</td>
<td>7919</td>
<td>$</td>
<td>09/12/2014</td>
<td>31/12/2014</td>
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<td>Reasonable food security in Palestine</td>
<td>ACM</td>
<td>109600</td>
<td>euro</td>
<td>01/12/2014</td>
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**Success Stories**

**From Traditional Cultivation to a Model Farm**

Farmer Ali Rajab was anxious for the olive picking season to start so he could harvest the fruits of his backbreaking work to reclaim a plot of land in his village of Kufr Labbad, a plot he called Al-Maidan Farm.

The arrival of the harvesting season was an emotional moment for him, his mother and three sisters. They arrived at the orchard and saw a large green field full of olive trees loaded with their fruit, ripe for harvesting: the scene resembled that of a painting. A flood of green covered the stone terraces, with black pipes linked to a large water tank that was intrinsic in bringing life to this nascent farm. “Our dreams have come true, Mom!” he shouted, addressing his mother and sisters.

**Narrating the success of Al-Maidan, Ali said:**

“I did not understand the value of land and that it can provide a decent income for the family. Like many others, I went to seek work in Israel. I never anticipated that it would be so hard, waking up very early and traveling long distances through many checkpoints, arriving back home late at night. I was...
totally preoccupied with my work and forgot about the family’s 15 dunums of land. A decisive moment came: I started to seek an alternative to the arduous and humiliating work in Israel on the day when I returned home very late because of transportation difficulties and military checkpoints, and found my mother sick with worry and in tears, hardly able to believe that I had returned safely...at that moment I had to take the decision. The opportunity came when I learned about PARC’s project targeting olive farmers and calling on them to replace traditional ways of tending olive trees with a new method, and offering financial and technical support.

Ali Rajab joined the PARC project with great enthusiasm. He was motivated by the project to focus on the olive orchard owned by the family in Kuf Labbad. He cleared the weeds from the orchard, pruned the trees as advised by PARC’s agronomists, and constructed terraces to prevent soil erosion. PARC also provided a large water tank with a capacity of 100 cubic meters, fertilizers and advice on pest management.

The nature of the work and the need for workers turned Ali into the manager of a team working to rejuvenate the orchard and increase the crop yield to make it significantly higher than it had been before. Ali’s commitment and persistence attracted the attention of PARC supervisors and they invited him to technical workshops and courses to share experiences with other farmers. Ali was very keen not to miss any of the activities related to developing the project.

At a later stage, Kuf Labbad Agricultural Cooperative nominated Al-Maidan Farm to be on the list of beneficiaries of an EU-sponsored project called “Palestinian Green Gold: From Producers to Consumers”. The farm has become a model attracting visitors and universities, as well as local and international organizations interested in developing olive cultivation. Ali summarizes the impact of the project thus: “Beyond just providing an opportunity to reclaim an olive orchard and improve my income, the project has restored my awareness of the value of land and given me a new meaning to life that I had lacked for so long.”

As long as we have hope, we will realize our dreams. I had a home here and it turned into rubble. My family and I deserve life and love it; Gaza also deserves life.” These were the words of Tamam Nashwan, with tears in her eyes, when we visited her in the aftermath of the war on Gaza. We wanted to evaluate the family status, assess the family’s resources and means of livelihood, and put into place the means for a family project.

Tamam, aged 42, is the breadwinner for her family of nine after her husband became ill with hemiplegia following the killing of his brother. “After my husband fell sick, I became responsible for the family and we lived through difficult times. We had only minimum supplies of food and the children were shy to ask me for basic items that children in their age need: food, drink, clothing, and a decent life like other people.” I joined the labor market to provide a better life for the children. When my children graduated from school they started working in construction and wanted me to stop working. The children attended universities: Nidal is a political science graduate; Nael is a graduate of office administration; and Jihan, my daughter, holds a BA in health management. My sons supported each other in their studies; one of them would attend university one year while his brother worked to support him, and the following year they would change places.”

This was the situation in Tamam’s family until PARC came to extend a helping hand to them and other families. The PARC team decided that the family needed help to start a small income-generating project that could extract the family from poverty and enable it to become self-reliant. After a lengthy consultation and study of the family resources and livelihood potential, the field consultant and the family decided to establish a shop selling home appliances in Beit Hanoun. The requisite project procedures were completed, including a work plan and budget. PARC started procurement procedures and signed a contract with the supplier. The family was notified that the project would be ready to be handed over to the family on July 10, 2014. The unexpected Israel aggression on Gaza targeted the city of Beit Hanoun, displacing its entire population and demolishing the family home.

Following consecutive field visits and social and psychological support to the family, PARC and the family decided to locate the new project in the Beit Lahia region, and procedures for handing the project over to the family were completed.

The family went from one success to another. “It was not easy at the beginning,” said Tamam, who noted that they had to establish good relations
with the people in Beit Lahia since they were new tenants there. They also had to invest in new ideas to attract customers, and to pay particular attention to marketing with prices suitable to everyone. Eventually, they had many customers and their net income improved to total 1000-1300 shekels ($350-$260).

Tamam ran the project with her two sons, Nidal, 25, and Nael, 23, at times that fitted with their attendance at the university. The income from the project allowed the sons to complete their university studies.

Describing with happiness the project’s impact on the life of the family, Tamam said: “Now I have money to buy what my sons and daughter need, but most importantly, I can buy medicine for my husband. Before that, we relied on free medicine from the dispensary, but it was not effective. Now with the new medicine I buy, he is improving and can get up and move in the house alone. I no longer ask for help from my brothers.”

Tamam’s success sends a clear message to challenge the bitter and difficult conditions the family and our Palestinian people as a whole are facing.

**Determination to Change the Situation**

I had imagined something better than what I saw when I entered the family’s home and looked around the modest abode. I was even afraid that the roof might fall down on my head as I was doing my job...decrepit and fragile walls...the four rooms and hall do not need renovation, but rather they need to be demolished and rebuilt to be fit for human use.

Fathiyah told us her story as she held back the tears. Her husband was a worker in Israel, but no longer worked there after Israel closed the Eretz crossing and prevented Gazan laborers from working in Israel. As a result, the family’s relatively comfortable economic situation changed dramatically due to lack of work and the family faced hunger. Her husband became sick and his health deteriorated: he later died of a heart attack brought on by his deep distress. Following his death, his son Musa, then 17, became the head of the family.

We suggested that Fathiyah think of an income-generating project to improve her family’s impoverished circumstances and she became very enthusiastic. Musa had some experience in the spice business as he had been a waged worker in a spice shop for more than ten years. We met Musa, now 25, and he told us about his experience in the field and that he had many customers. We explored the potential and skills of Musa to run the small project, and studied the family and their available resources, before deciding to list Fathiyah Yaseen’s family as a household that could benefit from the DEEP project.

Musa found a site for the project in the north of Gaza governorate, in the Izbat Abedrabboou area where there were no similar shops. The project work plan was prepared for a grocery with a section for spices. The grocery would target the Izbat area, and the spices would be on offer to the many Friday market customers coming from various areas of Gaza city. The study indicated a high potential for success and Musa started to set up the shop. He became part of the project in June 2014, just less than one month before the war waged against Gaza. Some food provisions were damaged as the shop was closed for 50 days during the war, but the estimated losses of $600 were compensated in full.

The project was a clear success: sales increased and the variety of stock was expanded, also supplying other small shops in addition to individual customers. Musa then decided to realize his dream of opening a shop in the al-Zawiya market. This had been his dream ever since he had been a waged worker in a spice shop in that area. He insisted on his scheme despite the family objections that rental costs there are very high. He borrowed some money and used all his savings to realize his dream. “I am no longer an employee. I have my project that helps me to meet the needs of my family with a net monthly income of about 1700 shekels ($450).” Musa expressed his gratitude to PARC, the Islamic Bank for Development and the UNDP for all their assistance in making the project a success story.

**As you sow, so shall you harvest**

In the early hours of the day, Iman Turkuman heads to the field on the Aqrabaniya plain to collect her cucumbers. These are an indispensable source of income for her, just like other female farmers who rely on seasonal crops. Irrigated with clean potable water, this special delicious cucumber has attracted the attention of pickling factories, which buy 70% of the crop and the rest is marketed to local suppliers. “Although it is tiring work, we are happy to sell the crop early at the beginning of the season before the price falls during the season.” Iman notes that competitiveness changed after the advent of companies, which started to control the markets. As a result, 42 women farmers from four neighboring villages in the Jordan Valley founded the Aqrabaniya Women’s Society to ensure some kind of economic self-reliance: The four villages were Ain Shebli, Beit Hasan, Aqrabaniya and Al-Nassariyya.
These women made huge efforts to create an opportunity to improve their difficult circumstances. They are farmers who are also housewives when they return home and they face the challenge of marginalization and exploitation. Iman, the head of the Society, says that in their search for economic self-reliance, these women use the products from the land in food processing, for example dried mulukheyya, pickles, shatta (hot pepper), and other food products to sell in local markets. This also helps to establish small income-generating projects to support women.

The Society tries to develop the skills of its members and these women received a variety of training in food processing, quality control, packaging, placing the barcode, and how best to treat agricultural products. The training was carried out and supervised by PARC experts.

As she used her hands to make traditional labaneh balls preserved in olive oil, Lina Hamad of the village of Froosh Beit Dajan noted that the training showed women the importance of packaging and marketing their products. “We used to put our products in plastic Coca-Cola bottles, which looked different from other products in the supermarket. Now we do the correct thing,” she said. She also noted that product inputs are bought from farmers of animal products in the village and the prices are high. As a result, most of the profit made is used to purchase new inputs for dairy products and olive oil. The women’s ability to officially register a society is restricted because the registration fees and expenses are very high.

The women were appreciative of PARC’s provision of the requisites for thyme production. Irrigation networks and seedlings for an area of seven dunums were provided in the central Jordan Valley region. PARC has also contributed to developing grassroots organizations to enable them to be self-reliant, and has conducted specialized training courses, extension and marketing follow-up to improve marketing opportunities and competitiveness in local markets. These activities are part of a project funded by Christian Aid to support nine women’s cooperatives in food processing and bringing their product to local markets. One year later, thyme has started to contribute to improving the economic circumstances of these women.

The women of the Jordan Valley work hard at home and in the field. They are aware of the difficulties of daily life and political complications, but they are full of hope. Iman expressed her satisfaction at sales reaching 60% for her and her female colleagues. “Our ambition is for our products to appear on the shelves of all cities,” she concluded.

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**Campaign to Support Gaza**

The assault on Gaza killed 2,100 people and injured 10,000. It also led to the displacement of about half a million people from their homes, leaving them homeless in streets and in schools, which turned into shelters unequipped to face such incidents. The Israeli war machine destroyed around 11,000 houses partially or totally, and huge destruction was inflicted on the agricultural and fishing sectors. From the very first days of the assault, PARC initiated a public campaign to support the people in the Gaza Strip entitled the Campaign to Support Gaza. The top priorities were to alleviate the impact on people, to support the people of Gaza by collecting cash and in-kind donations, mobilize emergency projects, and communicate with our partners to publicize the crimes and violations committed by the occupation.

**Campaign structure**

A central committee was formed in the West Bank made up of PARC employees in the headquarters and branches and a number of volunteers. Their main task was to promote the campaign, communicate with the local community, institutions and committees to collect donations, package them and send them to Gaza.

They also received delegations of donors from Palestinians from the 1948 areas.

At the same time, a similar committee was formed in Gaza to ascertain needs, receive donations and supervise distribution. PARC also drafted a special manual for the management of various aspects of the campaign. The campaign started with unprecedented energy and activity. The first response was from PARC administration in the West Bank, which donated...
the cost of the first shipment of food provisions to Gaza a few days after the start of the aggression. PARC was the first Palestinian organization to mobilize donations from the West Bank, send them to Gaza and distribute them to the needy with minimal bureaucracy and conforming to international and humanitarian standards for the provision of assistance in times of disasters and wars.

After the first shipment of assistance had arrived at the besieged Gaza Strip, many donors turned up at branches of PARC in various parts of the country to contribute to the campaign’s success. In-kind and cash donations, along with voluntary work, were crucial to that success. The campaign was ready to welcome all initiatives and to change its work procedures to meet the needs of the people in Gaza. The overwhelming generosity of our people in the West Bank and the 1948 areas in donating assistance included the following:

Cash donations

PARC opened a special account at the Egyptian Arab Land Bank. The financial department supervised the collection of donations in accordance with accountancy practices guaranteeing complete transparency in documenting donations as of the utmost importance in the organization and in society. The response from our people everywhere to the call for donations was exceptional and reached $200,130 by the end of the year. This is a clear indicator of the confidence our organization inspires among our people and reflects PARC’s widespread appeal and the array of services it provides.

In-kind donations

The campaign management issued simple instructions to all branches and committees defining the type of goods that were the highest priority. At the top of the list were food provisions, detergents, mattresses, sheets and blankets. Main and branch centers were opened to receive donations, the biggest of them being the main center in front of the PARC building in Ramallah, which remained open for long periods and was busy with activity around the clock. Scores of volunteers, employees, the director general, heads of departments and members of the board worked like a beehive receiving donations, sorting, classifying, packaging them and preparing them for shipment. For several months, the yard in front of the building resembled a shipment center for assistance to Gaza. The branch committees also excelled in their activities. Around 70 committees succeeded in collecting in-kind donations in various locations of the West Bank and the 1948 areas. There were generous in-kind donations of about 1000 tons, including mineral water, food items, medicines, hygienic requisites, school bags, clothes and mattresses. Items were collected in phases based on priorities defined by the campaign management, which met and communicated with Gaza on a daily basis.

Exceptional municipalities

Several large municipalities joined PARC’s campaign wholeheartedly despite pressures exerted on them by official parties to join official campaigns formed for the same purpose. Following formal discussions within municipal councils and donor committees, councils decided to join the Campaign to Support Gaza because of their high level of confidence in the campaign and due to the fact that PARC had worked with these municipalities for several years. The first was Tubas municipality in the north of the West Bank which organized a large public campaign in which hundreds of volunteers participated. Scores of trucks of in-kind donations were collected according to the priorities defined in advance by the campaign management. Dhahriyyeh municipality in the south also joined the campaign and sent a huge consignment of food and hygienic provisions donated mainly by wholesale merchants and business people in the town.

In the central region of the West Bank, the campaign was supported by Turmusayyah municipality. Almost all the town inhabitants responded to the call. This small Palestinian town succeeded in producing the largest consignment of assistance from a small town in the whole of the West Bank, donating 20 trucks of in-kind assistance. PARC’s share was half of them. The campaign showed the real face of our people in the West Bank and in the 1948 areas, who responded rapidly and magnificently to calls in support of Gaza with one unequivocal voice: DOWN WITH THE OCCUPATION.

Donations of oil

The olive picking season arrived as our Campaign to Support Gaza was ongoing and widespread. This season is a national festival for thousands of Palestinian farmers in the West Bank. The campaign launched a new call for
Donations of olive oil described as donating oil from a West Bank family to a family in Gaza. A total of 3,000 farming families donated around 8,000 kg of oil to 3000 families in Gaza. The donations gave the names of the donor families and their contact information to establish communications between families.

Donations by Palestinians in the 1948 areas
Arab societies, parties and popular committees in Nazareth, Galilee, the Triangle and the Naqab contributed to the success of the Campaign to Support Gaza. This was primarily the result of PARC’s communications with the Inmaa youth Society in Nazareth. These groups participated in peaceful activities calling for an end to the aggression and collected cash and in-kind donations. The delegations were keen to attend the campaign center in Ramallah in person to present the donations. The donations of our people in the 1948 areas made up 50% of all the donations collected in the Campaign to Support Gaza.

Transfer of donations
PARC used several means to transfer donations to Gaza:
- Via the Barq Transport Company, whose expenses were covered.
- Through the UN World Food Program.
PARC transferred about 1,000 tons of various kinds of humanitarian assistance from more than 70 locations in the West Bank and the 1948 areas. Packing and packaging followed WFP logistical procedures. Transfers of donations through the WFP were free and the WFP saw its cooperation with PARC in transferring donations to Gaza as a success story.

Distributing assistance in Gaza
A central emergency committee was formed in the Strip comprised of staff from PARC and its grassroots societies, and popular committees in the five governorates. PARC staff and activists were qualified and trained in responding to disasters, assisted by some 1,000 volunteers of both sexes. The number of beneficiary families was 25,409. Assistance was distributed in 57 locations in cooperation with 85 local societies and 18 municipalities in various governorates in the Strip.

Targeting locations
The campaign focused on areas which were most badly hit and had witnessed massive displacement. The main targets were eastern and western regions, official and non-official shelters, and some halls and churches.

Role of volunteers in the campaign
Volunteers and staff played a prominent role in the Campaign to Support Gaza. Scores of volunteers from various locations in the West Bank and Arab towns in the 1948 areas spent long hours packing and preparing packages. Volunteers in Gaza distributed the urgent assistance sent from the Campaign to Support Gaza to its team in Gaza. One of the volunteers was martyr Imad Asfour, a member of PARC’s general assembly and a member of the Board of the Youth Development Association. He worked tirelessly to distribute items throughout Gaza and insisted on performing a national and humanitarian role with the Campaign even though his father had been killed only days before he was martyred himself. There were over 2000 volunteers in the campaign all over the country.

International support
Alongside the Campaign’s various activities, part of the team worked to attract emergency projects to alleviate the terrible impacts of the assault. The human suffering was immense due to widespread destruction and more than 40,000 displaced people sought refuge in UNRWA schools. In the face of this humanitarian catastrophe, PARC worked to meet basic needs for food, hygienic provisions and potable water, financed by several international organizations, mainly Christian Aid, the Luxembourg Ministry of Foreign Affairs, the Office for the Coordination of Humanitarian Affairs, Hilfswerk Austria International, Grassroots and others.
Conclusions:

- Based on its crisis management experience, PARC was able to mobilize from the very first days of the aggression against Gaza and organize the Campaign to Support Gaza to assist the population and alleviate the harsh impact of the aggression. PARC sent more than 1,000 tons of humanitarian assistance.

- More than 2,000 volunteers participated in collecting, packaging and distributing the humanitarian assistance.

- More than 70 locations were involved in the campaign.

- The Campaign attracted international emergency projects to alleviate the disastrous impacts.

- The Campaign beneficiaries numbered 25,409 families.