

The Coalition for Peace and Coexistence Inc.

Advancing Neutral Dialogue and Lasting Peace

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Voices: Amplifying diverse calls for Coexistence and Peace

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Executive Summary

The Coalition for Peace and Coexistence (CPC) is launching a new project called **Voices**, designed to amplify the perspectives of Israelis, Palestinians, and other residents of the Israel/Palestine region. The program will operate across three areas: **Israel, the West Bank, and the Gaza Strip**, with each region managed as a distinct component of the project.

Voices seeks to highlight the views of the so-called “silent majority” — moderate Israelis and Palestinians who constitute a substantial portion of the population yet are often underrepresented in public discourse. By providing a platform for these voices, the project aims to foster mutual understanding and strengthen the culture of coexistence.

This initiative will be coordinated by the **CPC Media Department**, under the guidance of the departmental Director, currently **Steven Aiello** or their successor. At the time of writing, **Voices** is considered a minor project within CPC due to the limited number of members involved in its initial implementation. This designation may evolve as the project expands.

The purpose of this briefing is to provide interested individuals, groups, and organisations with a concise overview of the project’s scope, objectives, and operational framework.

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Core Objectives:

1. Amplify Underrepresented Voices

- Provide a platform for moderate Israelis, Palestinians, and other residents of the Israel/Palestine region to share their perspectives and experiences.

2. Promote Coexistence and Mutual Understanding

- Foster constructive dialogue and empathy between communities by highlighting shared concerns, values, and aspirations.

3. Strengthen the “Silent Majority”

- Encourage the participation and visibility of the broad base of citizens who support peaceful coexistence but are often underrepresented in media and public discourse.

4. Build Media and Storytelling Capacity

- Support individuals and groups in developing communication skills, including storytelling, social media engagement, and content creation, to amplify their own voices safely and effectively.

5. Create Regional Awareness

- Document and disseminate regional perspectives through digital content, publications, and social media to raise awareness of coexistence-oriented viewpoints across Israel, the West Bank, and Gaza.

6. Establish a Scalable Model

- Design a project framework that can expand in the future, potentially incorporating additional participants, regions, or collaborative partners while maintaining CPC's neutrality and ethical standards.

Implementation Plan & Governance

Objective:

To provide a clear roadmap for establishing and coordinating the Voices Initiative while ensuring alignment with CPC values.

Phase 1 – Core Formation

- Identify participants in Israel, the West Bank, and Gaza.
- Establish secure communication channels (e.g., email, messaging platforms).
- Conduct a brief orientation on CPC values and ethical storytelling.

Phase 2 – Pilot Operations

- Launch initial storytelling, interviews, or digital content campaigns.
- Monitor reach and engagement metrics.
- Hold periodic virtual meetings to coordinate and gather feedback.

Phase 3 – Expansion & Network Building

- Invite additional participants and collaborators.
- Scale content dissemination and engagement efforts gradually.
- Share progress reports highlighting impact, lessons learned, and participant experiences.

Operations Management

Staff and Volunteers

- The project operates primarily through volunteers within the CPC Media Department.
- Participants may include contributors from the regions themselves, with guidance from CPC HQ.
- Oversight is maintained by the Media Director and, where relevant, CPC executive leadership.

Content & Channels

- Digital content (videos, written stories, social media posts).
- Workshops or virtual dialogues to train participants in media creation.
- Multi-lingual dissemination, including Arabic, Hebrew, and English.

Sustainability

- Low-cost, digitally-focused operations ensure accessibility without heavy funding.
- Emphasis on in-kind contributions, volunteer engagement, and scalable processes

Key Performance Indicators (KPIs)

Quantitative Measurements:

1. Participants Engaged:

Number of individuals contributing stories or content.

2. Content Reach:

Number of viewers, readers, or social media interactions.

Qualitative Measurements:

3. Message Impact:

Feedback from audiences regarding perception shifts or understanding of coexistence perspectives.

4. Participant Development:

Skills gained in storytelling, media creation, or public communication.

5. Alignment with CPC Values:

Ensuring content and messaging remain neutral, respectful, and peace-oriented.

Communication Protocols

Internal Communication

- Secure channels for planning and collaboration.
- Regular virtual meetings for updates and coordination.

External Communication

- Public content reviewed for adherence to CPC neutrality.
- Sensitive information (participant identity, personal stories) is protected at all times.

Legal Considerations

The Voices Initiative **does not** involve aid delivery, cross-border operations, or direct engagement with governmental authorities. Its primary function is media-based storytelling and amplification of perspectives. Legal considerations are therefore minimal, but CPC will ensure:

- All participants provide explicit consent for the use of their stories and content.
- Local laws regarding media, expression, and privacy are respected.
- All published material aligns with CPC's neutrality and peacebuilding standards.

Conclusion

The Voices Initiative represents CPC's effort to amplify moderate, coexistence-oriented perspectives across Israel, the West Bank, and Gaza. By providing a platform for storytelling and dialogue, the project fosters mutual understanding and strengthens the silent majority's role in public discourse. Through a scalable, low-risk framework, measurable KPIs, and adherence to CPC values, Voices is positioned to grow into a sustainable program for peacebuilding and coexistence awareness.