

design Portfolio



“creativity  
... teams is a starting point for  
innovation”  
by individuals and  
point for

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APPROVED SERVICE BUREAU  
ASSOCIATE

**Adobe**<sup>®</sup>  
SOLUTIONS NETWORK  
Authorised Print Service Provider

**Client:**

Interpalnet Works Ltd.  
[a Hadara  
Technologies, Paltel  
Group Company]

**Concept:**

ADSL Service  
Provision - i Make Big  
Fast.

Media: Print / Digital

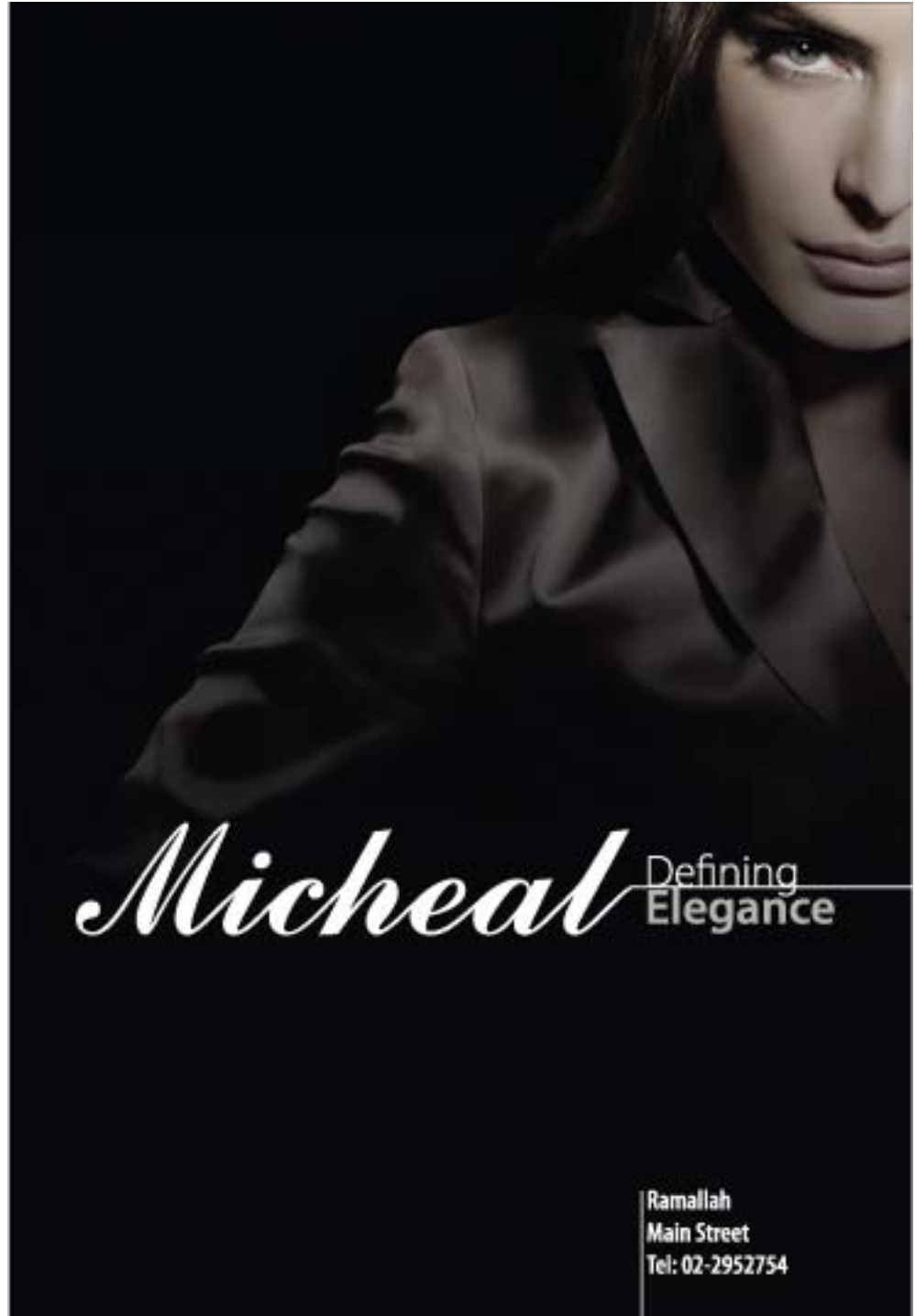


**Client:**

Micheal [Designer  
Brands Clothes Retail  
Shop]

**Concept:**

Defining Elegance  
Media: Print



**Client:** Municipal Alliance for Peace  
**Concept:** Business Brochure - let us be your helping hands.  
 Media: Print



Municipal Alliance for Peace

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Partnering For The Future



**What is MAP?**

The Municipal Alliance for Peace in the Middle East (MAP) is an international platform that supports dialogue and understanding between Israeli and Palestinian citizens through practical municipal projects. MAP was established in June 2005 at the initiative of the Association of Palestinian Local Authorities (APLA) and the Union of Local Authorities of Israel (ULAI). Following increasingly louder calls from Palestinian and Israeli citizens for proactive steps towards a life in peace, security and prosperity, MAP strongly condones all acts of violence and maintains an apolitical orientation.

**Objectives: Peace through Development**

MAP's main objective is to develop joint, practical, municipal projects in Palestinian and Israeli local authorities, with support from international municipal partners. In doing so, MAP aims to contribute to increased mutual understanding, trust and cooperation, as essential components for lasting peace in the region, while at the same time delivering tangible benefits to the respective communities. MAP projects are typically developed around problems of mutual concern in four priority areas: youth and cultural exchange, environment, economic development & cooperation, and municipal management & services.

Through its projects and international network, MAP addresses local political leaders, civil society organisations, the private sector, media and other relevant actors, to jointly create a broad based, action-oriented movement at the municipal level that works constructively towards peace. Although aware that ultimate peace will have to be designed at national level, MAP believes that bottom-up, grass roots dialogue is crucial if a national solution is to have any chance of success.

**MAP Methodology: the Trilateral Model**

Through its focus on the ground, practical initiatives of Israeli, Palestinian and international municipal partners, the trilateral model of MAP enables all parties to maximise their collective expertise and resources. At the same time, the facilitating role of international partners provides a unique forum for greater dialogue between Palestinian and Israeli citizens at the local level, as well as connecting them to relevant authorities worldwide. This unique trilateral model aims at mobilising support from municipalities around the world, emphasising MAP's practical role as an important instrument of city diplomacy.

**Cooperation with International Partners**

In support of MAP's objectives and methodology, many international (municipal) partner organisations have worked with APLA and ULAI in establishing MAP. MAP continues to be dedicated to close cooperation with its international partners, such as ULAI, the European Network of Local Authorities for Peace in the Middle East (ELPME) and Global Forum. Rather than compete with each other on parallel tracks, MAP believes it essential to streamline activities as much as possible, with regard to the slight variations in vision between the different initiatives, in order to create a sustainable international network supporting Israeli-Palestinian dialogue.

**Institutional Structure: the MAP Platform**

After a start-up phase, MAP's institutional structure was confirmed in June 2008 by its then Board members. The MAP platform is organised around three administrative bodies: the General Assembly, the General Board and the Executive Board. MAP's Executive Board, responsible for the daily management, is chaired by the Association of Netherlands Municipalities (VNG). APLA and ULAI are co-chairs. UNDP/PAPP is a member of the Executive Board as host of the MAP Secretariat in Jerusalem.

MAP's General Board, responsible for the policy direction of MAP, is composed of VNG chair, APLA and ULAI (co-chairs), UNDP/PAPP, UN Habitat, Cité-Urban France (CUP), Italian Coordination of Local Authorities for Peace and Human Rights, Federation of Canadian Municipalities (FCM), City of Barcelona, City of Rome, City of Cologne, and the City of The Hague.

MAP's General Assembly is formed by a worldwide membership of municipalities, associations of municipalities and related actors. A scheme for an annual membership fee is currently designed to co-finance operational costs and project implementation. MAP calls upon municipal actors, believing in the vision and methodology of MAP, to join the MAP platform and contribute to realising Israeli-Palestinian cooperation.

**MAP Secretariat Jerusalem**

To assist MAP municipalities in developing and implementing projects, a MAP Secretariat is located in Jerusalem, hosted by UNDP/PAPP. The Secretariat is staffed by a Palestinian liaison officer, an Israeli liaison officer and an international team leader. The Secretariat provides overall on-the-ground project support and acts as a liaison between the various partner municipalities and organisations.

**Background: Common Ground and a History of Dialogue**

APLA and ULAI have a long history of dialogue within the international arena. In 1999, dialogue between APLA and ULAI was spurred by an international agreement fostered by the Council of European Municipalities and Regions (CEMR). The agreement called on local authorities to take a more active role to enhance peace and cooperation between the two neighbours. APLA and ULAI committed to working towards concrete local actions in Palestinian and Israeli municipalities, to promote mutual understanding, cooperation and improve the daily life of their citizens. Based on a declaration issued in January 2003 by APLA, ULAI, IULA (International Union of Local Authorities), EMCU (Fédération Mondiale des Cités Unies) and VNG, a programme for trilateral municipal cooperation was developed, with support from partner associations worldwide. This process culminated in the establishment of MAP in June 2005. APLA and ULAI reaffirmed commitment to the objectives and methodology of MAP in a declaration drafted under auspices of the MAP Chair in July 2007.

**Founding Members: ULAI**

The International Relations Department of the Union of Local Authorities in Israel (ULAI) commenced activities thirty five years ago dealing primarily with youth exchanges between Israel and other countries. Today, ULAI's mandate has been greatly expanded to include activities at the international level aimed at enriching the organisations' knowledge of municipal management. Additionally, ULAI acts as a forum from which to launch international economic, cultural and social initiatives; to implement peace initiatives; and to provide services to the local authorities in Israel. To date, 400 inter-city projects have been established, and conferences are convened by ULAI on a wide range of topics.

**Founding Members: APLA**

The Association of Palestinian Local Authorities (APLA) was established in 1997, as the first national local government association in the Arab world. Representing and working towards the collective interests of local authorities throughout the West Bank and Gaza Strip, APLA provides advisory and technical support to its members. The Association also coordinates and supports Palestinian participation in the formulation and implementation of development projects in local authorities and facilitates channels of communication between local authorities, as well as between members and international organisations, including municipal associations worldwide.



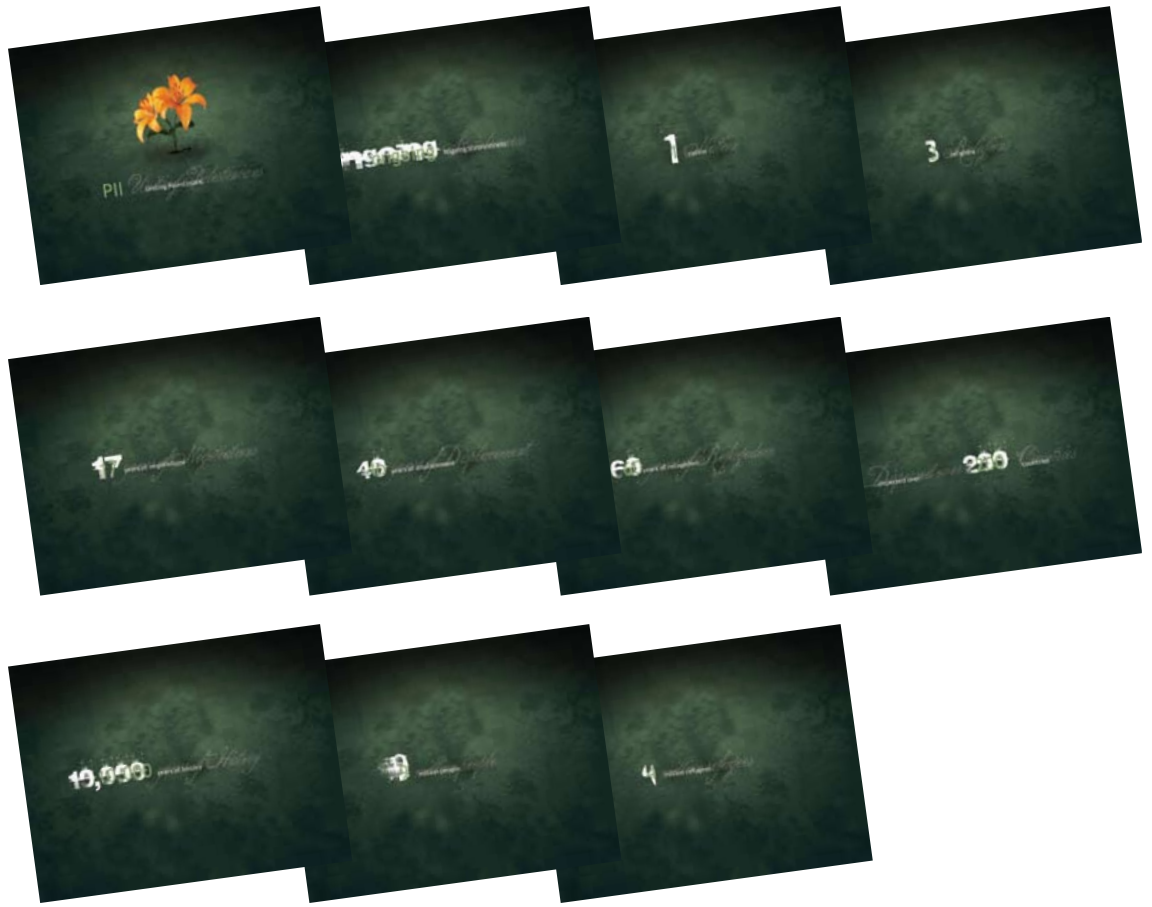
# PED

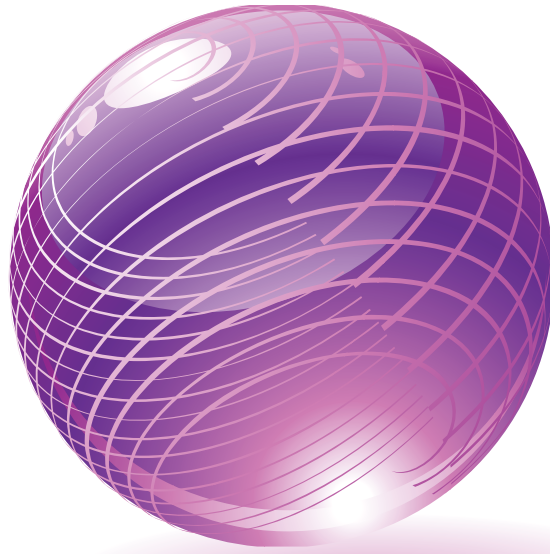
Palestinian Enterprise Development  
مشروع تعزيز التنافسية و تنمية القطاعات الإنتاجية

**Client:**  
USAID - PED  
**Concept:**  
Branding, Event Theme, Posters  
- a Promise for Sustainable Growth  
Media: Print



**Client:**  
Palestine  
Internationals  
Institute (PII)  
**Concept:**  
Re-Branding, Launch  
Event.  
Media: Print / Digital  
Advertising





**Client:**

mindspring (Portal)

**Concept:**

Brand Creation,  
Copyrighting - where  
creativity meets  
technology.

Media: Print / Digital

mind**spring**.co.il

where **Creativity** meets *Technology*



**Client:** European Palestinian Chamber of Commerce  
**Concept:** Magazine Brand Creation  
 Media: Print



**POSITIVE FACTS** on Ground for Palestinian Economy

The Palestinian Prime Minister Salam Fayyad said he wanted to "celebrate the power of partnership" including that between the public and private sectors. "We are now beginning to witness positive facts on the ground," said Fayyad, addressing the Palestinian Business and Investment Forum, sponsored by the US Chamber of Commerce in Washington, DC, last month. He added that "reinforces for us the fact we are on the right track." Fayyad said the Palestinians needed to continue on the path of greater responsibility for their own future. "The Palestinians" must try to position themselves to take advantage of the enormous debt of good will of the

international community, especially of the United States," he said. He added that it was also good business sense to invest in the Palestinian future. "This is not about making the occupation work better; this is about ending it," he said, drawing a standing ovation. During the day-long event, panelists discussed how the US private sector—both nonprofits and the business community—is uniquely situated to contribute to the peace and prosperity of the Middle East. The event was highlighted by the announcement of millions of dollars in investments in the region by TouchStar, Cisco Systems Inc., and

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**World Financial Crisis to Directly Affect Funds for PNA**

**ICRC: No Medical Supplies Reaching Gaza**

**ANERA Awarded \$50 Million USAID Grant for WB GS Infrastructure Program**

**Under Prospective: Olive Harvest Targeted**



**Donors Pledge \$300 Million for Palestinians**

The Palestinian government has received pledges of nearly \$300 million in new aid on top of more than \$7 billion promised last year, said the Palestinian Prime Minister Salam Fayyad in his speech during a meeting on the sidelines of the UN General Assembly on Monday. "We are grateful for the expressions of additional support over and beyond the Paris pledge," Fayyad told a news conference following the meeting that discussed aid to the Palestinians. The new aid includes \$150 million from the United States, \$115 million from the European Union and \$15 million from Norway, chair of the committee that organized the meeting, the

premier said. The U.S. Secretary of State Condoleezza Rice, who attended the meeting, urged donor nations to follow through on their aid pledges to the Palestinian Authority. "We need to make certain that everyone is paying attention to their Paris commitments to the Palestinians," Rice told reporters before the meeting. EU Foreign Policy Chief Javier Solana also urged countries to deliver on their aid pledges. "The new aid pledged was expected soon." This will help in dealing with the liquidity problem. We're talking about a financing gap that must be bridged," Fayyad said.

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**Contradicting reports on West Bank Economic Development**

**Census: 2,350,583 people Total Population for 2007**

**World Bank Supports PA Budget**

**Under Prospective: Gaza Under Siege**



**40 Million Euro from EU to Boost Palestinians**

The European Union gave a financial boost recently to the Palestinian Authority to help Prime Minister Salam Fayyad pay public sector salaries, reported Reuters. The 40 million euro (\$59 million) injection of funds comes on top of the 440 million euros (\$648 million) that the EU pledged for the Palestinians in 2008. Fayyad has struggled in recent months to pay government workers because many Arab donors have not met their financial commitments. "The situation is very, very tight, for sure," a top official from Fayyad's office has said.

A Palestinian official said the EU money would help Fayyad meet the next government payroll, due in the first week of September. Fayyad has been waiting for months to receive \$80 million pledged by Kuwait but it is unclear when the funds will arrive in the Palestinian Authority's coffers, officials say. The EU money will also be used to pay Palestinian retirees and poor families, and to provide fuel to Gaza's lone power plant, according to an EU statement. In Brussels, Benita Ferrero-Waldner, European Commissioner for External Relations, urged other donors to make good on their pledges to the

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**Red-Dead Canal an Option to Save Dead Sea**

**PSE to Sell Shares to Public**

**Palestinian Industries Exhibition 2008 Opens in Nablus**

**Under Prospective: Digital Palestine**



**FAYYAD Seeks World Bank Support**

The Palestinian Prime Minister Salam Fayyad has appealed to the World Bank to help him secure emergency financing to bridge a shortfall in donor funds and pay public workers, Palestinian and European sources said Tuesday. Fayyad is seeking a so-called comfort letter from the Washington-based international lending agency to obtain short-term private bank funding, Reuters quoted sources, speaking on condition of anonymity. The unusual appeal underscores the extent of the Palestinian Authority's budget crisis despite billions of dollars in aid pledged last year to support a U.S.-backed peace drive. The Palestinian Authority's workers

are due to be paid in the first week of each month. Palestinian officials expressed hope that the World Bank would provide the written assurances sought by Fayyad. Many Arab states have not met their financial commitments despite pressure from Washington. Workers in Gaza say Hamas Movement has been paying salaries on time despite the Western boycott, imposed over Hamas' refusal to recognize Israel and renounce violence after it won the 2006 parliamentary elections. European officials said private banks have started asking for greater assurances before providing loans to the

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**G8 Says Remains Committed to Helping Palestinians**

**Bethlehem Industrial Zone to Boost Palestinian Economy**

**Billion Dollars in Direct Aid to Palestinians in Six Months**

**Under Prospective: Summer Thirst in Palestine**



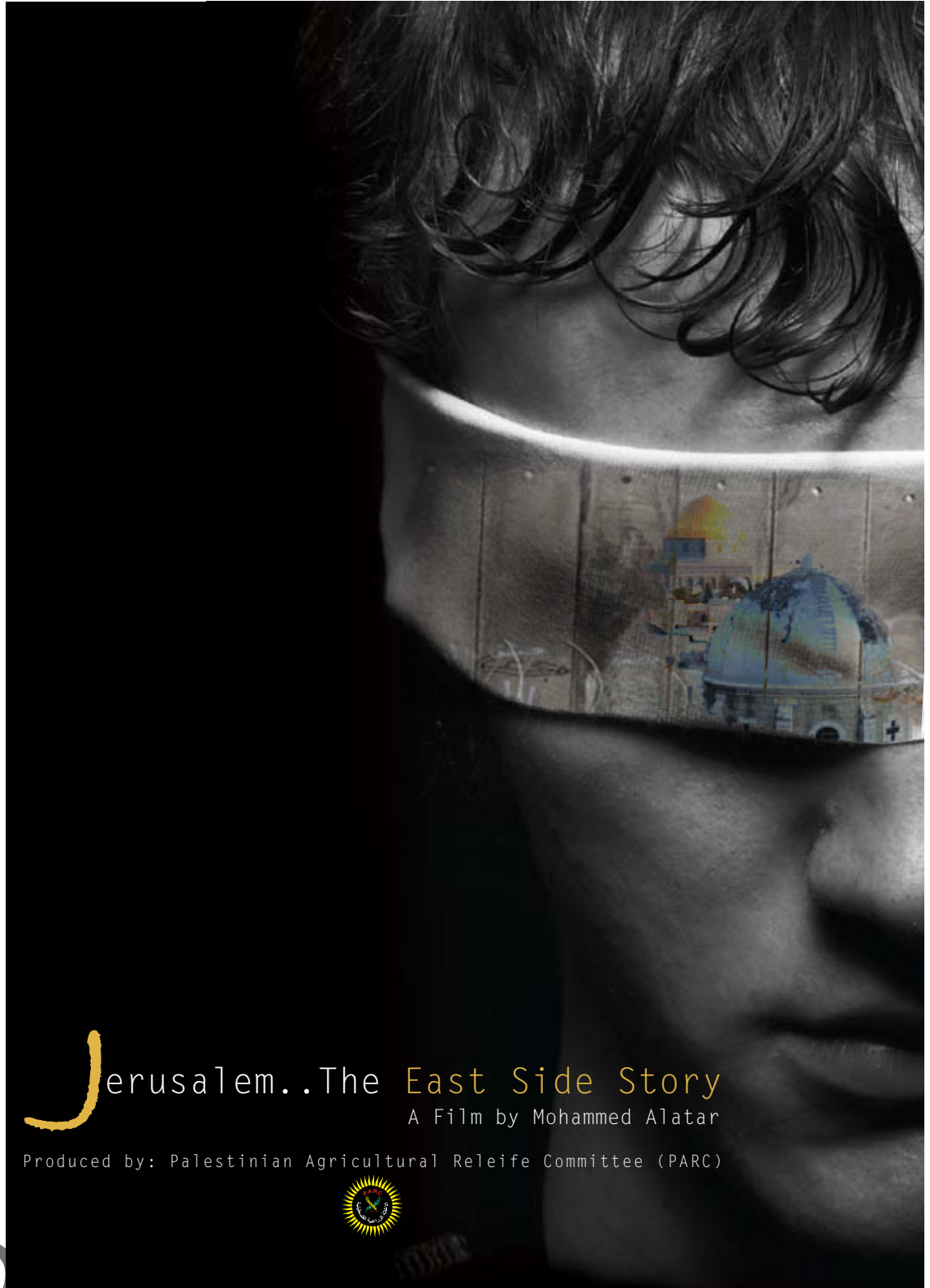
**Client:**

Mohammad Alatar

**Concept:**

Film Poster Design -  
Jerusalem, the East  
Side Story

Media: Print / Digital

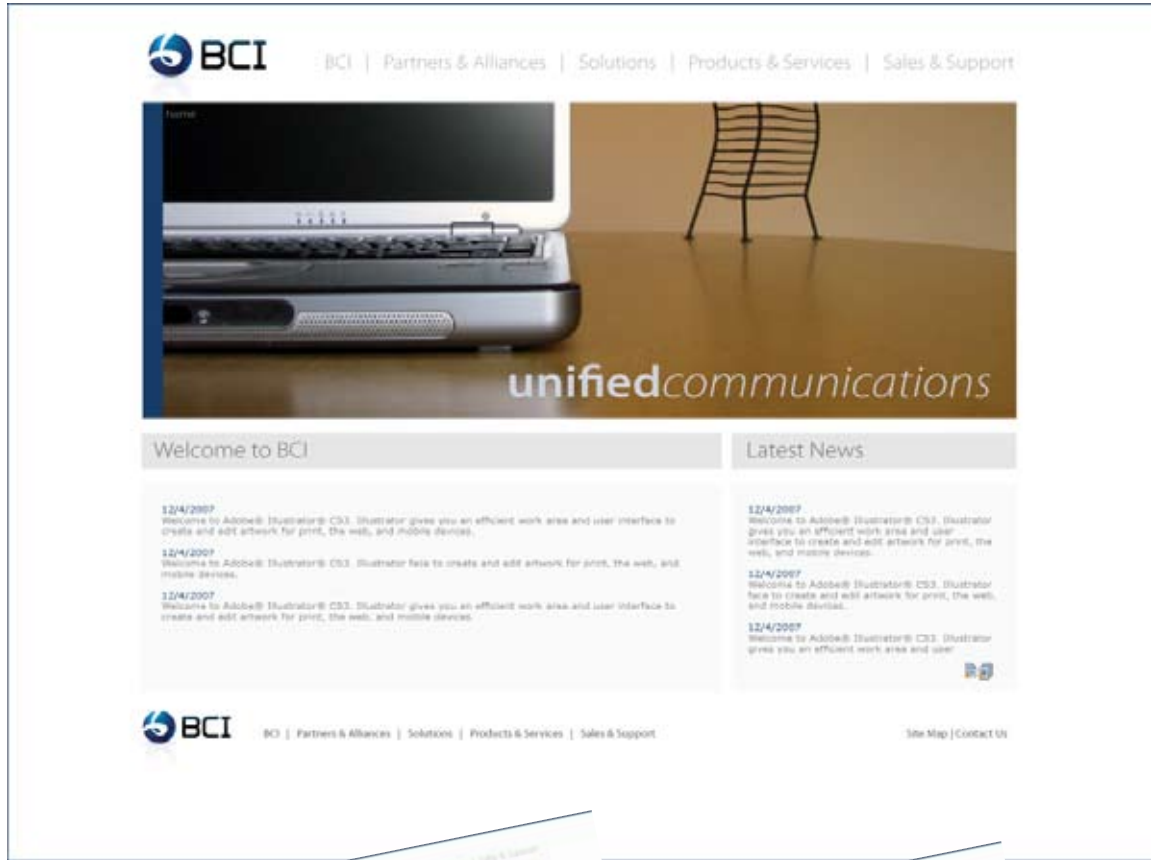


Jerusalem..The East Side Story  
A Film by Mohammed Alatar

Produced by: Palestinian Agricultural Reliefe Committee (PARC)



**Client:**  
BCI  
**Concept:**  
Website Design  
Media: Digital



**Client:**

UNDP - Head  
Quarters, New York

**Concept:**

Report Cover Design,  
Humanitarian Security  
in the Arab World  
Media: Print

