



## **The Dual Narrative Museum & Learning Center**

### **The Need:**

At present, there are very few easily accessible and concrete tools that can be used to shift attitudes in the general public - *The Dual Narrative Museum & Learning Center* seeks to change that. InterAct strives to build an Education Center that the entire peace community can use to expand its ranks. It will provide engaging, easy-to-access content, and will be an educational tool that can be used to educate and influence the mainstream.

### **Education Center & Museums Today:**

The creation of Educational Museums generally starts with the testing of prototypes (pop ups, traveling exhibits, and online platforms). They are usually created by a handful of people and founding funders who care about the Center's mission. Educational Museums have been forced to rethink how to reach and expand their audiences. They are no longer only physical buildings, and often can take years to establish themselves, depending upon funding and other practical factors. Educational Museums have also taken the form of traveling exhibits and online venues. The use of social media, podcasts, video (VR & AR) are now common among the ways used to fulfill their missions.

### **The Audience:**

*The Dual Narrative Museum & Learning Center* aims to reach into the mainstream, targeting a (primarily) Israeli and Palestinian Audience who otherwise would never have had the opportunity to hear an alternate perspective. It will later be translated for use by American audiences, including American students and media professionals.

The primary focus will be on the young people in Israeli and Palestinian societies. Data reveals that the need for empathy and understanding is greatest among young people, more than in any other segment of the society:

- In Israel, 73 percent of Jewish Israelis between ages 18 and 24 identify as right-wing, compared with only 46 percent of Jewish Israelis over 65<sup>1</sup>.

---

<sup>1</sup> <https://www.vox.com/world-politics/2023/2/23/23609584/israel-right-wing-young-voters-palestine>



- Palestinian youth 18-30 are more pragmatic in their approach to the conflict in the short term, but only one-third of them favor permanent peace with Israel.<sup>2</sup>

### **The Timeline:**

*The Dual Narrative Museum & Learning Center* will be built in three phases:

1. An Online Platform. The platform will provide digital content, curriculum, engaging videos, Virtual Reality content, and educational games. The platform will offer Q&A moderated sessions with Israelis and Palestinians. It also will host educational seminars and online courses aimed at amplifying the voices of peace community leaders. The platform will create digital content in partnership with other peace organizations that can be shared on all social media and traditional media platforms, including TikTok and Instagram.
2. A Traveling Exhibit. The digital content will be curated and transformed into a traveling exhibit, with the goal of reaching new audiences across mainstream communities in Israel, Area C of the West Bank, and Internationally. It will be shared in partnership with both Jewish and Muslim communities worldwide, as well as with Universities and Museums. These exhibits will be used to reach new audiences, as well as expand media coverage and exposure opportunities for peace activists.
3. A Physical Museum located in Jaffa, Tel Aviv. The Center/Museum will be attracting Israeli and Palestinian audiences and can be used by peacemakers, by Israeli and Palestinian students/educators, and by the tourism industry.

### **Phase One - The Online Platform:**

The online platform will be a hub of digital content creation. It will provide easily accessible, online content and programming that can share the multiple narratives of the conflict historically and currently. It will be used to amplify the voices of peace community leaders and educate communities about both narratives.

---

<sup>2</sup><https://www.washingtoninstitute.org/policy-analysis/younger-palestinians-more-moderate-tactical-issues-not-long-term-peace-israel>



Content will be developed by Israeli and Palestinian media, narrative and education experts and will focus on targeting Israeli and Palestinian youth. Content will be later translated to English (using AI translators with editing support) to reach a wider audience in the West.

The platform will be both engaging and interactive, providing in-depth educational materials. It will focus primarily on the politics and history of the conflict, from a dual narrative perspective, and will use entertainment and innovative new technology such as VR (Virtual Reality) and AR (Augmented Reality), along with art and personal story sharing, to foster empathy and deeper understanding. When people feel their own “side” is represented fairly, they become much more open and receptive to listening to others - this is true in all interpersonal conflicts, large and small, not only in warfare and political conflict.

Notably, In addition to the Israeli and Palestinian historical narratives, the platform will offer peace oriented narratives. The platform will present various visions for solutions and allow interactive approaches to solving the conflict. This will decrease polarization, re-humanize people, and most importantly: the multi-narrative format will allow for participation from the political center and mainstream.

### **The Impact:**

*The InterAct Dual Narrative Learning Center & Museum* will increase understanding and build empathy for “the other.” It will use engaging new technology, education, narrative-based programming, and entertainment in order to pierce the veil, open minds, and challenge our communities to tackle hatred, oppression, violence and war. It will counter misinformation and hate messages spreading online and it will create an alternative digital content.

### **The Ask:**

The goal is to raise \$250,000 in seed funding by the end of 2023, to launch the initiative. This will allow us to move into 2024 with strength and purpose. This funding will build the organizational infrastructure, hire staff to run a capital campaign, focus on building the initial digital content, programming, online platform and media network, and establish the institutional partnerships necessary to succeed.