

**That We Might Have Life  
and Have It Abundantly**

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**Dear Friends,**

Salaam from Bethlehem.

The year 2010 was another important milestone in the history of Diyar. On November 30, 2010 Diyar's new building for Higher Education and Research was inaugurated in the presence of many friends, donors and members of our local board as well as the international friendship associations. The 7.5 million-dollar building is but a new landmark in Bethlehem making the Dar al-Kalima compound truly "A City on the Hill". Also, new outdoor playgrounds and an amphitheater were completed during 2010, thus making space available for the development of sports activities on the hill.

Our programs in civic engagement proved to be timely and right on target in light of all the revolutions happening around us in the Arab world. The project "Religion & State" was able to bring together, over a three-year period, leaders from 80 Non-Governmental Organizations (NGOs) from the Middle East to discuss and strategize on an issue that now has become the most debated issue and the most crucial for the future of the region. The recommendations that came out of this project, specifically the need to focus the efforts on training and empowering young and potential future leaders, were in a sense like a prelude to the revolutions that were led by the young generation. The youth needs assessment "Cultural Practices of

the Palestinian Youth", conducted in the West Bank, demonstrated the importance of social networking as well as cultural activities to the young generation in Palestine as a new form for self expression and desire for a real change. Creating a nationwide network of trained, motivated and "cultured" young people will be the focus and challenge for Diyar in the coming years.

The year 2010 will be remembered as the year during which Diyar was transformed from a local organization to a national one, with programs implemented in other cities in the West Bank. The long awaited Dar al-Shamal became a reality with satellite programs being implemented in Taybeh, Nablus and Rafidia, making the Ajyal program a trademark for a unique and holistic approach to elderly care. Seeing a network of Palestinian senior citizens emerging is truly a blessing.

The year 2010 also brought a new record year. For the first time, Diyar had in total 2531 registered members in its programs, making it one of the largest membership-based organizations in the West Bank, in addition to over 60,000 people whose lives were touched at least once by its programs, services and outreach.

The year 2010 was a very productive year: several new books were published; the first of its kind television sitcom by and for young people was

produced at our media center and aired on SAT7 channel throughout the Middle East; several short documentaries were produced and made available online such as on YouTube; new lines of products in glass and textile were designed and marketed with the help of Norwegian experts; a new tourist track was developed for the Swedish market with the aim of bringing "high-end" tourists to Palestine; and last but not least, a new theater production by Diyar dance theater was produced and performed in Sharjah in the gulf region.

And finally, in 2010 the new logo of Diyar was developed, giving the consortium its new branding and corporate identity. With this move, the restructuring of Diyar was completed thus putting the programs rather than the institutions at the heart of this ministry.

Diyar continue to be a success story because of all of you: the energy of its staff and board, the commitment of its friends and the programs that are unique and touch the lives of thousands of people annually.

Sincerely,

**Rev. Dr. Mitri Raheb  
President**

*Diyar Consortium  
April 2011*

# Civic Engagement Program

The Civic Engagement Program, which offers civic education and multiple civic engagement initiatives, seeks to empower Palestinian youth, women, teachers and future leaders, and to transform them from spectators to actors by identifying, motivating and developing their potential through a unique and holistic approach.

During 2010, the following activities were implemented:

## **Religion & State**

The project "Religion & State", which was started in 2008, aims at raising awareness

on the importance of a healthy relationship between 'religion' and 'state' as a requisite of building a strong civil society in the Middle East through promoting dialogue, cultivating networks and training future leaders.

The work was executed regionally in four countries, namely Egypt, Lebanon, Jordan and Palestine, and in partnership with the Olof Palme International Center. This project proved to be critical, as it placed the issue of religion and state on the agenda of several civil society organizations in the region long before it became obvious after the series of revolutions in the Middle East.

## ***Religion & State Conference***

In March 2010, a 3-day regional conference entitled "Towards a Healthier Relationship between Religion and State" was held in Turkey. The conference, which had 44 participants from Jordan, Lebanon, Palestine, Egypt and Sweden, examined the relationship between religion and state and

demonstrated that this issue is not only a theoretical one that is dealt with on academic levels, but it is also a question of affecting the rights of individuals and groups in the society and their quality of life.

There were four themes identified, dealing with the effects of the relationship of religion and state; namely women agenda, cultural diversity, the role of media and political participation.

## ***Religion & State Book and Films***

A training manual was developed and published with the participation of 8 scholars and activists from the different countries in the region (Egypt, Lebanon, Jordan and Palestine). The manual has three sections: The first section highlights new theological approaches that focus on civil society as the common ground between religion and state; the second section focuses on how the rights of women are often violated because of an unhealthy relationship between religion and

state; while the third part deals with how media is often utilized for certain agendas that are interested in strengthening an unhealthy relationship between religion and state. This manual will be shared with civil society organizations, schools and youth centers to be used to train youth and women groups on these issues.

In addition, audio-visual materials were produced in the form of two short films whereby young people met in focus groups to think of how the quality of life of young people is being affected by an unhealthy relationship between religion and state.

The first film “The road to the South” focuses on the rights of women, while the second film “Owner Equity” deals with the right of speech and political participation. These films are made accessible via YouTube so that young people from all over the Arab world can watch it.

### **Fact Box:**

- The project “Religion and State” has directly reached 366 persons, with women comprising 47% of the total number. Many more indirectly benefited through articles, books, and training materials.
- To read more about the project “Religion and State” – look under “Civic engagement” on website.
- Look at [www.diyar.ps](http://www.diyar.ps) under “Publications” to find the documentary films on “Religion and State”

## **Youth Leadership Program**

### ***Youth Leadership Training***

A leadership training of 24 young men and women took place during February – July 2010. The aim of the training was to develop the skills of the Palestinian youth and motivate and empower them to assume a proactive role and future leadership of Palestine’s public, private, and non-profit sectors.

The 24 trainees represented different geographical, social, economic and professional backgrounds and were between the ages of 21 to 30 years old. Females in this training constituted the majority, with 13 young women to 11 young men.

The activities consisted of training and awareness-raising sessions, monthly gatherings, mentoring sessions, meetings with local and international guest speakers, visits to different Palestinian sites and intercultural exchanges with youth from abroad.





### ***National Youth Leadership Conference***

In recognition of the important role that culture plays and should play in promoting civic engagement and cultivating leadership among the youth, a 3-day national conference entitled “Culture and Youth Leadership” was held in Bethlehem during June 2010. The conference aimed at formulating the initial basis of a dynamic cultural youth movement by providing space and platform to young people who are active in different cultural mediums to gather, network and strategize together on ways and approaches that can effectively activate their

role in society. There were 108 participants.

The program of the three-day conference comprised of diverse components that were facilitated through different styles, such as lectures, audio-visual screenings, theater and dance, panel discussions and group works. The participants gave extremely positive feedback on this approach and recommended an increase in the training activities of young people on leadership, culture and civil society issues as well as in the cultural initiatives and activities that focus on important issues in the Palestinian



context. They also stressed the importance of enhancing networking efforts among young people and developing manuals and audio-visual materials and resources on leadership for use by young people in libraries and youth, cultural and civil society centers.

### ***A Study on the Cultural Practices of the Palestinian Youth***

A study entitled “Cultural Practices of the Palestinian Youth” was conducted in 2010 by Dar Annadwa/Diyar Consortium. The aim was to shed light on the cultural practices and needs of the Palestinian youth and the relationship of forming their values with the activities of the cultural and youth facilities and centers in their community, in comparison with the rest of the sources available in the youth environment in general. The study also aimed at identifying the difficulties that the Palestinian youth face and hinder their participation in the cultural events or activities of the youth centers. The study, led by researcher Yahya Hijazi,

illuminated the variables that were not deeply dealt with in the few previous studies that examined the Palestinian youth's cultural consumption, such as some patterns of cultural consumption among the youth, their perspective on culture as a factor in forming social change, and its place among the other sources in forming the values of the youth.

### **Fact Box:**

- 537 young men and women were surveyed. They were randomly selected and gender balanced, between the ages of 18 – 28 years old, representing 5 Palestinian governorates (Nablus, Jenin, Ramallah, Jerusalem and Bethlehem).
- The approach adopted in the study was innovative in terms of involving the young people in all of its phases starting with developing the questionnaire, giving feedback and input in focus groups, and evaluating its final findings.

### **Results:**

The study findings demonstrate that most of the activities carried out by the youth are internal rather than external, and that about 50% of the youth who took part in this study did not define the hobbies they would like to develop. Reading and visiting the libraries are not widespread practices among the youth, and the same is with the consumption of the different cultural activities.

In return, the results show an extensive consumption of the youth to the internet, mainly for the purpose of social networking and communication and a clear entertainment norm when they watch television or read magazines.

Finally, the outcomes confirm that the youth have positive attitudes towards the effect of culture in changing the society and the role of the youth centers in developing the individual skills.

As such, and using the wealth of information that the study has provided, Dar Annadwa/ Diyar Consortium is in the process of developing a number of innovative strategies and initiatives that will help activate the youth into civic engagement by meeting their needs and nurturing their potential.

Finally, the study is available in Arabic and English.



# Culture Program

Ad-Dar Cultural & Conference Center has truly become the cultural address of Bethlehem, to which many are seeking its space and services. During the year 2010, Ad-Dar rose by 3.54% from the previous year in the number of attending audiences, serving 20,841 persons.

## Regular Cultural Events

The highlights of the Cultural Events program were plenty, presenting multiple artistic genres and forums that meet the expectations and approval of the audiences.

### 1. Film

The Ad-Dar Cultural & Conference Center continues to be the only venue in Bethlehem that offers movie events on a regular basis. The experience of watching a film carries the viewer beyond the physical and mental barriers, thus activating the imagination to what lies beyond the immediate environment. During 2010, several film events were held, and these events involved local and international productions, student and professional endeavors and mostly co-joint screenings.



Documentary film showings of Dar al-Kalima College students were a highlight. One particular film by Issa Sacaan entitled **“Carving a living”** was groundbreaking. The film follows a contractor who sells building stone to Israel, where stone is queried in the West Bank with no consideration for the environment while such practice is prohibited within Israel to avoid the environmental damage that this industry leaves.

Among other film highlights was the **“Children of the Stones - Children of the Wall”** documentary film by Robert Krieg and Monika Nolte from Germany, which was screened for the first time in Palestine at Ad-Dar Hall in December 2010. It is a film about a 1989 black-and-white photograph taken in Bethlehem during the first Palestinian uprising, in which six boys are posing perkily and flashing victory signs. Twenty years later and holding the photograph, the directors return to search for the boys who are now grown men.





## 2. Dance

Dance performances have also been part of the cultural events during this season.

Diyar's own local dance group, the Diyar Dance Theater, performed on several occasions on Ad-Dar's stage during 2010, including the launching of its first production '**Portraits of Fear**'.

Several world-class dance shows were also presented. This included the Ramallah Contemporary Dance Festival where the artists came from different parts of the world, namely Hungary, USA and Canada. Among

the most memorable was the performance '**Speed**' by Suzanne Miller and Allan Paivio from Canada.

## 3. Musical Concerts

Many musical concerts were held during 2010 with performers who came from different nationalities and backgrounds, thus creating a mosaic of musical experiences with the Palestinian audiences.

The performers included the Scottish chamber choir **the Strathclyde** and the Palestinian musician and composer **Marwan Abado** who, through a live broadcast from



Beirut, gave a performance on the occasion of 60 years of UNRWA's work with Palestinian refugees. The **Riesa Brass Ensemble** from Germany played a beautiful concert at Ad-Dar for the second year in a row. However, what was so unique about this year's concert in that it took place at the Lobby of the Ad-Dar so that people walking by would stop to listen and enjoy. Yet perhaps among the most moving concerts was the one held by the Japanese **Smile and Thanks Group**. As part of a project that works with children called "Hope for the children in Palestine", a special musical pan flute concert was given.

Among those who performed were survivors of the Hiroshima nuclear bombings. One final international performance highlight was during December, which was the World Premiere of *"The Gift of Christmas,"* written specifically for The Bethlehem Christmas Festival, by Phil Barfoot and Rebecca J. Peck. This 150-voice choir was comprised of 5 outstanding church choirs from throughout the United States.

Offering adequate space through Ad-Dar for local performers to share their creativity with the community is an important integral part of its mission. As such, several local individuals and groups performed during 2010, including the famous local group *Turab* with Basil Zayed, who performed their latest CD to a wide audience of local fans.

Finally, the Dandanat Music & Dance Festival was held again during the summer, which presented several Palestinian and Swedish musical groups, whose styles ranged from

hip hop to hard rock to pop. Among the most entertaining was a duo of two young men from East Jerusalem called Amir & Bashar, on vocals and piano, who compose and write their own songs and lyrics.

### **Diyar Dance Theater**

Inspired by the vision of Diyar Consortium "To Have Life and Have It Abundantly" and initiated by the Leadership Program, Diyar Dance Theater seeks to create a forum for young adults to celebrate the Palestinian culture and history through dance.



### **Touring**

With 65 dancers, the Diyar Dance Theatre formally launched its first production "Portraits of Fear" in 2010. Several performances and tours were made during the summer, reaching out to more than 9,500 persons including marginalized communities in the middle and northern parts of Palestine.

Diyar Dance Theater also performed for the first time outside of Palestine in Sharjah, the United Arab Emirates, which attracted more than 2000 people.

### **'Bridges through Dance' – Palestine Germany 2010**

An exchange program involving 8 young dancers from the Protestant Church of Saxony and 12 dancers from the Diyar Dance Theatre was held in Bethlehem. The exchange program consisted of dance classes, drama classes, cultural awareness sessions, visits and short public dance presentations from both teams.

## Exhibitions

Eighteen exhibitions were hosted at al-Kahf Gallery in 2010, including Ad-Dar lobby space. Of that, 13 exhibitions were by individual Palestinian and international artists, with 4 female artists and 9 male, one exhibition by a duo of women artists, while the rest were group exhibitions.

The exhibitions incorporated a variety of media such as oil and water color painting,

gouache, mixed media, photography, installation art, short films, jewelry, glass, ceramic, mosaic, silk screening printing, modern art, pencil colors and Chinese ink. Among the most memorable exhibitions were the **“In His Memory”** exhibition for the late Yacquob Ismail and **“Milad Kanisah 1860-2010”**, which presented 150 years of history of the Evangelical Christmas Lutheran Church in Bethlehem. It included historic photos of the Lutheran school and church,



antique textiles, a piano, the church bell and gravestones.

## Exhibitions 2010

Title	Artist	Description	Period
Windows	Taleb Dweik, Palestine	Paintings and Drawings	December 18 – January 18
Stories from the Bible	Zaki Baboun, Palestine	Oil Paintings	January 5 - February 2
Colors of Ash	Mohammad Harb, Palestine	Paintings	February 5 - March 2
In His Memory	Yacoub Ismail, Palestine	Paintings	March 5 - 30
Palestinian Features	Afaf Takatka, Palestine	Paintings	April 9 - 29
Portraits of Fear	Rami Rishmawi, Palestine	Photography	April 23 – May 7

Title	Artist	Description	Period
Milad Kanisah 1860 - 2010	The Evangelical Lutheran Christmas Church, Palestine	Pictures etc.	May 1 – 15
Between Heaven and Earth: A Journey Through Christian Ethiopia	Nick Danziger, UK	Photography	May 19 - 27
Between Here and Somewhere Else	Helen de Main & Mai Hasager, UK & Denmark	Installation Art, Photos, Video and Sound Arts	May 21 – June 16
Face of Characters	Noura Abu-Youseph, Palestine	Graphic, Paintings	June 18 – July 18
The Magic Line and The Fairies	Fotini Dedousi Kalaloue, Greece	Pencil Colors	July 16 – August 10
Productions of the Contemporary Jewelry Design Workshop – supervised by Nedda el-Asmar & Gisbert Stach	Dar al-Kalima College Students, Palestine	Jewelry	July 21 - 28
Palestinian Group	Anton Aoun, Lila Hamdieh, Rawan Gedeon, Salwa Abd Alaziz, Sami Sholi	Paintings	August 13 – September 13
Vanishing Landscapes	Benji Boyadgian, Armenian-Finish	Drawings	September 17 – October 12
Bethlehem at Night	Johnny Michael, Palestine	Photography	October 15 – November 9
Bazaar	Dar al-Kalima College Students, Palestine	Art Bazaar - Jewelry Design, Glass & Ceramic	November 10 - 16
Sentido	Maria Jesus Marina Alegro, Spain	Paintings	December 2 - 15
Metro Bypass	Gilbert Atick, Palestine	Photography, Graphic	December 11 – January 4

# Diyar Media Productions

[www.bethlehemmedia.net](http://www.bethlehemmedia.net)

During 2010, Diyar Media Productions (DMP), formerly known as the Bethlehem Media Center, set about to enhance the quality of its productions by embarking on yet new styles of production, similar to previous years.

While the Palestinian audiovisual industry is a struggling industry and very limited in quality, genre, and quantity, the DMP manages to raise the standards and produce award-winning videos and high quality programs that constitute the first of their kind in Palestine.

## TV Show

In 2010, “*Low Kont Makani*” (If you were in my

*shoes*) series was produced. It is an interactive sitcom of 12 episodes, 45 minutes each, which challenges the mainstream roles and images of women in the Arab media and aims to promote gender equality in all aspects of life through the use of humor.

The show was aired on Sat7 satellite station, with a viewer access of more than 5 million persons worldwide.

## Fact Box:

- To get an impression of the TV show “*Low Kont Makani*”, please visit: [www.bethlehemmedia.net](http://www.bethlehemmedia.net).

## Electronic Advent Calendar

In cooperation with the diocese of Västerås in Sweden, the DMP made 14 small clips with Palestinian children and youth.

Each day during advent a small clip was revealed where either Palestinian or Swedish

youth share a brief, meaningful message about their hopes, fears, and dreams and feelings about Christmas and their hometown.

## Fact Box:

- Experience the electronic advent calendar on [www.byggenbro.com](http://www.byggenbro.com).

## Christmas Service Live on Internet

The DMP cooperated with the Washington Cathedral to simulcast the joint Christmas service live on internet streaming and receiving.



# Higher Education

## Dar al-Kalima College

Of the 2010 graduates, 90% are already employed in jobs directly related to their field of education. This fact is a result of the high level of education and practical training which the students receive at Dar al-Kalima (DAK) College as well as the students' own intensive efforts.

Many factors are comprised in the foundation of the high results which the DAK College has achieved, including empowerment of the students, income generating projects, festivals and exhibitions, national and international networking, and international

exchange. The students are the third group of graduates in the fields of Tour Guiding, Documentary Filmmaking and Glass and Ceramic.

In the year of 2010, the DAK College had 451 students (140 diploma– track students and 311 Continuous Education students). The students come from as far north as Ramallah and its surrounding villages and as south as Hebron, with Jerusalem and Bethlehem in between. As for gender, the female students represent 38.6 % of the student body while male students are 61.4 %.



## Empowering of Students

The approach to education at the DAK College is based on a reflected mindset and on the idea that creativity empowers the graduates to be active members in establishing a strong civil society.

By the end of the two-years training, the students are empowered to join the job market as well as the artistic and free-expression scene in Palestine in order to carry with them the vision of Diyar: *"That we might have life and have it abundantly"*.

## Income Generating Projects by Students

The DAK College has a policy of encouraging its students to get involved in the market and undertake projects that are related to their fields of study while they are still students. In 2010, the students carried out various projects with an increase of 325% compared to the year of 2009.

Some of the income generating works that were done during 2010 included production of ceramic jars and burners for restaurants, drawing and painting on glass and 15 mosaic glass pieces.

### *Festivals and Exhibitions*

The students of the DAK College got the chance to broaden their knowhow in their specific field and illustrate their talented skills on different occasions like a photo exhibition in Paris entitled **“Difficulties and Hopes of the Bethlehem People”**, the **Pedex Educational Exhibition** in Ramallah, the **Jovella Jewelry Exhibition** in Tel Aviv, the film **“The Thyme Seller”** by Taha Awadallah which participated in several film festivals including the London Palestine Film Festival as well as the Arab Film Festival in San Francisco , and the graduation film **“Om al-Kheer”** by Montamy Abu Arab, which won Best Documentary in March, 2010 at the 2<sup>nd</sup> Annual International Christian

Communication Arts Festival.

### *International Networking*

The DAK College continued in 2010 to expand its relations with artists and art academies, and incorporated many activities of the visiting artists into the curriculum and schedule of both the regular and the continuous education programs.

In addition, the DAK College has been in thorough contact with international stakeholders within universities in Europe and the USA. These connections have made it possible to offer courses and workshops done by guest lecturers at DAK College.

Among the visits were presidents and vice presidents from the Concordia Universities consortium who signed MOUs with Diyar for cooperation in the higher education field. An MOU was also signed in May between the DAK College, Bethlehem University and



Carl von Ossietzky University- Oldenburgin Germany. Finally, a group of students and faculty from the Carl von Ossietzky University- Oldenburg in Germany participated in a 6-day workshop in Bethlehem with the students of DAK College and Bethlehem University.

Some of the artists who taught credited courses include Greta Steeber and Bethany Sack, two American young artists and volunteers who taught the course “Wheel Shaping” for 2<sup>nd</sup> year students of the Glass & Ceramic program; Helen De Main, a British

artist who taught the course “Perspective and 3 D Bodies” for students of the Contemporary Art program; and professor of engraving Maurice Pasternak from La Cambre, Belgium who offered the course “Introduction to Anatomy Drawing”. Besides this, the DAK College had the pleasure of welcoming the well known French artist Valerie Jouve who, with great thanks to the General French

Consulate in Jerusalem who supported her workshop “Introduction to Digital Photography”.

### Results:

In 2010 many goals and dreams were achieved including granting of the third group of diploma degrees, involving the students in the private sector in order to

create better job opportunities, upgrading the library of the DAK College, strengthening the image of the DAK College as well as the creation of two new programs in Performance & Drama and Culinary Art.

All this has been underpinned in a wonderful manner by the inauguration of the Higher Education & Research Building which creates great space for the college to prosper.

<b>Program</b>	<b>1<sup>st</sup> Year Students</b>	<b>2<sup>nd</sup> Year Students</b>	<b>Total Students</b>	<b>% of Total</b>
Pal Tour Guides	21	25	46	32.85
Music Performance	1	5	6	4.3
Cont. Fine Art	11	8	19	13.57
Jewelry Design	8	5	13	9.29
Glass & Ceramic	2	8	10	7.14
Doc Film Production	27	19	46	32.85
<b>Total</b>	<b>70</b>	<b>70</b>	<b>140</b>	<b>100%</b>
<b>Continuous Education</b>	<b>Winter and Summer Semesters</b>		<b>Fall Semester</b>	<b>Total</b>
	<b>269</b>		<b>42</b>	<b>311</b>



# Inter- generational Program

The Diyar Intergenerational Program supports community building through a set of innovative programs that focus on children, young families and the elderly.

## **Bright Stars - Diyar Summer Academy 2010**

The theme of the 2010 Diyar Summer Academy was "What's my dream for the future?!" whereby space for the young participants was provided to help them to express their hopes and dreams for the future.

This year's summer academy took place from June 14th to July 9th with 86 children and youth participating, ages 9 to 19 years old.

They engaged in 3 fields, namely swimming; drama, theatre and Dabkeh (Palestinian folk dance); and soccer for girls. Friendly competitions among the participants in swimming and soccer were held at the end of the summer school, while 2 Dabkeh dances and 2 plays entitled "Small Dreams" and "Facebook" were performed.

## **Azwaj – The Young Families Program**

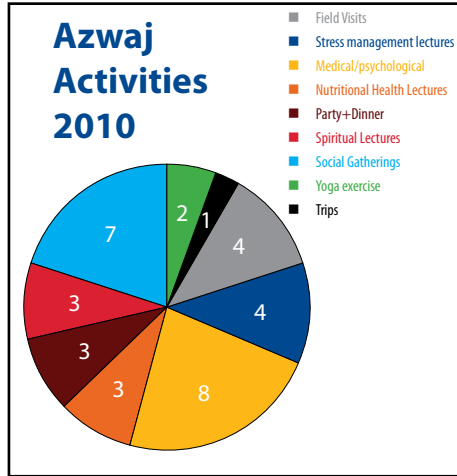
Azwaj, the Young Families Program, employs a holistic approach to empower young parents to deal with parental issues, meeting their recreational needs and those of their children.

During 2010, as 8 new families joined the program, several activities were implemented. To begin with, community events were arranged, including a visit to an elderly nursing home. Wellness days and social gatherings were also carried out that contributed to the growing sense of community among Azwaj members.



Finally, 17 workshops and lectures as well as a 2-day conference were held on important topics and issues, including stress management, healthy nutrition and conflict resolution.

Aside from enhancing their awareness and understanding of important parental issues, Azwaj members have reported that taking



part in such a program added flavor and color to their lives by encouraging them to do something as families and meeting new people similar in age, interests and concerns thus having a new support community.

### Ajyal – Elderly Care Program

With no social security or health insurance for those who are above 65 years old, Ajyal Program is a comprehensive elderly care program that offers basic services, spiritual fellowship, social support system and opportunities for continuous education and growth.

During 2010, Ajyal program continued to carry out quality health, social, recreational, educational and spiritual activities as well as providing nursing care through home visits. The outreach activities of the program encompassed 8 villages in the Bethlehem area.

However, the highlight of 2010 was that Ajyal launched its second book, which was a contribution of 10 women members who wrote about their personal experiences over the years and included messages to loved ones such as their spouses, kids and

grandchildren as well as personal pictures for themselves and their families.

## Dar Al-Shamal

Ajyal Program also witnessed a drastic growth as it expanded to include the northern parts of Palestine, namely Rafidia and Taybeh villages where partnership agreements with the Good Shepherd Anglican Church and al-Taybeh Cooperative Organization were signed during January 2010 and the hiring of 2 coordinators was made, thus formally establishing Dar al-Shamal.

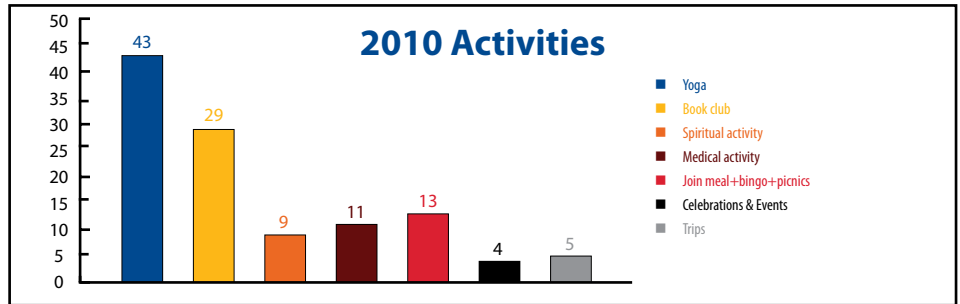
Such growth allowed for the opportunity to exchange visits and arrange joint events with the members and partners from the Bethlehem area together with the northern areas of Palestine.

These visits proved to be crucial as many members indicated that it was their first time to visit areas such as Bethlehem or vice versa Rafidia and Taybeh.



Similar to Ajyal, Dar al-Shamal provided the elderly with activities that are health-related, social, spiritual, recreational and educational.

As shared by the members themselves, they became more active, aware, and optimistic, having healthy, meaningful and rich life full of energy and new hopes for the future.



# Health & Wellness Program

The Health & Wellness program continued throughout 2010 to serve the society with vital healthcare and life-enriching activities to people of all ages. These activities were carried out through the Health Unit, Wellness Unit, Diyar for Women Sports and Fit For Life Project.



## Health Clinics

During 2010, the endocrinology clinic served more than 550 patients while the diabetic patients received regular blood sugar checks and counseling on how to live a healthy life with diabetes. The audiology clinic was able to serve 3610 patients in 2010 that came not only from the Bethlehem area but also from Ramallah, Jerusalem and Hebron.

## Wellness

The Wellness Unit continued to offer great services to more than 7300 members and



beneficiaries in 2010. The participants joined the gym, yoga, dance classes, relaxation courses, aerobics, swimming courses and other activities.

## Diyar for Women Sports

A first-of-its-kind initiative in Palestine, the Diyar for Women Sports aims at empowering and creating leadership among Palestinian women through sports. Women in sports, including female sports teams, are few in Palestine, and therefore Diyar is providing unique opportunities, space and programs for young girls and women to reach their



potential and excel in sports and life.

As a first step, two women sports teams were created in 2009, namely the Diyar Women Soccer Team and the Diyar Women Volley Team. It is important to note here that many members of the Diyar Women Soccer Team serve also on the Palestinian Women National Soccer Team, so that in this respect, Diyar is also contributing to the success of the Palestinian women in sports on the international front.

During 2010, several accomplishments and highlights were made, which enhanced the visibility of both teams, and ensured their growth and development. The highlights were:

The Diyar Women Soccer Team participated in January and August-September games of the Palestinian National Women's Soccer Tournament, in which they performed exceptionally well as they competed with 15 other teams.

During July, 12 Diyar women soccer athletes traveled to Bremen, Germany where they enrolled in an intensive athletic leadership training program. Diyar Women Soccer Team also played two soccer matches with two different German soccer teams in Bremen and Hamburg.

The Diyar Women Volleyball Team was also a recipient of awards as it came in second place during the August – September 2010 Local Volleyball Tournament, competing with 7 teams from different Palestinian cities.

Another highlight of the year 2010 was the coaching education program that took place during October 2010, in which 23 young athletes and physical teachers were trained to become coaches, with 10 women and 13 men as participants. The program was done in cooperation between Scort Foundation, Diyar Consortium, SOS Children's Village Bethlehem, United Nations Relief and Works Agency (UNRWA) and the University of Bethlehem.





Finally, during November 2010, Diyar for Women Sports decided to expand its focus to include young females so as to promote sports at a very early age. As such, a training project in cooperation with Palestine Association for Children's Encouragement of Sports (PACES) started, whereby 60 young girls between the ages of 9 – 16 years old are now being trained in soccer.

The 60 girls are distributed on two training teams while the trainers are the members of the Diyar Women Soccer Team.

The training will be conducted in conjunction with the scholastic year from November 2010 until May 2011.

### **Fact Box:**

- Check out Diyar Women Soccer Team at Facebook:  
[www.facebook.com/diyarwomenssoccer](http://www.facebook.com/diyarwomenssoccer)

### **Fit For Life**

The Fit for Life program, which was established in 2007, is designated to guiding women of all ages to a fit and healthy life. It offers fitness and yoga classes as well as health assessments and nutritional counseling to women. In 2010, more than 600 women participated in the program.



# Authentic Tourism Program

2010 has been a very fruitful year for the Authentic Tourism Program at Diyar Consortium. Several thousands of visitors, including tourists, pilgrims, artists, teachers, students and friends experienced one of the many authentic, rich itineraries that the Authentic Tourism Program offers.

These visitors came from many places including the USA, Germany, UK, Norway, Sweden, Australia and other countries. Among the highlights was the Lutheran Educators Conference, where over 100 local and international Lutheran educators gathered for several days in Bethlehem during September 2010.

When 2010's pilgrims and tourists were asked if they would recommend the ICB, its activities and its guesthouse to their family, friends and other pilgrims into the Holy Land, an astounding 97.4% of guests answered "Yes".

Ed C. from the USA commented: ***"Wonderful hospitality lending to a most enjoyable trip"***

From offering a simple cup of Palestinian Arabic coffee to offering their homes to use as one's own, when it comes to hospitality, Palestinians' hearts and culture beats of nothing less than hosting and welcoming guests, pilgrims and tourists.

When asked, 92.7% of ICB's guests rated the staff and friends of ICB as "Excellent" not only in their hospitality, but also in the overall atmosphere of the center and its staff and friends.

Specifically when asked, Emily S. from the USA referred to the ICB as: ***"Wonderful place, staff and people here were terrific!"***

## Nya Spår – Be on the Road Less Traveled

Nya Spår is a program that was launched in September 2010. It is a journey in Palestine, based on 4 core foundations, namely "Be part of nature; Be part of the people and the community; Be there for one another; and Be part of history" allowing the traveler to independently recognize and understand his/her place and role in this vast globe.

The main objective of this project is to increase the Swedish tourism to Palestine by % 10 in the year of 2011 as well as to create a spiritual, responsible, and deliberately learning experience within a journey of discovery.

The goal is to be achieved through training sessions for a number of Swedish tour leaders who once trained will be certified as a Nya Spår tour leaders. The vision is to utilize tourism as a medium for peace building and cross cultural encounters between Swedish

and Palestinian communities through a spiritual experience.

The program Nya Spår is implemented by Diyar Consortium in partnership with Arab Hotel Association and Holy Land Incoming Tour Operators Association with endorsement from The Palestinian Ministry of Tourism and Antiquities and in cooperation with the Swedish Christian Study Center and the Church of Sweden.

Finally, it is important to mention that Diyar Consortium is the only certificate body for all Nya Spår programs in Palestine.





# The Cave Arts & Craft Center

[www.annadwa.org/ecommerce](http://www.annadwa.org/ecommerce)

Since the Cave Arts & Crafts Center was opened in 1999, it has been striving to help local artists and to preserve traditional arts and crafts by offering courses, improving access to materials and equipment, and providing a market for the sale of art items. Given that 85% of the artists are women, there is an added benefit of helping women to gain financial independence which also leads to further self-confidence of the beneficiaries.

## Fairs and Conferences

In 2010, the Cave participated in many local and international art fairs, including the Cairo

Forum, Olive Pan Flute Concerts in Hiroshima and Bethlehem, the Olive Harvest Festival and Christmas Fair at the Nativity Square in Bethlehem as well as many Christmas bazars in churches worldwide.

## New Products

One highlight in 2010 was the pilot project in partnership with the Norwegian Church Aid to develop new marketable products to match with the European and Scandinavian markets.

The outcome was two designs of stained glass candle holders that are related to the local art and developed to fit with the market needs. In addition, a new stole with different colors was developed, which is made of pure wool and with patterns from the local Palestinian heritage.

## Online Gift Shop

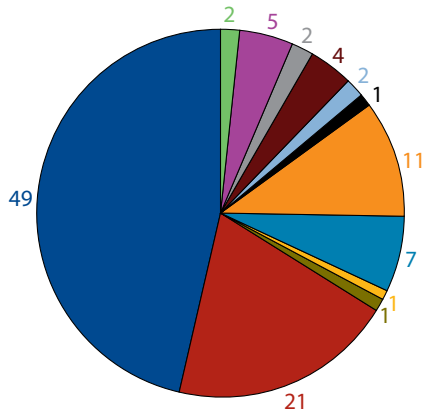
The year 2010 was a success in terms of

orders made through the website: [www.annadwa.org/ecommerce](http://www.annadwa.org/ecommerce). The Cave received many orders from different countries, which are listed in the following table.



# Number of Orders

- Canada
- Norway
- Australia
- Austria
- Denmark
- Dubai
- Germany
- Great Britain
- Scotland
- Switzerland
- Sweden
- USA



# Construction

One of the focuses of Diyar is to invest in infrastructure and in creating facts on the ground with the aim of reaching more people and creating safe, creative environment.

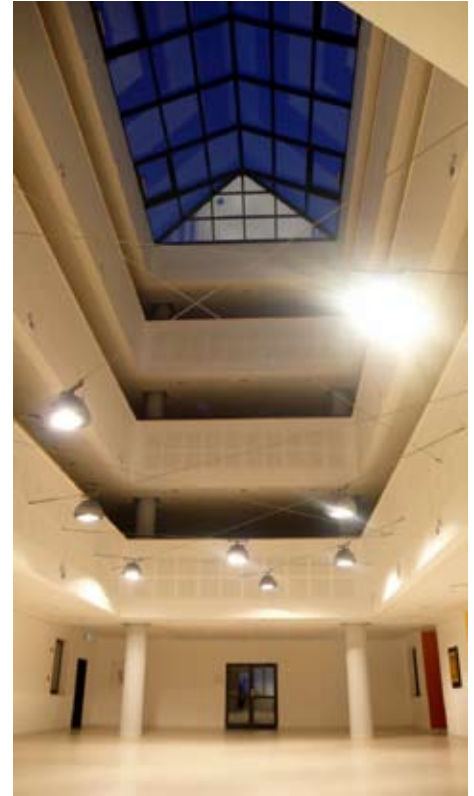
## Construction of the Higher Education & Research Building

The construction of the Higher Education & Research Building at Mureir Mountain was made in two stages with the skeleton works firstly and then the finishing works. The first phase was from January 2008 to May 2009 while the second started in July 2009 and was finished in November 2010, when the inauguration of the building took place on November 30, 2010.

The result is a truly beautiful 5-story building of almost 6000 square meters, which can accommodate 500 registered students of the Dar al-Kalima College and 2000 students in the continuous education program each year. The DAK College offers so far the unique accredited degrees in the following fields: Glass & Ceramics, Documentary Film Production, Contemporary Fine Art, Palestinian Tour Guides Program, Music Performance, and Jewelry Design.

A very important aspect of the construction of the Higher Education & Research Building was the issue of hiring local workers and using locally produced materials. As such, the project became a very important source of income to many people in the area.

The institutional sustainability is secured by being part of the Diyar Consortium as a larger entity, whereas financially speaking, the sustainability is gained through different means including an increasing number



of regular diploma seeking students and continuous education students, leasing of facilities and strengthening networks with international colleges and universities. We are thankful for all our partners from so many different parts of the world who helped make the plan a reality and are committed to walk with our people in the years to come.

## **Solar Energy**

Another highlight of 2010 was shifting the energy system to solar energy within Dar al-Kalima Health and Wellness, and therefore becoming the first model in the Bethlehem area to shift for green energy resources. These improvements helped to decrease the energy and fuel costs, especially during the period of May to October, when such improvements ensure no fuel consumption whatsoever.

## **Dar Al-Kalima Sports & Recreational Grounds**

A final highlight from 2010 is the Dar Al-

28

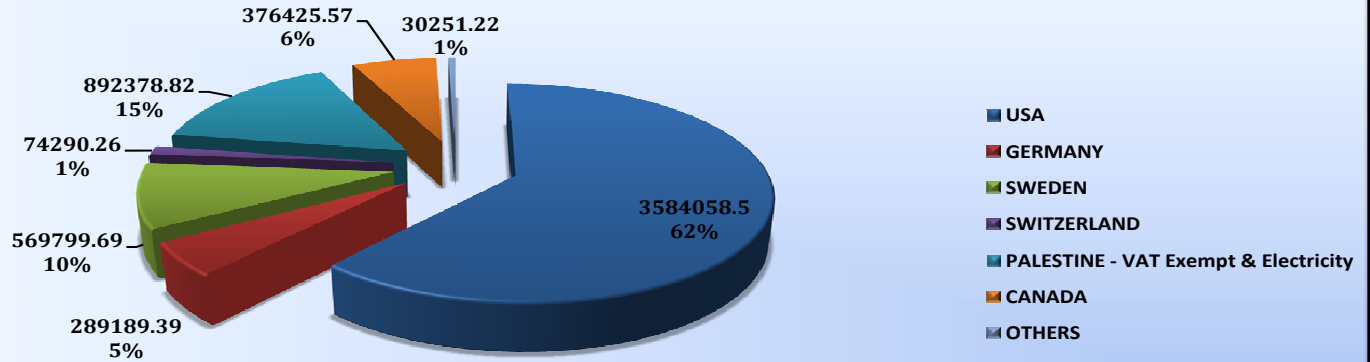


Kalima Sports and Recreational Grounds that are located at Mureir Mountain.

The construction included in this project was executed between September 2009 and the end of the year 2010, which included preparation for the infrastructure of the amphitheater as well as the asphaltting of the playgrounds.

The result is a 500-seat amphitheater to serve as a play area for soccer, basketball, tennis and volleyball. The field will be used by the local community, including students of the Dar Al-Kalima School and Dar Al-Kalima College, members of the Health and Wellness programs and local clubs and sport organizations including sports teams such as the Diyar for Women Sports teams.

### DONORS CONTRIBUTION BY COUNTRY



# Diyar Productions 2010



## Short Films

### *Religion & State*

- "The Road to the South"
- "Owner Equity"

### *Advent Calendar*

- 25 short clips on [www.byggenbro.com](http://www.byggenbro.com)

## Books

*"Religion & State", 2010*

*"Ajyal Book", 2010*

*"Cultural Practices of the Palestinian Youth" Study - both in English and Arabic, 2010*

## TV Talk-Show/Sit-com

*"Low Kont Makani" ('If You Were in My Shoes') (12 episodes)*

## Christmas 'Simulcast'

Live internet streaming/receiving with Washington Cathedral of the joint Christmas service



## Special thanks to our friends, supporters and donors who believe in what we do

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GERMAN DEVELOPMENT SERVICE - DED  
ICCO  
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For more information on the work of the Diyar Consortium, please visit our website [www.diyar.ps](http://www.diyar.ps).

From the Diyar website, you can sign up to receive email newsletters from Diyar or its friendship associations in the US, Germany or Denmark.

## Please also look for us on Facebook and Twitter:

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*Photo on the front page by: Johnny E. Michael*