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## Lost Voices of Palestine: Amplifying the Call of Freedom

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### ABSTRACT

The Israel-Palestine conflict has been ongoing for decades, resulting in countless human rights violations and loss of lives. The general public, however, is unaware of the situation and has little knowledge of it, which prevents them from taking any action to address it. To address this issue, the Lost Voices of Palestine project was created as a social innovation platform with the goal of promoting understanding and raising awareness, particularly among pre-university students. One of the major goals of the Lost Voices of Palestine project is to serve as a platform for educating society about the ongoing war crimes between Palestine and Israel and encourage people to take action to help solve the issue. This will be achieved by organising various awareness-raising activities or exhibitions and using social media and multimedia platforms. Additionally, the project aims to provide accurate and reliable information to help people better understand the issue, its history and its current state, for people to take action and contribute to resolving the conflict. Despite the project's lack of a commercial focus, it has the potential to attract support and funding from those who care deeply about social justice and human rights. The project may also open up chances for collaboration and partnerships that could result in other projects and initiatives by cultivating a robust and active community. Overall, the Lost Voices of Palestine project is a social innovation platform that seeks to increase knowledge about the Israel-Palestine conflict and inspire individuals, particularly pre-university students, to take action and contribute to its resolution.

**Keywords:** Israel-Palestine conflict; social innovation; awareness; platform

### INTRODUCTION

The Israel-Palestine conflict is a prolonged issue that has caused significant human rights violations and loss of life. A complicated political and territorial dispute stemming from the conflict has not yet been settled [1]. Due to a lack of understanding and awareness, the public as a whole has been prevented from taking any substantial action to address the issue. This has led to a continued cycle of violence and suffering for the people in that region. Additionally, social media has evolved into a tool for the public to stay informed about global issues in the twenty-first century, but it has also contributed to a bad habit of mindlessly reposting and sharing posts without actually understanding the situation [2].

The Lost Voices of Palestine; Amplifying the Call of Freedom is a social innovation project that aims to increase awareness about the Israel-Palestine conflict and inspire individuals, particularly pre-university students, to take action and contribute to its resolution. Social innovation is a novel solution to a social problem that is more effective, efficient, sustainable, or just than existing solutions and for which the value created accrues

primarily to society as a whole rather than private individuals [3]. The project was developed as a response to the issue of mindless sharing and reposting on social media without really understanding the conflict. The primary objective of this project's innovation is to address the issue of Malaysian society, especially pre-university students, blindly uploading and reposting on social media about the Israel-Palestine conflict. Despite being aware of the issue, many people tend to ignore it without making any serious efforts to help. To motivate people to take action and assist in resolving the conflict, this project seeks to alter that perspective by offering accurate and reliable information about the war and its effects on Palestinians.

The project was introduced at the Contemporary Global and Legal Issues Exhibition 2023 (CoGLIEx) organised by the Department of Law, UiTM Dengkil on 11 March 2023. A booth was set up to spread awareness among pre-university students in UiTM Dengkil about the problem and how it affects Palestinians through imaginative posters and a LinkTree website. The project hopes to encourage more people to take action and contribute to the conflict's settlement by fostering a greater understanding of the conflict's history and effects.



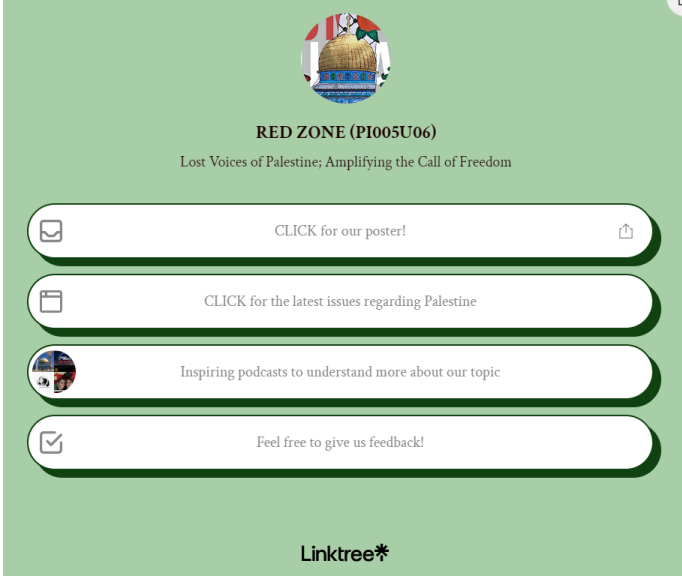
**Figure 1:** Lost Voices of Palestine's Project at CoGLIEx 2023

## INNOVATION DEVELOPMENT

The innovative development of the Lost Voices of Palestine project lies in its approach to addressing the ongoing Israel-Palestine conflict. Rather than relying on traditional methods of raising awareness, such as lectures or presentations, the project leverages social media and multimedia platforms to provide accurate and reliable information to individuals, particularly pre-university students, and inspire them to take action. The project aims to improve awareness of the problem, foster understanding, and motivate society to take action to resolve it by utilising social innovation as a tool.

The project team created an eye-catching and educational poster that exposes the issue and its effects on Palestinians using Canva, a free graphic design tool. The poster was put on display at the CoGLIEx exhibition to raise awareness among UiTM Dengkil's pre-university students. The group also developed a website called LinkTree that links to many sources of data and information concerning the conflict. The website has an educational poster, a daily Instagram

news feed on Palestine, and a podcast on Spotify for people who would rather listen than read or view videos. Another component of this project's innovative development was its participation in the CoGLIEx exhibition. The team was able to disseminate awareness of the ongoing violence among students and visitors by setting up a booth and displaying their poster and website.



**Figure 2:** LinkTree Website that provides reliable information on the Israeli-Palestinian conflict

In conclusion, the project employed both online and offline strategies to increase the impact of raising awareness of the Israel-Palestine conflict. People were able to engage with the project more easily and take action to help end the violence.

**COMMERCIAL POTENTIAL**

**Relevance of the invention**

The Lost Voices of Palestine project has great relevance in addressing the related problem of lack of awareness and support for the issue of Palestine. The project intends to develop a campaign and a website that disseminates information and knowledge about the dispute, which can assist in empowering the community to take charge of the problem and contribute to finding solutions. This may contribute to raising public awareness of the significance of the problem and the difficulties people in the area suffer, which may ultimately lead to support for nonviolent protests in favour of Palestine's rights. Moreover, the project contributes to new knowledge and technology by creating a website that serves as a reliable source of information for people who want to learn more about the conflict. People can access a variety of news sources and articles about the Palestine issue through this website. A fuller grasp of the history, culture, and politics of that area can also be gained from this website. The project also makes use of digital communication technologies like social media to reach a larger audience and amplify the campaign's message.

By fostering peace and nonviolent actions to support the rights of Palestine, the Lost Voices of Palestine project also benefits society and the environment. The campaign presents facts and real-life stories about life in Palestine, which help increase empathy and

solidarity among the public towards the people in that region. The general public can contribute to making a significant impact in the lives of people in the region by taking peaceful activities like organising fundraisers to aid conflict victims or asking the government to pay more attention to the issue. Additionally, the project aims to foster a more positive and cohesive society by providing opportunities for the community to participate and get involved in this campaign, which can help build solidarity and positive relationships among them.

**The market needs and market potential**

While the project is primarily focused on raising awareness and inspiring action towards the Israel-Palestine conflict, there may be some commercial potential in the innovative methods used to spread awareness. The use of a LinkTree website with curated information and links, as well as a podcast on Spotify, could potentially be used for other social causes or marketing purposes. Additionally, the creative posters created on Canva could be sold as merchandise to raise money for charitable organisations or used for other awareness campaigns.



**Figure 3: Poster awareness**

Additionally, people and organisations interested in social justice, human rights, and conflict resolution may be included in the target market for this project. This target market can be reached through the project's website and social media platforms, and partnerships with pertinent organisations can aid in extending the project's reach. The project also has the potential to generate revenue through partnerships with organizations that share its objectives and principles. For instance, the project could partner with NGOs that provide humanitarian aid to the Palestinian people and receive a percentage of donations made through the website. The project might also offer educational resources and workshops for a fee to interested parties, such as schools or organizations.

However, it is crucial to note that the project’s primary focus is not on commercial gain, but rather on creating positive social impact.

## CONCLUSION

In conclusion, the Lost Voices of Palestine project has been successful in raising public awareness of the ongoing conflict between Palestine and Israel and in motivating people to take appropriate action to help resolve the problems. The positive feedback received from people who visited the booth and website has shown a real need for this kind of social innovation to address important issues affecting people's lives. As students, the project has provided an opportunity to contribute to society by creating a platform that educates people about the issue and empowers them to take peaceful actions to support the rights of Palestine. Moving forward, the project plans to continue developing by collaborating with organisations that send funds to those in need in Palestine and selling merchandise to raise funds for the cause. Overall, the Lost Voices of Palestine project has the potential to make a real difference in the lives of people in the region, and the efforts will contribute to a more peaceful and just world for everyone.

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