



PUMACreative
Impact Award

BRITDOC



Budrus

Budrus follows a Palestinian community organizer and his 15-year-old daughter who unite Palestinians from all political factions and Israelis in an unarmed struggle to save their village from destruction by Israel's Separation Barrier.

Ayed's effort becomes a galvanizing force within Budrus and beyond, and leads to the formation of the Popular Committee Against the Wall, the first united Palestinian initiative to resist the Wall. After over 50 demonstrations, the Israeli government reroutes the Wall away from Budrus.

While this film is about one Palestinian village, it tells a much bigger story about what is possible in the Middle East. Ayed succeeded in doing what many people believed to be impossible: he united feuding Palestinian political factions; he brought women to the center of the struggle by encouraging his daughter Iltezam's leadership; and he welcomed hundreds of Israelis to cross into Palestinian territory for the first time and join this nonviolent effort.

Production Budget
\$489,750

WHAT THE CRITICS SAID

**Nicholas Kristof,
New York Times**

"This year's must-see documentary *Budrus* is a riveting window into what might be possible if Palestinians adopted civil disobedience on a huge scale."

LA Times

"What's most gratifying about *Budrus* is that the film enables us to feel some of the same emotions the participants experienced."

The Boston Globe

"*Budrus* will single-handedly change how many people view the conflict. It's that good and that important."

IMDB 77%
From 218 users

Rotten Tomatoes 87%
Average 7.4/10

The Film

WHO SAW IT

Estimated global audience
2,763,575

Cinema
185 cities internationally
incl US, Israel, Palestine,
Germany, UK

Broadcast
Shown on **3** channels
internationally plus
HBO Latin America

Festivals
53 including Dubai & Hot Docs

Online trailer
27,495 views

Email list
over **16,000** subscribers

Facebook
Just Vision: **5940** Likes
Budrus **2138** Likes

Twitter
over **1372** followers

Website
From January 2009, when
Budrus began to be mentioned
on the Just Vision website and
in their materials, they received
209,513 unique visitors

Julia Bacha's TED Talk,
"Pay attention to
nonviolence"
489,835 views
[http://www.ted.com/talks/
julia_bacha.html](http://www.ted.com/talks/julia_bacha.html)

AWARDS & PRIZES

Berlin International Film Festival 2010 – Audience Award Second Prize

Tribeca Film Festival 2010 – Special Jury Mention

San Francisco International Film Festival 2010 – Audience Award

Jerusalem International Film Festival 2010 – Honorable Mention in the Spirit of Freedom Award

Silverdocs 2010 – Witness Award

Bergen International Film Festival 2010 – Checkpoints Award

Documenta Madrid 2010 – Honorable Mention of the Jury

Pesaro Film Festival 2010 – Amnesty Italia Award

Traverse City Film Festival 2010 – Founders Prize, Best of Fest

Festival de Libertés 2010 – Best Documentary

Movies that Matter Festival 2011 – Amnesty International's A Matter of ACT Award

King Hussein Leadership Prize

The Henry Hampton Award for Excellence in Film & Digital Media - The
Council on Foundations and Grantmakers in Film & Electronic Media

Ridenhour Film Prize sponsored by The Nation Institute and The Fertel Foundation

The Campaign

THE CAMPAIGNERS

Just Vision – the organization behind the film *Budrus* and its outreach campaign - is made up of a team of Palestinian, Israeli, North and South American human rights advocates, conflict resolution experts, filmmakers and journalists, working to increase the power and legitimacy of Palestinians and Israelis working to end the occupation and resolve the conflict using nonviolent means. www.justvision.org

Since their first film *Encounter Point* was released in 2006, Just Vision have been working to reframe the conversation around Palestinian unarmed resistance and related Israeli engagement in the context of an intractable political situation. Their work over the years has laid the foundation for the larger, more ambitious campaign for *Budrus*.



The goal of Just Vision is to contribute to fostering peace by rendering Palestinian and Israeli civic peace builders and nonviolence leaders more effective and valued in their efforts.

While violent extremism receives front-page exposure, courageous nonviolence leaders are often invisible within their own societies and beyond. Consequently, the *Budrus* campaign wanted to ensure that these Palestinian and Israeli civic leaders are more visible, valued and influential in their efforts.

The campaign worked on a grassroots level across Palestine, Israel and the US via a series of screenings and careful cultivation of opinion formers and key influencers, to raise the profile of effective, local nonviolent resistance.

The goal within Palestinian society

The challenge within Palestinian society was to shift the conversation; to demonstrate the efficacy of non-violence by ensuring that this recent, local success story was no longer invisible.

In addition, the team chose to highlight a story with women at the centre of the action to raise the visibility

of women role models and encourage women to recognise their potential contributions.

By directly targeting Arabic journalists and media outlets (prior to the broader regional uprisings), the film wanted to reframe non-violent community organizing as a heroic, effective and patriotic form of action, rather than one of capitulation and betrayal.

The goal in the USA

The goal in the US was to put the town of Budrus and its successful nonviolence movement on the map, and to contrast the dominant discourse of violence, extremism and political deadlock. It was found that wherever Palestinians were mentioned in the press, discussion of violence often followed and conversely, when successful non-violent strategies were employed, this would not be acknowledged in press coverage.

The goal in Israel

Education and favourable media coverage towards *Budrus* were the key goals in this territory, with the broader aim of raising Israeli awareness about the goals, achievements and challenges to Palestinian-led nonviolence efforts.

HOW THE CAMPAIGN WORKED

Palestinian society

Just Vision brought together unlikely allies to strengthen non-violence efforts. For instance, they brought 55 Palestinian women from a Bethlehem-based organization, Wi'am, to meet the women of Budrus. Despite their urban-rural divides and differences in levels of formal education the women of Wi'am wanted to learn more from the Budrus women after watching the film, especially regarding their critical leadership role. This was a successful pilot with similar trips to come, intended to unite women from different backgrounds around effective unarmed strategies for political change.

Even though the number of universities in Palestine is limited, the film has screened widely, at 9 universities and counting.

USA

They introduced influential American Baptist ministers to Budrus' nonviolence leaders, as well as members of the Tea Party and veteran civil rights figures such as Congressman John Lewis. Lewis had never been involved in this specific issue but accepted their invitation to meet Ayed. These meetings also had the effect of breaking the isolation on the ground, felt by leaders like Ayed.

The film has directly targeted change-makers through high profile events. It was screened on Capitol Hill for 200 officials followed by a panel with Congressmen Ellison and Baird, the filmmakers and Ayed Morrar. Similarly, the Director of Israeli and Palestinian Affairs at the National Security Council saw *Budrus*, met with the filmmakers to discuss next steps and brought the film to his superior, who spoke with the filmmakers about *Budrus* at a White House party hosted by President Obama.

This was part of the strategic ambition to get the success of Budrus's movement noticed at the highest levels.

“more than 100 Gazans watched Budrus under the stars”

Israel

The campaign in Israel is modest but very strategic. As Israelis join the military straight out of school, Just Vision is approaching pre-military programs on a local basis to screen the film. In addition, they

are organising a campus educational program for Israelis post-military who have direct experience in the field but are still in the process of forming their political identities, to better educate them about life under occupation, about Palestinian unarmed efforts to secure their rights, and to expose them to Israeli activists who join these efforts. So far they have held 14 university screenings.

Education

All of the above work is supported by extensive educational resources. Just Vision has created lesson plans and a peacebuilding simulation exercise for students, as well as facilitation guides and exercises on issues such as non-violence, divergent narratives



and media literacy.

Their online strategy includes offering comprehensive, nonpartisan information about peace builders and nonviolence leaders in the region, as well as 'Get Involved' tools with specific resources for travelers to the Middle East, and for faith leaders.

CAMPAIGN IMPACT & ACHIEVEMENTS

Prior to the start of production in 2007 only a handful of references to *Budrus* existed online. Today, more than 300,000 exist in English alone, and the most influential journalists cover this issue as though they had always been aware of *Budrus*' story and success. Moreover, correspondents now also focus their stories on other Palestinian and Israeli nonviolence leaders who had previously been invisible.

Just Vision partnered with StrategyOne, a division of the public relations firm Edelman, to assess the impact of *Budrus* on the discourse about events in the Palestinian village and on Palestinian nonviolence more broadly in mainstream English-language press. The initial draft of the results indicates that there has been a significant qualitative shift in discourse about events in *Budrus*.

In the beginning of the analysis period, media reported on the protests that took place in Budrus, often focusing on violent aspects of the incidents. The majority of *Budrus* coverage appeared following the debut of the film in December 2009, accounting for 68% of total articles. Discussion of the film shaped the dialogue and brought the nonviolent movement to the forefront of the conversation surrounding Budrus. Of the coverage published post-film debut, 65% of articles communicated a message of nonviolence (vs. 14% of articles in 2003-2008). Message penetration mostly occurred in the last two years of the analyzed period (2009-2011), when film coverage appeared, with 91% of message pick-up appearing during this time frame.

Today, Palestinian nonviolent efforts are growing in number and size. After a screening in the village of al-Walaja, 4x more people than usual attended an

unarmed demonstration. At a screening in Budrus, one Popular Committee leader from neighboring Ni'lin remarked that he wished his community had seen the movie before they launched their unarmed struggle to learn the lessons of *Budrus*, especially how to keep demonstrations peaceful.

“now more women will see how important their role is”

Similarly, a young man from Nabi Saleh stated that “now more women will see how important their role is” in nonviolent struggle. Just Vision has noticed an uptick in women’s participation in non-violent movements.

In Israel, Channel 2 News – a commercial news channel – devoted a principal news segment to a positive piece about *Budrus*. This was placed in the slot before the World Cup in July and was thus one of the highest rating slots on Israeli television – a real first for Israeli news reporting.

CAMPAIGN NUTS & BOLTS

Campaign Budget \$894,444

Length of Campaign
December 2009 - ongoing

Campaign Partners

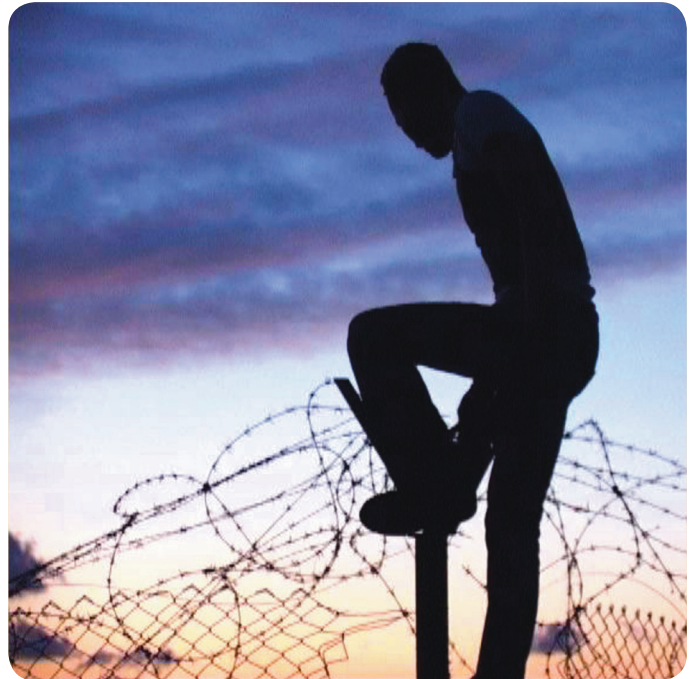
Just Vision has worked with approximately 50 NGOs in Israel, the US and Palestinian society during the *Budrus* audience engagement campaign. In addition the following two organisations facilitated US activity:

New America Foundation

Hosted two dinners in NY & Washington and curated influential guestlist including Congress, journalists, public intellectuals. This generated media attention and opened doors.

Women Donor's Network

Individual members helped spread the word and provide outreach funding in key cities in the US.



Conclusion

The team at Just Vision are aware that they are working in one of the most intractable and complex political contexts possible, where many have given up hope of a solution ever being found. Amidst headlines focused on violence, extremism and political posturing, they have taken a strategic decision to work at a grassroots level to build capacity for the overlooked nonviolence leaders within Palestine, and the Israelis who support them. Their outlook is long-term, as they build deep relationships to create change, one person at a time.

“they build deep relationships to create change”

Shifts in conversation are always difficult to measure, but the *Budrus* team have not only succeeded in changing the discourse around Palestinian non-violence, but have gone one further and measured this seismic change in the groundbreaking StrategyOne study they commissioned.



DIRECTOR OF BUDRUS, JULIA BACHA

Julia Bacha is a media strategist and award-winning filmmaker whose work has been exhibited at Sundance, Tribeca, Berlin, Jerusalem, and Dubai International Film Festivals, and broadcast on the BBC, HBO, Al Jazeera and Al Arabiya television channels. Since graduating Magna Cum Laude from Columbia University in 2003, she has strategically used film to highlight under documented stories from the Middle East.

Julia started her filmmaking career in Cairo, where she co-wrote and edited Jehane Noujaim's critically acclaimed documentary, *Control Room* (2004), for which she was nominated to the Writer's Guild of America Award. *Control Room* marked the first time most Americans were exposed to an inside view of Al Jazeera and generated wide public debate about US media coverage during the war in Iraq. Since 2004, Julia has been working closely with Ronit Avni to develop and implement Just Vision's media strategy.

Press Cuttings

These films attracted huge press attention. Below is a small selection of press cuttings. You can read the full articles by following the links below.

Nicholas Kristof, New York Times

<http://nyti.ms/N5O6f3>

Charlie Rose Show

<http://bit.ly/dvN40z>

Newsweek

<http://bit.ly/8XWAfe>

The Independent

<http://ind.pn/cJlDcs>

The Diane Rehm Show

<http://bit.ly/9TXcP8>

The Economist

<http://econ.st/cVKxue>

The Riz Khan Show/Al Jazeera International

<http://bit.ly/crTspR>

ABC News

<http://abcn.ws/dmSEke>

BBC Radio4 (at 31:10)

<http://bbc.in/bl5HiM>

Channel 2, Israel

<http://bit.ly/ctnksf>



One of her guests is always you.

WAMU 88.5 | npr

- Home
- Shows
- About
- Diane
- Stations

LISTEN COMMENTS (20) ORDER A CD SHARE

Budrus: A Palestinian Village and Documentary Film

Thursday, June 24, 2010 - 11:06 a.m.



Demonstrators in Budrus
Courtesy Just Vision

[View more images from this gallery](#)

The story a Palestinian community organizer who united Fatah, Hamas and Israelis in an unarmed movement to save his village from destruction by the Israeli security barrier.

Guests

Julia Bacha director/producer/writer of "Budrus." She wrote and co-directed "Encounter Point" and co-wrote and edited "Control Room"

Ronit Avni founder and executive director of Just Vision, a World Economic Forum Young Global Leader, a term member at the Council on Foreign Relations and UN Alliance of Civilizations Global Expert.

Ayed Morrar employee at the Palestinian Interior Ministry and co-founder of the Popular Committee Against the Wall

David Makovsky senior fellow and director of the Project on the Middle East Peace Process at the Washington Institute for Near East Policy and co-author with Dennis Ross of "Myths, Illusions and Peace: Finding a New Direction for America in the Middle East."

Related Links

[Budrus the movie](#)

[Just Vision](#)

[AFI-Discovery Channel Silverdocs Documentary Festival](#)

"Budrus" Trailer

Budrus Trailer - 3 Min Share More info

News > World > Middle East

Ayed Morrar: The West Bank's reluctant movie star

The activist's Palestinian protest movement is the focus of a new documentary film. Donald Macintyre meets him

FRIDAY 01 OCTOBER 2010

f Send

f Recommend

34

T Tweet 5

in Share 2

g +1 0

PRINT | EMAIL | A A A

Latest in Middle East

Salam Fayyad: 'We have never been more marginalised'

Syria rebels and regime troops mass in Aleppo for the battle that could decide the war

Syria forces continue Aleppo shelling

Syria forces continue Aleppo shelling

Syria rebels and regime troops mass in Aleppo for the battle that could decide the war

Salam Fayyad: 'We have never been more marginalised'

Syria: Senegalese general Babacar Gaye arrives in Damascus to head pared down team of UN observers

Tony Blair warns of problems in post-Assad Syria

Syrian armoured column closes in on Aleppo

Syrian chemical weapons plans blocked by Moscow

News in pictures



From the blogs



[VIEW GALLERY](#)

Away to the west of Budrus, a startlingly red sun was sinking towards the horizon behind Jaffa as the Israeli border police patrol arrived. They had driven at speed in their two jeeps along the military road beside the footprint-detecting sand track and the electronic fence that help to make up the separation barrier here. To the north, beyond a straggling, rocky olive grove and perched on top of a 160ft pylon, we could just make out the security camera, capable of taking a recognizable image of a human face from three miles. "What are you doing here," asked the armed and uniformed men donning their helmets as they jumped from the jeeps, and used their keys to open the locks in the barrier to reach us. "You should be 150 metres back from the fence," they said. "And you certainly shouldn't be taking pictures. You are being held for questioning."

Besides being a sudden reminder of the occupation on an otherwise perfectly tranquil September evening in the West Bank, this trivial incident, lasting no more than 15 minutes, had a symbolic, if unintentional, significance. For the order to withdraw by 150 metres – which had no discernible authority or legal basis—took us back almost to the village school, along the very line where the barrier had originally been planned to run

Related articles

Military whistleblower tells of 'indiscriminate' Israeli attacks

Palestinians launch bid to join UN

Clashes at Palestinian protester's funeral?

Hatred and division in the land that would be Palestine

Jailed Palestinian leader calls for new civil revolt against Israel

Suggested Topics

[Palestine](#)

[Middle East](#)

[West Bank](#)

[Israeli Politics](#)

Palestinian non-violence

The story of Budrus

A documentary film about a village that succeeds eventually in saving its trees

Aug 19th 2010 | from the print edition

Like 63 Tweet 8

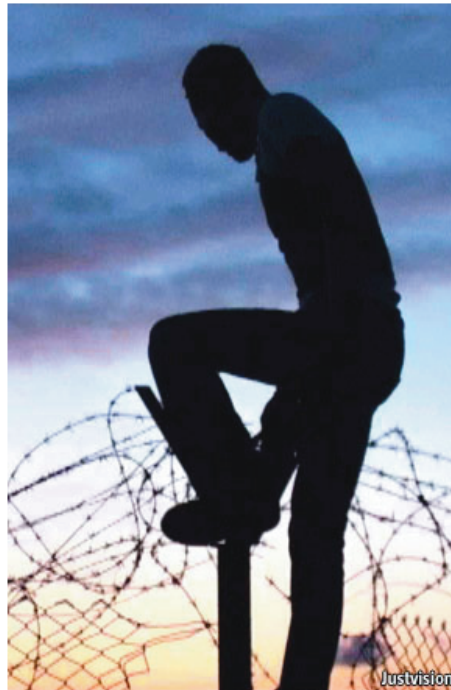
CLOSE to the West Bank's border with Israel lies Budrus, a tiny village. Israel's "separation barrier" is planned to swerve and dip around the village, biting off chunks of the villagers' land; their olive trees will be torn up. "Budrus", a documentary film produced by a Palestinian and an Israeli (which will be on general release in Britain next month and in America in October), follows the villagers' largely peaceful demonstrations against the barrier.

Though there is much anger in the village, there is little violence. Lines of people, shouting their frustration, try to protect their trees and save their land. Non-violent protest is in the Palestinians' best interest, says Ayed Morrar, the organiser of the demonstrations. "We want to raise our kids in peace and hope," he says, speaking in Hebrew, no doubt in the hope that some Israelis will hear him.

Mr Morrar leads the protest but the village women are its heart. His daughter, Iltezam, steps terrified into the path of a bulldozer, forcing it to retreat. The villagers scramble to replant the uprooted trees, nursing them tenderly back into the ground. "Yasmina, Yasmina," the women call to Yasmine Levy, one of the border police, scolding her for stopping the protests and then, cheekily, offering to find her a husband from among their men. Determined though she is to thwart the women, Yasmine finds herself marvelling at their resolve in the face of the soldiers' often violent response.

The Palestinians are joined by Israeli peaceniks but for a long time it looks a hopeless cause. After one man is arrested, the protesters try to tear down the barbed wire of the security barrier with their bare hands. But at last, after 55 demonstrations, victory is theirs: the Israeli government changes the route of the barrier. A spokesman for the Israeli army says it was a "political" decision; the villagers rejoice. Then they trudge down the road to support other villages in similar campaigns.

Much of the story is familiar. Desperate Palestinians, seeing their lives snatched away, shed bitter tears over dying trees; young Israeli soldiers, unsure how to move people off their land, too readily turn to violence. But familiarity does not make it any less compelling.



The curse of barbed wire

In this section

[When the myths are blown away](#)

[Who killed the Soviet economy?](#)

[The view from Rio](#)

[Men only](#)

[The landscape of a blighted planet](#)

[Take your time, and look](#)

» [The story of Budrus](#)

[Reprints](#)

OP-ED COLUMNIST

Waiting for Gandhi

By NICHOLAS D. KRISTOF
Published: July 10, 2010

BILIN, West Bank



Fred R. Conrad/The New York Times

Nicholas D. Kristof

On the Ground

Nicholas Kristof addresses reader feedback and posts short takes from his travels.

[Go to Blog »](#)

[Go to Columnist Page »](#)

[Enlarge This Image](#)



Gregory Kristof

Palestinian youths throwing rocks at Israeli troops in what was supposed to be a peaceful demonstration in the West Bank Village of Bilin.

[Enlarge This Image](#)



Gregory Kristof

Israeli troops and the security fence in the background of a demonstration in the West Bank village of Bilin.

[Enlarge This Image](#)



Despite being stoned and tear-gassed on this trip, I find a reed of hope here. It's that some Palestinians are dabbling in a [strategy of nonviolent resistance](#) that just might be a game-changer.

The organizers hail the methods of Gandhi and the Rev. Martin Luther King Jr., recognizing that nonviolent resistance could be a more powerful tool to achieve a Palestinian state than rockets and missiles. Bilin is one of several West Bank villages experimenting with these methods, so I followed protesters here as they marched to the Israeli security fence.

Most of the marchers were Palestinians, but some were also Israeli Jews and foreigners who support the Palestinian cause. They chanted slogans and waved placards as photographers snapped photos. At first the mood was festive and peaceful, and you could glimpse the potential of this approach.

But then a group of Palestinian youths began to throw rocks at Israeli troops. That's the biggest challenge: many Palestinians define "nonviolence" to include stone-throwing.

Soon after, the Israeli forces fired volleys of tear gas at us, and then charged. The protesters fled, some throwing rocks backward as they ran. It's a far cry from the heroism of Gandhi's followers, who refused even to raise their arms to ward off blows as they were clubbed.

(I brought my family with me on this trip, and my kids experienced the gamut: we were stoned by Palestinian kids in East Jerusalem, and tear-gassed by Israeli security forces in the West Bank.)

Another problem with these protests, aside from the fact that they aren't truly nonviolent, is they typically don't much confound the occupation authorities.

But imagine if Palestinians stopped the rock-throwing and put female pacifists in the lead. What if 1,000 women sat down peacefully on a road to block access to an illegal

- RECOMMEND
- TWITTER
- LINKEDIN
- COMMENTS (266)
- SIGN IN TO E-MAIL
- PRINT
- REPRINTS
- SHARE

CULTURE

CHANGE TEXT SIZE - +

AUTHORS



R. M. Schneiderman

Follow @newsweek

Joanna Chen

Follow @newsweek

In Newsweek Magazine

The Peaceful Intifada

Aug 13, 2010 1:00 AM EDT

For decades, it's been a refrain among moderates in Israel and the West: Where is the Palestinian Gandhi, King, or Mandela? Why is there no Montgomery-style bus boycott in Ramallah, no hunger strike in Bethlehem? The question could soon become passé. Ever since the violent second intifada subsided, a small but growing number of Palestinian residents have explicitly renounced armed struggle and turned to nonviolent civil disobedience.

Print Email Comments (0) +1 Tweet 0 Like



For decades, it's been a refrain among moderates in Israel and the West: Where is the Palestinian Gandhi, King, or Mandela? Why is there no Montgomery-style bus boycott in Ramallah, no hunger strike in Bethlehem? The question could soon become passé. Ever since the violent second intifada subsided, a small but growing number of Palestinian residents have explicitly renounced armed struggle and turned to nonviolent civil disobedience. As Israel continues to reckon with the fallout from the clash between soldiers and activists on a humanitarian flotilla en route to Gaza, the movement—known to some as the White Intifada, or "uprising without blood"—may soon get its biggest boost yet: a place on the silver screen.

A new documentary called *Budrus*, directed by Brazilian filmmaker Julia Bacha, chronicles the rise of these protests, offering a sympathetic portrait of Palestinian dissidents at odds with images of suicide bombers and other violent extremists. "We wanted to start changing the conversation from 'If only the Palestinians used nonviolence' to 'What happens when Palestinians do use nonviolence?'" says Bacha. The movie won't officially be released until October,