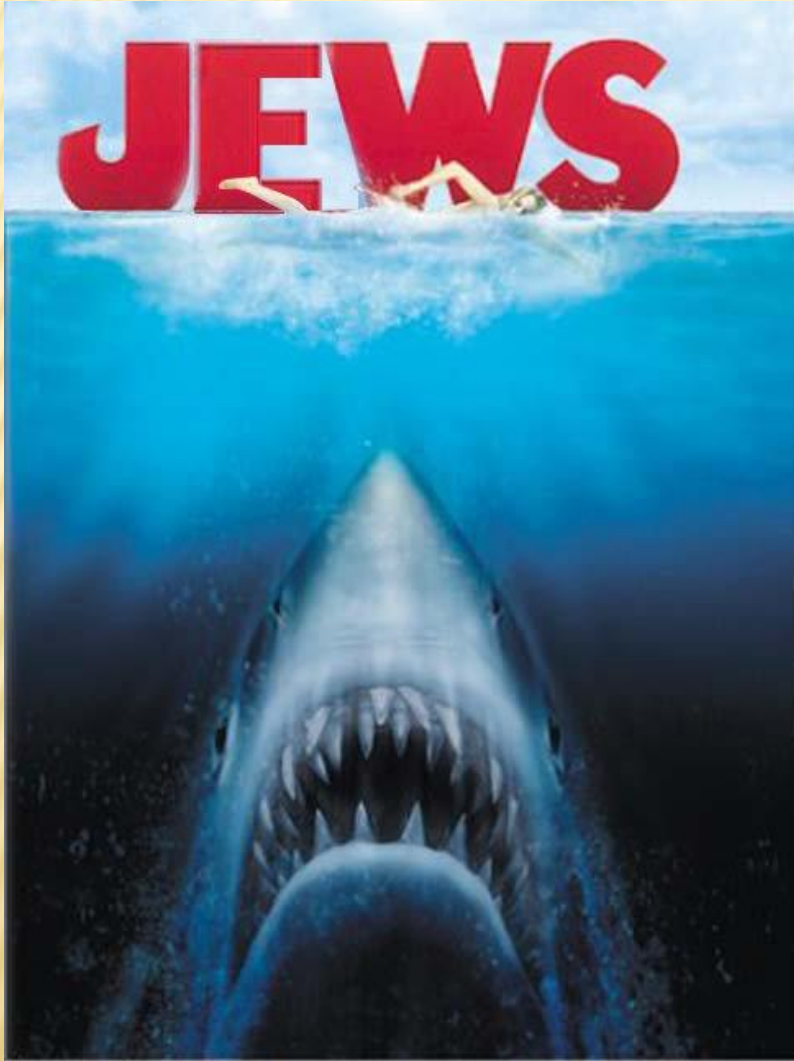


**On Criticism and Prejudice:
The Arab-Israeli Conflict
and the Assault on Israel's
Legitimacy**

Ambassador Ron Prosor

Herzliya Conference 2011

NEW LEVELS OF ABSURDITY



BBC:

December 7 2010:

**“Shark attacks not
linked to Mossad
says Israel”**

By Yolande Knell

BBC News,

Jerusalem

FREE MOSSAD AGENT R65!



נשר
טמא
Nesher Tame
MOSSAD
Agent

**FREE MOSSAD AGENT R65
NOW!**



CHANGING PERCEPTIONS

- “**Mind the Gap!**” – a growing gap between reality and perception
- Change of perceptions over the time.

image



Reality

1967

2010



LAUNDERING PREJUDICE



DELEGITIMISATION

DEMONISATION

DOUBLE STANDARDS

NARRATIVE OF JUSTICE

ISRAEL ACCUSED OF:

Violating norms

Culture of illegality

Human Rights violations

Colonial enterprise imposed on indigenous population

Zionism = racism therefore Israel = Apartheid

Holocaust Inversion – Nazi State

THE 3D SPIN CYCLE:

- The UN – everyday exposure
- Rubric of Law
- Human Rights = Secular Religion
- NGOs
- Media
- Academia

OUTCOME: THE PUSSY-CAT OF PREJUDICE

“Israel is an Apartheid violator of Human Rights.

It contravenes the UN and is outside the family of nations.

I used to admire the Jews but now they are like the new Nazis.”

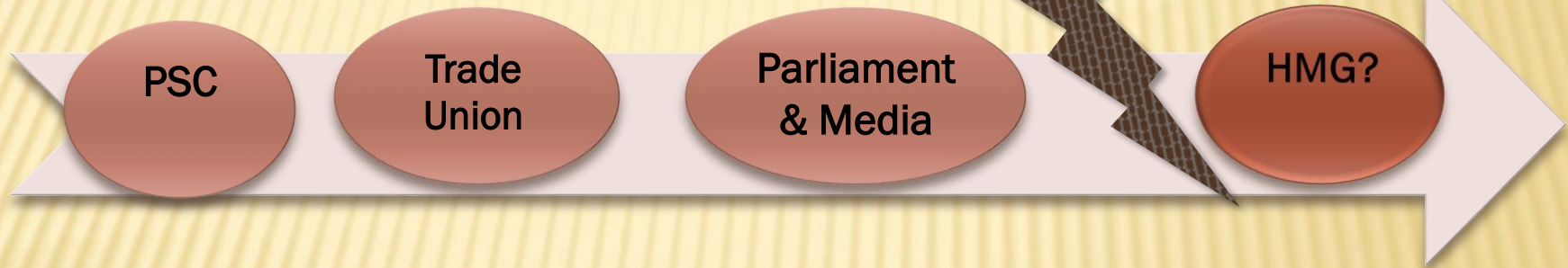


**PUBLIC
OPINION
BECOMES:**

- ILL-INFORMED**
- MISINFORMED**
- DISINFORMED**

FROM MARGINS TO MAINSTREAM

- Flow of anti-Israeli sentiments from far left circles to the mainstream public opinion - Academia, Trade union, NGO's



Effects:

- Narrowing room for manoeuvre – politically, militarily, diplomatically
- Growing tensions between Israel and the Jewish People. Internal disagreements within the Jewish Community.

THE RESPONSE

**Hardcore -
delegitimizers**

OUTING, NAMING AND SHAMING
Setting price-tag. Delegitimising the delegitimisers.

**Arenas of
delegitimation**

Engagement, reaching out (eg: NGOs, trade unions) **SMOL TALK**

Key Marginals

Enhanced public diplomacy targetting “swing voters”(eg: lectures at universities. Bringing guests from Israel. Sending delegations to Israel).

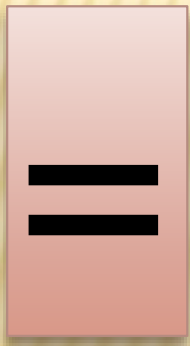
Friends

Action must be: more pro-active & more coordinated

BROADENING THE TENT

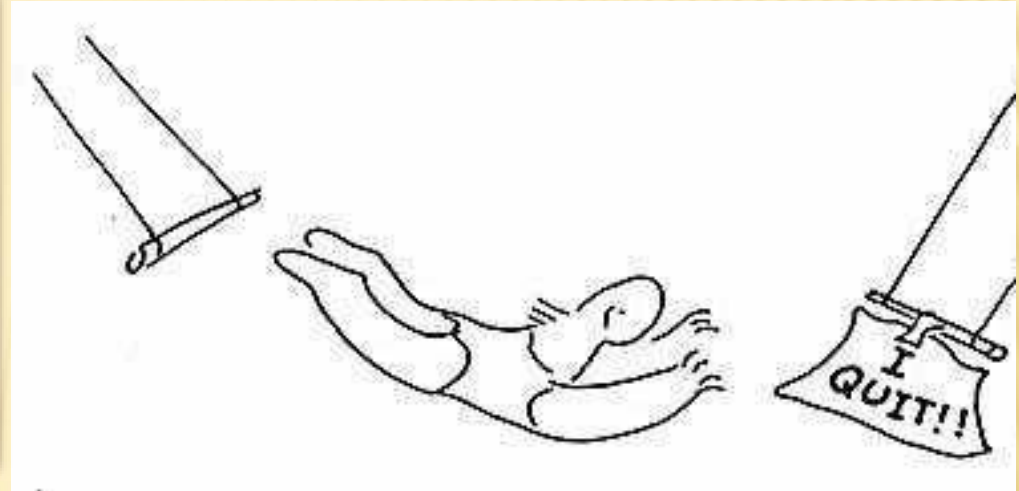


- + NGOs
- + Hostile media
- + Floating voters



BIG TENT OR CIRCUS?

**“Big Tent” can become a circus
In a crisis, will our new friends catch us when we fall?**



Need to remember our safety net.

Must strengthen base – Jewish communities

REACH OUT BUT DON'T OVER-REACH



We reach out

But by
overreaching
we risk serious
injury



OPPONENTS ARE CROSSING THE LINE



**But when those
who matter don't
notice...**

...we need to flag



DEFENCE TO OFFENSE

Motivate existing players

Inspire young talent

Make new signings – but watch out for own goals

STAY DISCIPLINED

WORK AS A TEAM

To give ourselves a chancing of lifting the trophy:

