



SUMUD

THE FINNISH PALESTINE NETWORK

صُمُود - شَبْكَةِ فِلَسْطِينِ الْفِنْلَنْدِيَّةِ

Action Plan for 2026

Approved by the constitutive meeting on June 10, 2025.

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1 Introduction

Sumud – The Finnish Palestine Network is a registered association founded in June 2023 in Helsinki. Sumud is an intersectional organization that works for ending Israeli apartheid, occupation, colonialism, and genocide and for the realization of Palestinian human and political rights.

As part of the global movement in solidarity with the Palestinian people, Sumud's goal is to end Finnish support for Israeli apartheid and turn it into support for democracy, decolonisation and human rights. Sumud supports the Palestinian civil society call for boycotts, divestments and sanctions. Sumud also supports the BDS call's demand for Israel to end occupation and colonization of Arab lands, grant equality to Palestinian citizens of Israel, and implement the right of Palestinian refugees to return.

Strengthening Palestinian agency and amplifying Palestinian voices is the core principle of Sumud and underlies all of Sumud's activities. The Sumud board aims to have a large Palestinian presence with a minimum of one third of the board members being Palestinian.

2 Strategic goals

Sumud has three strategic goals for the operational year 2026.

- 1. Sustaining and expanding existing campaigns.** Sumud will focus on sustaining and expanding its existing campaigns to deepen public engagement, increase political pressure, and build lasting movement infrastructure. This work will involve developing and communicating long-term strategies for each campaign, providing support for local chapters in their organizing efforts, and creating resources and training opportunities for activists.

2. **Securing sustainable and diverse funding.** Sumud will prioritize securing a stable and diverse funding base to ensure the organization's long-term sustainability and political independence. This includes expanding its grassroots donor network, applying for grants that align with its principles, and creating and implementing a comprehensive fundraising strategy.
3. **Strengthening advocacy and lobbying work.** In 2026, Sumud will deepen its advocacy efforts to influence public debate and political decision-making. This includes engaging with media, policymakers, and civil society actors, and strengthening the organization's capacity to act as a credible and consistent voice in support of Palestinian liberation.

3 Administration and finances

3.1 Employees

Sumud currently employs an executive director with 50% working time, a coordinator with 50% working time and an organizational assistant with 50% working time. In addition, Sumud employs interns and trainees.

- The Executive director's work contract will end in December 2025. The position will be continued in January 2026 with 70% working time until December 2026.
- The Coordinator's work contract will end in March 2026. The position will be continued with 70% working time until March 2027.
- The Organizational assistant's work contract will end in March 2026. Sumud will hire a new person for 12 months with 50% working time, with a wage subsidy and the Helsinki benefit.
- Sumud will hire a Campaign coordinator for the year 2026, with 70% working time, focusing on the arms trade campaign.
- Sumud will recruit two full-time university interns for three-month internships. One will be hired in the spring to work on organizing the Third Palestine Summer School held in the summer of 2026, the other in the fall/winter period.

3.2 Organization

Established in June 2023, Sumud went through a massive expansion during its first operative period in 2023–2024. In 2026, Sumud will continue to strengthen and solidify its organizational structure and internal processes as part of its ongoing

growth. Building on the successes and lessons of 2025, Sumud will focus on creating a sustainable foundation for its operations, ensuring continued impact and effectiveness. Besides the above-mentioned strategic goals, Sumud continues to work on the following:

- **Volunteer Engagement:** Sumud will refine its volunteer processes to support recruitment, retention, and development of volunteers for campaigns and organizing.
- **Communication:** Sumud will improve communication and feedback channels between the board, activists, and volunteers, aiming to increase transparency. In 2026, Sumud will also implement a strategic communication plan to ensure clarity, consistency, and impact across its campaigns and organizational work.

3.3 Finances and budget

In 2025, having concluded its first fiscal period, Sumud was able to begin applying for larger grants to supplement the funds raised from individual donors. In 2026, Sumud will work to solidify its base of both individual and institutional donors, while continuing to apply for and utilize grant funding.

Sumud's proposed budget for 2026 includes €93,850 in operational income, €79,500 from fundraising, and €169,300 in total expenses, supplemented by an expected fiscal surplus of €81,248 carried over from the previous year.

3.3.1 Fundraising

In 2026, Sumud will continue fundraising with a money collection permit. Sumud will organise and co-organise fundraising events that direct 50 % or more of the proceeds to Sumud's work.

- Sumud will implement a fundraising strategy to guide its fundraising activities in 2026. In line with the fundraising strategy, Sumud will realize targeted fundraising campaigns and events throughout the year as well as develop its donor communications.
- Sumud will strengthen its monthly donor options to offer more versatile ways to contribute and boost regular donations. The organization will also dedicate funds to advertising membership and donor campaigns to increase their reach.

3.3.2 Grants and external funding

In 2026, Sumud will continue to apply for and utilize external funding to keep it sustainable and further expand its impact. External funding will mainly be used to fund projects, collaborations, events, and other additional activities. External funding will also be used to support the hiring of a campaign coordinator. Sumud's core activities will not be reliant on grants and external funding, and will instead be funded through membership fees, donations, merchandise and other revenue.

- Sumud will apply for small-scale funding for events and projects taking place in 2026 from foundations and Finnish cities.
- Sumud will apply for large-scale funding from Kone Foundation, Jenny and Antti Wihuri Foundation and Connect for Global Change fund to fund projects in 2026.
- For the year 2026, Sumud is a partner in a Kone Foundation funding application for an archival and artistic project documenting Palestine activism in Finland.

3.3.3 Merchandise

Sumud's merchandise includes t-shirts, tote bags, pins, posters, and stickers. Sumud actively seeks out collaborations with artists and brands to develop new designs for and new types of merchandise. Sumud focuses on collaborations with Palestinian artists and designers as well as creators aligned with the Palestinian struggle for liberation. Sumud aims at ensuring that its merchandise is produced sustainably.

- Sumud will continue developing and maintaining its webshop. A hired organizational assistant will have the main responsibility for running the webshop, supported by volunteers.
- Sumud will also continue its existing merchandise campaigns and further develop new ones, offering items through pre-orders.

4 Membership affairs

As of April 2025, Sumud has over 700 members and one institutional member. Members pay an annual membership fee of their choosing: 15 e, 30 e, 60 e, or 120 e. Organizational members are encouraged to choose the highest amount. In the year 2026, Sumud will work to further expand its membership pool as well as strengthen its existing membership base.

- In 2026, Sumud seeks to grow its individual membership base to 1 200, and institutional membership base to 30. Sumud actively recruits new members through events and targeted campaigns as well as social media and website communications.
- Sumud also seeks to strengthen its existing membership base by ensuring that present members choose to renew their membership.
- Sumud will hold one constitutive meeting in June 2026. The meeting invitations, along with the tentative agenda, are sent out to members via email three weeks prior to the meeting.

5 Local chapters

Sumud has local chapters in Helsinki, Hämeenlinna, Jyväskylä, Kuopio, Kouvola, Oulu, and Tampere. Local groups consist of at least three members and are committed to organizing at least three events during the year. Local chapters receive annual funding from Sumud's funds, and are entitled to a 20 % share of merchandise sales and fundraising profits at events that they organize.

- The Sumud board and staff organize 4–6 meetings for local chapters throughout the year with the aim of supporting newly-established local groups, sharing knowledge and updates, and coordinating Sumud's activities. The board and staff offer concrete support, advice, and training to local chapters.
- Sumud will develop a communication strategy to streamline messaging across all levels of the organization and strengthen visibility. Local chapters will also be encouraged to actively participate in campaigns and other shared initiatives.

6 Advocacy work and campaigns

In its advocacy work, Sumud aims at mainstreaming the use of settler colonialism, apartheid, occupation, and genocide as frameworks that explain the situation in Palestine and Israeli politics towards Palestine and Palestinians.

With the ongoing genocide in Gaza, Sumud focuses its advocacy efforts on calling for an immediate and permanent ceasefire in Gaza, allowing humanitarian aid to enter Gaza, and ending Finnish complicity in the genocide by, among other measures, pushing for a ban on arms trade between Finland and Israel.

Sumud's advocacy and campaign work aligns with the goals of the BDS movement. Sumud works to promote decolonial and anti-racist analysis and politics, and draws on international law and human rights and justice-oriented frameworks. Sumud operates first and foremost within the Finnish context and aims to reach Finnish decision makers

and audiences with its advocacy and accountability work.

6.1 Justice Not Arms

Justice Not Arms (JNA) is Sumud's campaign that aims to raise awareness of the arms trade between Finland and Israel and calls for an end to all military cooperation between the states. JNA demands (1) ending Finnish imports of Israeli weapons, (2) banning all arms and dual use export licenses to Israel, (3) revoking the memorandum of understanding with Israel, (4) ensuring Finnish components are not exported to Israel through third parties, and (5) that Finland abides by and upholds international law by respecting the obligations placed upon Finland by the Arms Trade Treaty, rulings of the International Court of Justice, the genocide convention, and similar bodies and treaties.

- Launched in December 2024, the campaign will continue its advocacy and outreach in 2026, and will actively engage new volunteers.

6.2 Church Campaign

Sumud's church campaign, Compassion's Purse (*Laupeuden kukkaro*), calls on the Finnish Evangelical Lutheran Church and its congregations (1) to stop investments in companies that operate in Israel's illegal settlements or are complicit in its occupation and (2) investigate whether they have investments in such companies, including via portfolios, and if so, divest from those investments.

- In 2026, the campaign will continue engaging with the church and the congregations.

6.3 BDS Finland

BDS Finland operates its own Instagram account @boikotoiapartheidia and Facebook account (bds.suomi) where it publishes informative content related to the BDS movement's strategy, targets and BDS campaigns in Finland. BDS Finland organizes campaigns and events, and is actively in contact with companies, institutions, politicians and other entities, with the aim of expanding the pressure on Israel to comply with international law through boycotts, divestments and sanctions. In 2026, the BDS Finland will continue working for Finnish companies to sever their ties to Israel. BDS Finland has two ongoing campaigns, Apartheid Free Zone and Israeli products out of shops.

6.3.1 Apartheid Free Zone

Apartheid Free Zone (*Apartheidista vapaa alue*, AFZ) is a campaign initiated by the BDS Movement. Apartheid Free Zones are organizations, businesses, and other spaces that commit to the BDS movement's targeted boycott guidelines, including academic and cultural boycott in addition to anti-racist action. This exerts material pressure against companies complicit in Israel's war crimes and human rights abuses, as well as brings visibility to the Palestinian struggle for liberation. Sumud coordinates the campaign in Finland. As of April 2025, over 100 spaces across Finland have joined AFZ.

- In 2026, the campaign aims to reach 200 Apartheid Free Zones in Finland.

6.3.2 Israeli products out of shops

The aim of the Israeli products out of shops campaign is to eliminate Israeli products from Finnish grocery stores and department stores. The campaign operates thorough consumer boycotts as well as feedback and pressure campaigns.

- In 2026, the campaign aims to get Finnish shops to remove Israeli dates from their selections.

6.4 Political advocacy

In 2026, Sumud will work to foster its existing networks and establish new connections in its political advocacy work. Sumud aims at strengthening its brand as a reputable organization with knowledge and expertise on Palestine, Finnish policy towards Palestine and Israel, and human rights and justice-oriented frameworks for Palestine.

- The core points of Sumud's political advocacy work in 2026 are (1) increasing Finland's political, diplomatic and economic pressure towards Israel in order to achieve an immediate ceasefire in Gaza and allow humanitarian aid to enter Gaza, (2) building pressure to end Finnish complicity in the genocide in Gaza, including by stopping the arms trade with Israel, and (3) banning illegal settlement products.
- Sumud briefs decision makers on the current situation and history of Palestine using settler colonialism, apartheid, occupation, and genocide as frameworks of analysis. Sumud emphasizes international law and the realization of Palestinians' human and political rights in its political advocacy work.
- Sumud works with all levels of political organizing, and in 2026 seeks to form new connections and strengthen existing ones with civil servants and political groups

including parliamentary parties as well as their youth wings, student organizations and local chapters.

7 Events

In previous years, Sumud has organized dozens of events across Finland including demonstrations, panel discussions, book clubs, movie screenings, concerts, lectures, workshops, art exhibitions, webinars, and educational events.

- In 2026, Sumud is committed to organizing a variety of public events in addition to demonstrations and the Sumud Summer School. Sumud aims to announce events well ahead of time, at least three weeks in advance, on its website, social media and newsletter in order to reach target audiences.
- Intersectionality and inclusion are cornerstones of all of Sumud's events. All of Sumud's events aim to have Palestinian or BIPOC representation, and Sumud also aims to represent gender diversity in its events.
- Sumud aims at making all of its events accessible. Sumud follows safer space guidelines in all of its events and does not allow any kind of discrimination at its events. All events have at least one designated support person who can be contacted in case someone experiences harassment or otherwise inappropriate behavior.
- **Demonstrations.** Sumud continues to organize demonstrations in Helsinki until a permanent ceasefire is reached in Gaza. Local chapters are encouraged to organize protests and demonstrations across Finland.
- **Book clubs.** Sumud's local chapters will continue organizing Palestine book clubs or reading circles. Sumud will seek funding from Visio and KSL Study Centers to realize the courses.
- **Arabic language courses.** In 2026, Sumud will offer six Palestinian Arabic language courses online, three in the spring and three in the autumn. These courses will include one specifically for Palestinians, one for beginners, and one for continuation. Sumud will seek external funding from Visio and KSL Study Centers to lower the participation fees.
- **Event collaborations.** Sumud actively seeks out collaborations with reputable festivals and events by making program proposals throughout the year.

7.1 Palestine Summer School

Established in 2024, the Palestine Summer School is Sumud's annual main event that brings together Palestine activists to deepen their knowledge about Palestine, develop new forms of organizing, and foster a sense of community. The summer school takes

place over a weekend with a program consisting of lectures, workshops, cultural activities, and planning sessions. Sumud invites activists, researchers, and other experts to host programs at the summer school.

- The Third Palestine Summer School will be organized in August 2026. An intern will be hired to take part in the organizing. Sumud's board will decide on a theme for the 2026 summer school.
- The budget of the 2026 summer school is 10 000 euros, which Sumud seeks to gain back with attendance fees, donations and merchandise proceeds. Sumud will commission a poster and merchandise campaign to help cover the cost of the summer school. Sumud will also seek external funding from the KSL Study Center, Tradeka and Otto A. Malm foundation to cover a part of the cost of the event.
- The attendance fees of the summer school will be kept at a EUR 60 cap, and that the Summer School will be made as accessible as possible including with regard to assisting with attendees' travel expenses. In planning the summer school, the board will also consider further fundraising options to achieve accessibility.

7.2 Israeli Apartheid Week

Israeli Apartheid Week (IAW) is a campaign organized by the BDS movement annually in March (#March4Palestine). The goal of IAW is to act as a tool for mobilizing grassroots support on the global level for the Palestinian liberation struggle against Israel's decades-old regime of settler-colonialism and apartheid.

- Sumud board will choose a week in March when IAW will take place in Finland.
- Sumud will take part in organizing IAW across different cities in Finland in line with the BDS committees' theme for the week. Sumud coordinates communications about Finnish IAW in collaboration with its local chapters.

8 Communications

In 2026, Sumud will focus on implementing a unified communications strategy that includes its online presence, social media, promotional materials, and advocacy and media work. The strategy will help strengthen coordination between campaigns, local chapters, and activists, ensuring a cohesive and effective approach to messaging and outreach.

8.1 Website

Sumud's website was launched in November 2024. In 2026, Sumud continues to add content to the website and expand the resources it offers, as well as further develop its technical capacities. The website will be used to improve Sumud's communications and increase transparency about Sumud's activities.

8.2 Social media

Sumud has social media accounts on Instagram, Facebook, X, and YouTube. Sumud's local chapters operate their own social media channels. On social media, Sumud follows its dedicated strategy for social media communications: Sumud strives to offer fact-based information related to Palestine. Sumud is reachable via social media and responds to messages and comments.

- With over 10 700 followers, **Instagram** is Sumud's main social media platform where Sumud's events, statements, and campaign and promotional material are published. Sumud also publishes events and regular posts on **Facebook**.
- **YouTube** is available for live-streaming and publishing recordings of events. In 2026, Sumud aims to increase the amount of content on YouTube by live-streaming or recording a larger portion of its events. Additionally, Sumud will expand its digital presence by hosting webinars, further engaging with its community and enhancing accessibility to its work.
- In 2026, Sumud aims to establish a consistent and engaging presence on **TikTok**, with the account planned to be launched in 2025.
- Sumud maintains a presence on **X** (formerly known as Twitter) to protect the account from misuse, though it is not updated regularly.

8.3 Newsletters

Sumud has two regular newsletters. The Sumud Newsletter highlights news from Sumud and its campaigns, and promotes Sumud's events. The Sumud Newsletter has over 1000 subscribers including members and non-members, and is sent once a month as of May 2025. The Board Greetings newsletter contains a text written by a Sumud board member, employee, or activist. It is sent once a month to Sumud's members.

- With the launch of the new website, Sumud will continue developing the content, concept, and visual identity of its newsletters. The emphasis will be on Palestine and activism related content that subscribers find informative and engaging.
- Sumud will promote newsletter subscriptions increasingly actively in its events,

social media channels, and on its website. Sumud aims to reach 2 000 subscribers for the Sumud Newsletter by the end of 2026.

- In 2026, Sumud will continue experimenting with newsletter campaigns, including donation and membership campaigns.

8.4 Internal communications

Sumud's internal communications with and between activists and volunteers happen via WhatsApp, Signal, and email. As a part of developing Sumud's organizational structure and volunteering processes, Sumud will assess the need to switch to other means of communication or adopt new platforms for communication along existing ones.

9 Partners and stakeholders

In line with its guidelines, Sumud collaborates with activists, researchers, collectives, businesses, organizations, and other actors that work in relevant fields and are committed to anti-racism. Sumud actively looks for suitable new collaborations and partnerships and welcomes more organizational members.

9.1 Collectives for Palestine

Sumud coordinates a network of collectives that are committed to working for Palestine and against racism. The Collectives for Palestine network meets twice a year and will engage in other capacity building for the collectives, to enhance collective power, and in more organized and impactful ways. In 2026, the collectives' meeting will be organized in April and November.

10 International collaboration

Sumud collaborates with Palestinian organizations working internationally, particularly in the Nordic and Baltic countries. In 2026, Sumud will seek to expand its networks with organizations working in and on Palestine by, for example, connecting with Palestinian organizations visiting Finland and taking part in international activist events. Sumud continues its work with the Palestinian BDS National Committee (BNC), and remains a member in the European Coordination of Committees and Associations for Palestine (ECCP). Sumud also aims at organizing visits to Finland for Palestinian and other international scholars, activists, and experts specializing on Palestine.

In 2025, Sumud established an international advisory board composed of individuals

with recognized expertise in the Palestinian struggle. In 2026, Sumud will continue to develop the board, strengthening its role in guiding the organization's strategy, providing expert advice, and expanding Sumud's global reach and credibility.

11 Calendar for 2026

January

- Night of Science
- Demonstration (regularly until a ceasefire is reached)
- Launch of Eurovision boycott campaign
- [Tradeka](#) grant DL
- Start preparations for the annual meeting materials: Annual report 2025, Financial statements 2025, Action plan 2027, Budget 2027. Asking auditors and creating a form to run for the board.

February

- Arabic courses begin
- Sámi national day
- Valentine's Day campaign
- Ramadan related campaign
- [Niilo Helanderin säätiö](#) grant DL
- [Konstsamfundet](#) grant DL

March

- Israeli Apartheid Week
- Palestine block in Women's day march
- Land Day event
- Board meeting approves the drafts of Annual report & Financial statements of 2025
- [Loiva](#) grant DL

April

- Palestinian Prisoner's Day event
- Pre-order merch campaign
- Collectives for Palestine meeting
- Board meeting approves the drafts of Action plan & Budget 2027
- [Otto A. Malm](#) grant DL

May

- Palestine block in Vappu demonstration
- Nakba Day
- EurovisiOFF event
- World Village Festival
- Invitations to Annual meeting, DL to run for the board
- [Jenny ja Antti Wihuri](#) grant DL

June

- Constitutive meeting
- Helsinki Pride
- Application to become a tax-deductible organisation
- [Grafia](#) grant DL

July

- Summer break

August

- The Third Palestine Summer School
- [Kansan sivistysrahasto](#) grant DL

September

- Newcomers night
- Pre-order merch campaign
- [Kone Foundation](#) grant DL
- [Connect for Global Change](#) grant DL

October

- Fundraising concert
- [Visio](#) support DL

November

- International Day of Solidarity with the Palestinian people
- Collectives for Palestine meeting

December

- Christmas card campaign

Open Date

- Tampere Palestine film festival
- [Tampere culture project](#) grant
- [KSL support](#) for courses