



SUMUD

THE FINNISH PALESTINE NETWORK

صُموَد - شَبْكَةِ فِلَسْطِينِ الْفِنْلَنْدِيَّةِ

Action Plan for 2025

Approved by the constitutive meeting on December 2, 2024.

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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 2025.

1. Establishing Sumud as a reputable activist and expert organization through strategic communication and strengthening Sumud's connections with new and existing partners, collaborators, and stakeholders as well as influencing decision-makers and opinion leaders from various target audiences.
2. Stabilizing and developing Sumud's internal structures and processes by building volunteering pathways, creating strong employer and organizational systems and cultivating a solid funding base.
3. Localizing Sumud and Palestine by expanding and reinforcing the network of Sumud's local chapters across Finland.

3 Administration and finances

3.1 Employees

Sumud currently employs a coordinator with 70 % working time and an organizational assistant with 50 % working time. In addition, Sumud employs interns and trainees.

- In line with developing Sumud's organizational structures, Sumud will hire an executive director with a part-time (50 %) contract in January 2025. Reporting to the Sumud board, the executive director will oversee Sumud's finances, coordinate activities, and implement the organization's strategy.
- The coordinator's work contract will continue with 70 % working time until March. From March, the position will be continued with 50 % working time.
- The organizational assistant's work contract will end in April 2025. The position will not be filled again, as wage subsidy and Helsinki city funding for the position ends.
- Sumud will recruit two full-time university interns for three-month internships. One will be hired to work on organizing the Second Palestine Summer School in the summer of 2025, the other in the fall/winter period.

3.2 Organization

Established in June 2023, Sumud has gone through a massive expansion during its first operative period in 2023–2024. Sumud continues to grow as a movement and as an organization: as part of this growth, Sumud seeks to develop and solidify its organizational structure and internal processes. One of Sumud's strategic priorities for 2025, this work includes the following actions:

- Sumud continues to work on developing its volunteering processes. The goal of this work is to create a clear path for activists and volunteers taking part in Sumud's activities through local chapters and various campaigns and working groups. As a part of developing a volunteer path, Sumud will implement measures helping to (1) recruit and onboard newcomers, (2) support and reward current activists, and (3) make sure that leaving volunteer tasks happens in a coordinated way.
- The Sumud board will establish a channel for reporting misconduct and other inappropriate and unethical behavior. Sumud will also work on improving communication between the board and activists as well as developing its channels for giving feedback. Sumud is committed to safer space guidelines and taking concrete action against all forms of discrimination, including racism, sexism, islamophobia and antisemitism.
- In its guidelines, Sumud is committed to nominating an international advisory board to assess the activities of the organization and give advice to the board. In the second half of 2025, the Sumud board will move forward with the nomination of 5–10 people for the international advisory board. As per Sumud's guidelines, the nominees will be people who are well-known and involved in the Palestinian struggle.

3.3 Finances and budget

Sumud's first fiscal period spanned 1.5 years from June 2023 to December 2024. During this period, Sumud's core funding was built on membership fees, donations, and proceeds from fundraising events and merchandise sales. In 2025, Sumud will continue establishing a sound and independent funding base built on the sustained support of members and donors.

- Sumud's proposed budget for 2025 is 93 739 euros.

3.3.1 Fundraising

In 2025, Sumud continues fundraising with a money collection permit. Sumud takes part in organizing fundraising events that direct 50 % or more of the proceeds to Sumud's work.

- Sumud will develop a fundraising strategy to guide its fundraising activities in 2025. 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 launch a monthly donorship program to offer more versatile donation options and boost donations. Sumud will dedicate funds to advertising membership and donorship campaigns to increase their reach.

3.3.2 Grants and external funding

After concluding its first fiscal period and submitting its first financial statement at the end of 2024, Sumud is eligible for a wider array of external funding opportunities. In 2025, Sumud actively seeks out suitable grants and other external funding possibilities to supplement its core funding. External funding will mainly be used to fund projects, collaborations, events, and other additional activities.

- Sumud will apply for small-scale funding for events and projects taking place in 2025 from foundations and Finnish cities.
- Sumud will apply for large-scale funding from Kone Foundation and Jenny and Antti Wihuri Foundation to fund projects in 2026.
- For the year 2025, 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, and posters. 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. With the launch of Sumud's webshop in December 2024, revenue from merchandise is expected to increase during 2025..

- In 2025, Sumud is preparing to launch a merchandise collaboration with AIDA collectives.
- Sumud will continue developing and maintaining its webshop. As part of these efforts, Sumud will recruit volunteers to help with running the webshop.

4 Membership affairs

As of November 2024, Sumud has nearly 700 members across Finland. Members pay an annual membership fee of their choosing: 15 e, 30 e, 60 e, or 120 e. In the year 2025, Sumud will work to further expand its membership pool as well as strengthen its existing membership base.

- In 2025, Sumud seeks to grow its membership base to 1 200. 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. In 2025, Sumud will begin reaching out to members with personalized letters to prompt membership fee payments.
- Sumud will hold one constitutive meeting in June 2025. The meeting invitations, along with the tentative agenda, are sent out to members via email four weeks prior to the meeting.

5 Local chapters

Sumud has local chapters in Helsinki, Hämeenlinna, Jyväskylä, Kuopio, Kouvola, Meri-Lappi, 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 trainings to local chapters.

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 which 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) undoing the memorandum of understanding with Israel, (4) ensuring Finnish components are not exported to Israel through third parties, and (5) that Finland abide by and uphold international law by respecting the obligations placed upon Finland by the Arms Trade Treaty, the International Court of Justice, and the United Nations.

- Launched in December 2024, the campaign will continue its advocacy and outreach in 2026 alongside actively engaging 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 2025, the campaign will continue engaging with the church and launch the public campaign.

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 2025, 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. In 2024, 90 spaces across Finland joined AFZ.

- In 2025, 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 2025, the campaign aims to get Finnish shops to remove Israeli dates from their selections.

6.4 Political advocacy work

In 2025, Sumud works 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 2025 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 2025 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 2023–2024 Sumud organized tens of events across Finland including demonstrations, panel discussions, book clubs, movie screenings, concerts, lectures, workshops, art exhibitions, webinars, and educational events.

- In 2025, 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 and BIPOC representation, and Sumud also aims to represent gender diversity in its events.
- Sumud aims at making all of its events accessible. Sumud abides by 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 one demonstration or protest each month 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 in Helsinki and Tampere will continue organizing Palestine book clubs or reading circles. Sumud will seek funding from the KSL Study Center to realize the courses.
- **Arabic language courses.** In 2025, Sumud seeks external funding from the KSL Study Center to realize two Palestinian Arabic language courses online. A dedicated course will be reserved for adult language learners with Palestinian background, while another course will be open to all involved in the Palestine movement.
- **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 **Second Palestine Summer School will be organized in August 2025.** An intern will be hired to take part in the organizing. Sumud's board will decide on a theme for the 2025 summer school.
- The budget of the 2025 summer school is 9 000 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 to cover a part of the cost of the event.

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.

- The 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

Sumud works to build increasingly strategic communications. In 2025, Sumud will work on building a unified communications strategy including its communications online, on social media, in promotional material and in its advocacy and media work. This work will build toward developing a media strategy in 2025–2026.

8.1 Website

Sumud's new website was launched in November 2024. In 2025, Sumud continues to add content to the website and expand the resources it offers. 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 nearly 10 000 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**.
- Sumud maintains a presence on **X** (formerly known as Twitter) in order to promote events and publish communications when need be.
- **YouTube** is available for live-streaming and publishing recordings of events. Sumud aims to increase the amount of content on YouTube by moving to live-stream or record a larger portion of its events.
- In 2025, Sumud aims to put together a team of volunteers who could manage and produce content for a **TikTok** account.

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 nearly 900 subscribers including members and non-members, and is sent once a month as of December 2024. 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 1 500 subscribers for the Sumud Newsletter by the end of the year.

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.

9.1 Collectives for Palestine

Sumud coordinates a network of collectives that are committed to working for Palestine. The Collectives for Palestine network meets once a year. In 2025, the collectives' meeting will be organized in May.

10 International collaboration

Sumud collaborates with Palestinian organizations working internationally, particularly in the Nordic and Baltic countries. In 2025, 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 (PNC), and Sumud's board

will also decide about Sumud's membership 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.

11 Calendar for 2025

January

- Night of Science, January 9, 2025
- Demonstration (every month until a ceasefire is reached)

February

- Arabic course begins (1/2)
- Arabic course begins (2/2)
- Reporting about 2023–2024 begins

March

- Israeli Apartheid Week

April

- Event

May

- Collectives for Palestine meeting
- Nakba Day

June

- Constitutive meeting
- Event

July

- Event

August

- The Second Palestine Summer School
- Event

September

- Event

October

- Event

November

- Event

December

- Event