
LESSONS LEARNT FROM THE FESTIVAL

Project Name: Biodiversity Conservation and Community Development in Al-Makhrour Valley in Bethlehem, Palestine Project - Funded by Darwin Initiative – UK

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Activity 2.12. Prepare the follow up report for the success and lessons learnt from the festival

Participation & participation: the preparation started with inviting the Farmers, women cooperatives and small scale producers in the four communities to participate in the festival through an application form that was distributed to them during their meetings with PMNH, and through the municipalities and village council. So the process was not initiated from the beginning of the production cycle, we have learnt that it would boost participation by farmers and if the preparation could end at an earlier stage since the farming cycle of the farmers. Actually this is what's intended to be done on the second festival on the scope of the third year.

Pre-festival selling workshop: although participants were exposed to several workshops & trainings, there had been comments by the festival attendees from the public that prices and selling techniques could be improved, although many had expressed their happiness with the experience. There were 13 booths with 17 exhibitors from farmers, women cooperatives, women clubs and small scale producers, and the exhibits were fresh vegetables (tomato, grapes, eggplant quince, olive, pomegranate an green leafs - mint – parsley - sage), pickles, dried fruits, dairy products, honey, jams, oil, molasses, pastry, embroidery, woodcraft, wool crafts, bead and stone accessories. We have learnt that a small session workshop to all participants could enhance their pricing and selling methods and achieve more sales

and create higher level of consumer loyalty. We will incorporate to work this either on the individual level or in a general workshop before the coming festival.

Coordination: Beit Jala Municipality was very cooperative during the preparation of the festival, whereby they offered us their property to use for the festival, booths, electricity and other logistics arrangements. TORs were prepared for the festival site supplies (stage, sound, lights, food court booths ... etc.), festival printings (invitation cards, flyers, posters, booths banners, stage banners and street banners), rental of tables and chairs. The process needed and consumed a lot of time and resources. We have learnt is that an earlier coordination leads to more efficient processes, through the engagement of the exhibitors themselves. So they should be more involved in preparation to increase their ownership of the selling activity. And this will be practiced partially in the second festival.

Research & publicity: The festival was announced in Al Quds newspaper, Facebook boosting event, and radio spot broadcasting. In addition to 8 street banners that were hanged in very lively areas in Bethlehem district, as well as distributing flyers and posters at restaurants and supermarkets and overcrowded areas. Local media was invited to the opening of the festival, and live coverage was made by Palestine TV and Radio Mawwal, in addition to the interviews conducted with the project manager and mayor of Beit Jala Municipality. This was effective in terms of announcing the event, but as a sustainable development activity the going concern for the selling points is more intended impact of the project and this shall be incorporated more in the media plan for the coming festival event.

Links for festival media coverage:

https://www.bethlehem.edu/news/2019/nabe-khayrat-icp-pmnh?utm_source=dlvr.it&utm_medium=facebook

<https://www.facebook.com/PalestineTv/videos/389064305350142>

<https://www.facebook.com/RadioBaladna95.7/photos/a.2735142279858904/2735147443191721/?type=3&theater>

<https://www.facebook.com/mawwalfm/videos/326684311476889/UzpfSTeZNTk5NzIzNjQ1NzYyNzoyODQ1NTg3ODQ1NDk4NTM5/>