



Cultural heritage values as  
a medium for women cooperative  
entrepreneurial journey

A case-study from Palestine

# Conflict/post conflict recovery: Where to start from?

## Loss

Beloved ones

Built environment  
(including CH and  
landscapes)

Human capital  
(displacement,  
migration, intangibles)

## Sense of

Urgency

Helplessness

Abandonment

## Lack of

Revenues

Hope

Trust

## Yemen proves it: in western eyes, not all 'Notre Dames' are created equal *Lamya Khalidi*

Fri 26 Apr 2019 09:30 BST



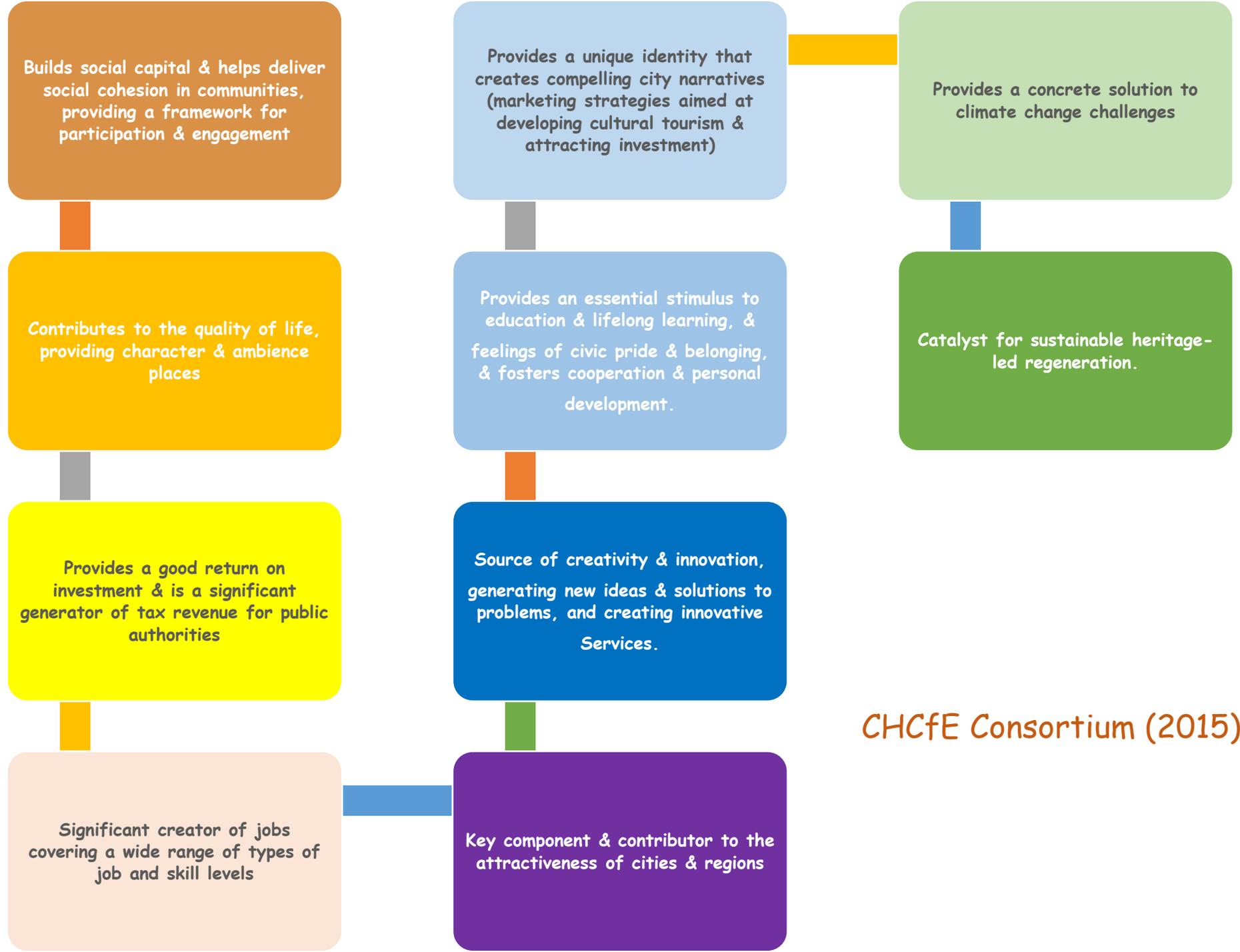
As an archaeologist, I've seen Yemen's rich heritage. But for too many world leaders, only arms sales really matter



The old city of San'aa on June 12, 2015 following an overnight Saudi-led air strike. 'Every day I watch Yemen burn, and every day I hear only silence.' Photograph: Mohammed Huwais/AFP/Getty Images

Like everyone else the world over, I watched in horror last week as **Notre Dame** burned and its spire fell. I saw the stunned reactions of onlookers on the news, on social media and in front of television sets and phone screens on the streets of Nice, where I live. A part of France's national identity and an international symbol of Paris was collapsing before our eyes.

# Cultural Heritage



CHCfE Consortium (2015)



As highlighted by David Throsby, "Cultural value...is **multifaceted concept** reflecting qualities such as the **aesthetic, symbolic, spiritual or historical** values attaching to a particular item" (Throsby 2010:20).

The Ancient City of Aleppo, UNESCO WHS



**Cultural goods and services** embody **cultural value** and **yield cultural and economic values**. They are therefore, **valued** by the **person who makes** them but also by **those who consume them** because of a cultural value attributed to the good/service. In addition to the **duality of value**, Throsby argues that cultural goods and services encompass **three distinctive qualities**: "they require some input of **human creativity** in their production; they are **vehicles for symbolic messages** for those who consume them; ...they contain, at least potentially, some **intellectual property**" (Throsby 2010:16).

Traditional craft skills and arts of Al-Naoor, Inscribed in 2021 on the Representative List of the Intangible Cultural Heritage of Humanity

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"Heritage conservation deals with keeping values for further generations. Given the definition of the heritage as cultural capital, and of conservation as an investment process, the aim of conservation is to keep a unique capital that can provide many cultural, social and economic values in the future and in a sustainable way. Such allocating process of unique resources becomes today a strategic opportunity to address the sustainability challenges."

(Ost 2019:288)



WHS of Palmyra, Syria

## Outcomes from heritage conservation



Hisham Palace, Tentative List of Palestine for Natural and Cultural Heritage Sites with potential OUV

*Use (marketable) values = occupation of a heritage building, enjoyment of visitors who experience the visit of a monument*



Sebastia, Tentative List of Palestine for Natural & Cultural Heritage Sites with potential OUV



*Non use (non marketable) values = Individuals and groups which value cultural heritage for its mere existence (willingness-to-pay)*



WHS Palestine: Land of Olives and Vines - Cultural Landscape of Southern Jerusalem, Battir



*Positive externalities= outcomes to third parties (tourism, shops, output, incomes, jobs,...)*



WHS Birthplace of Jesus: Church of the Nativity & the Pilgrimage Route, Bethlehem

*Negative externalities= outcomes to third parties (pollution, noise, increase of living cost, gentrification,...)*



**Outcomes from conservation works (sustainable, inclusive and local jobs)**





جمعية العمل النسوي لرعاية وتأهيل المرأة

The Association of Women's Action for Training and Rehabilitation

Founded in 1994, AOWA aims to activate the role of Palestinian women & mobilize their energies in the Palestinian society, to bring about a change in the stereotypical view of the role of women in society. But to empower women there is an urgent need to tackle their primary needs first.

### Goals

- 1-Build women's awareness about their political, national and social rights;
- 2-Economic empowerment and entrepreneurship.

**Branches:** Hebron, Jenin, Jericho, Ramallah & Tubas

### Main message

You can make it and you can be a partner in your community's sustainable development.

### Activities :

- Raise women awareness about their political, economic and social rights and mobilize their energies to defend those rights;
- Capacity building and training in artisanal production.
- Empower women to participate in municipal and village councils;
- Enhance the role of young women in society;
- Raise awareness re the importance of laws and lobby for equality and social justice;

<http://www.aowa.ps/>

<https://www.facebook.com/aowa2009/>



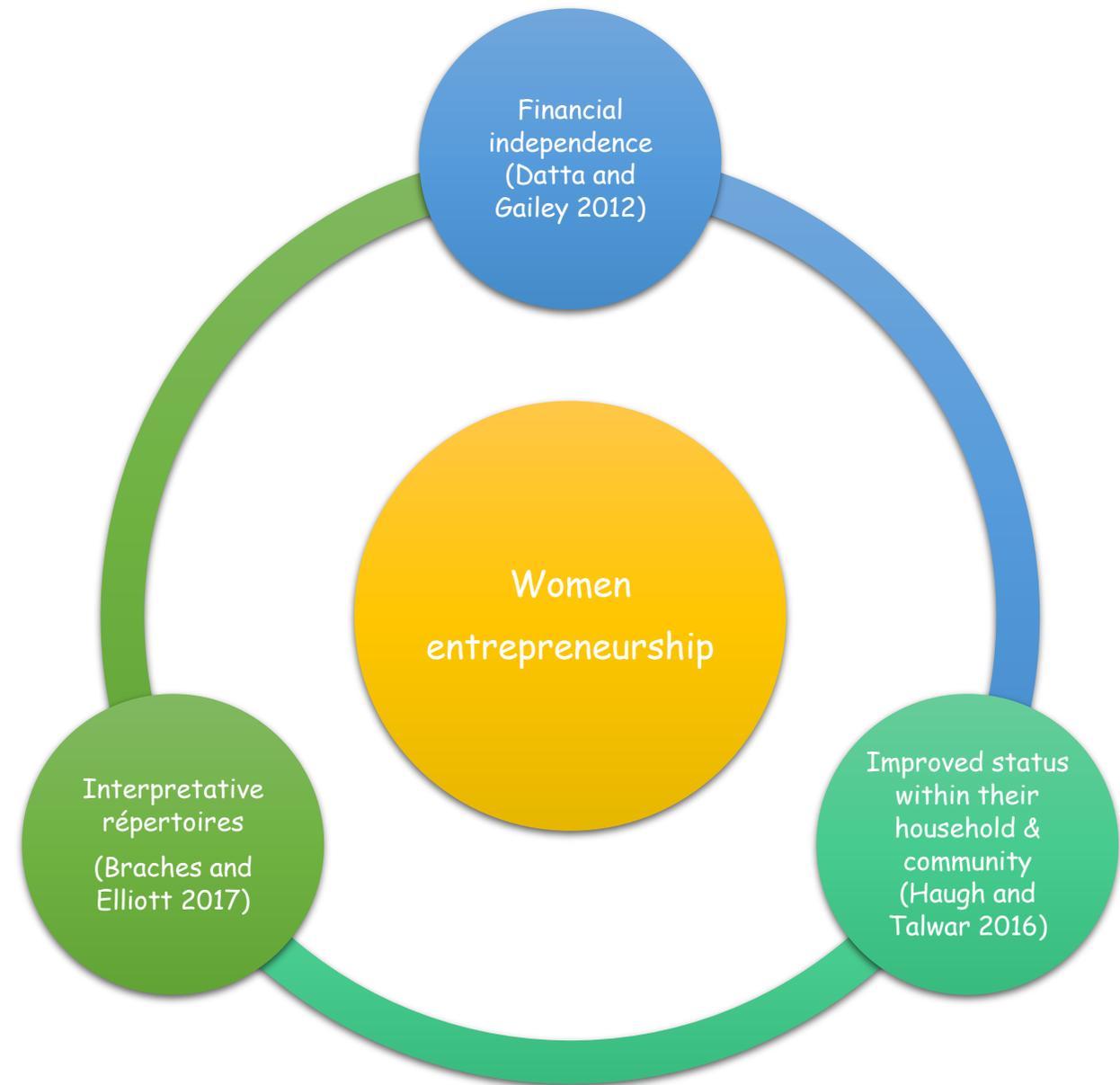
## Intangible cultural heritage (ICH)

"the practices, representations, expressions, knowledge, skills - as well as the instruments, objects, artefacts and cultural spaces associated therewith - that communities, groups and, in some cases, individuals recognise as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity"

(UNESCO, 2003)



The investment decision in the human capital is not only to preserve the cultural heritage (and cultural capital) providing cultural, economic, environmental and social values, but also providing an adequate answer to the challenges raised in the context of the Palestinian heritage.



### WEST BANK BARRIER

Constructed Concrete	Constructed Fence	Unconstructed Planned
Agricultural gate		

64% Constructed

36% Not Constructed/Planned

710 Km

#### MOVEMENT OBSTACLES

Checkpoint (Permanently Staffed)	Earthmound
Checkpoint on the Green Line	Roadblock
Partial Checkpoint (Occasionally Staffed)	
Road Gate (Usually Closed)	Earth Wall
Road Gate (Usually Open)	Road Barrier
Observation Tower	Trench

#### CIVIL INFRASTRUCTURE

Prohibited Road (Palestinian Vehicular use Forbidden)	
Main Road	Tunnel/Underpass
Other Road	Israeli Under Construction Roads
Roads inside Israeli Settlements and Military Bases	

#### CLOSED AND RESTRICTED AREAS

Israeli Military Base <i>Access is prohibited</i>	East Jerusalem (Based on Israel's Unilateral Annexation) <i>(Palestinians from other parts of the oPt generally require permits to enter)</i>
Israeli Firing Zone and Jordan Valley Military Buffer Zone <i>Access is prohibited</i>	Israeli Nature Reserve <i>(Land use is restricted)</i>

#### ISRAELI SETTLEMENTS

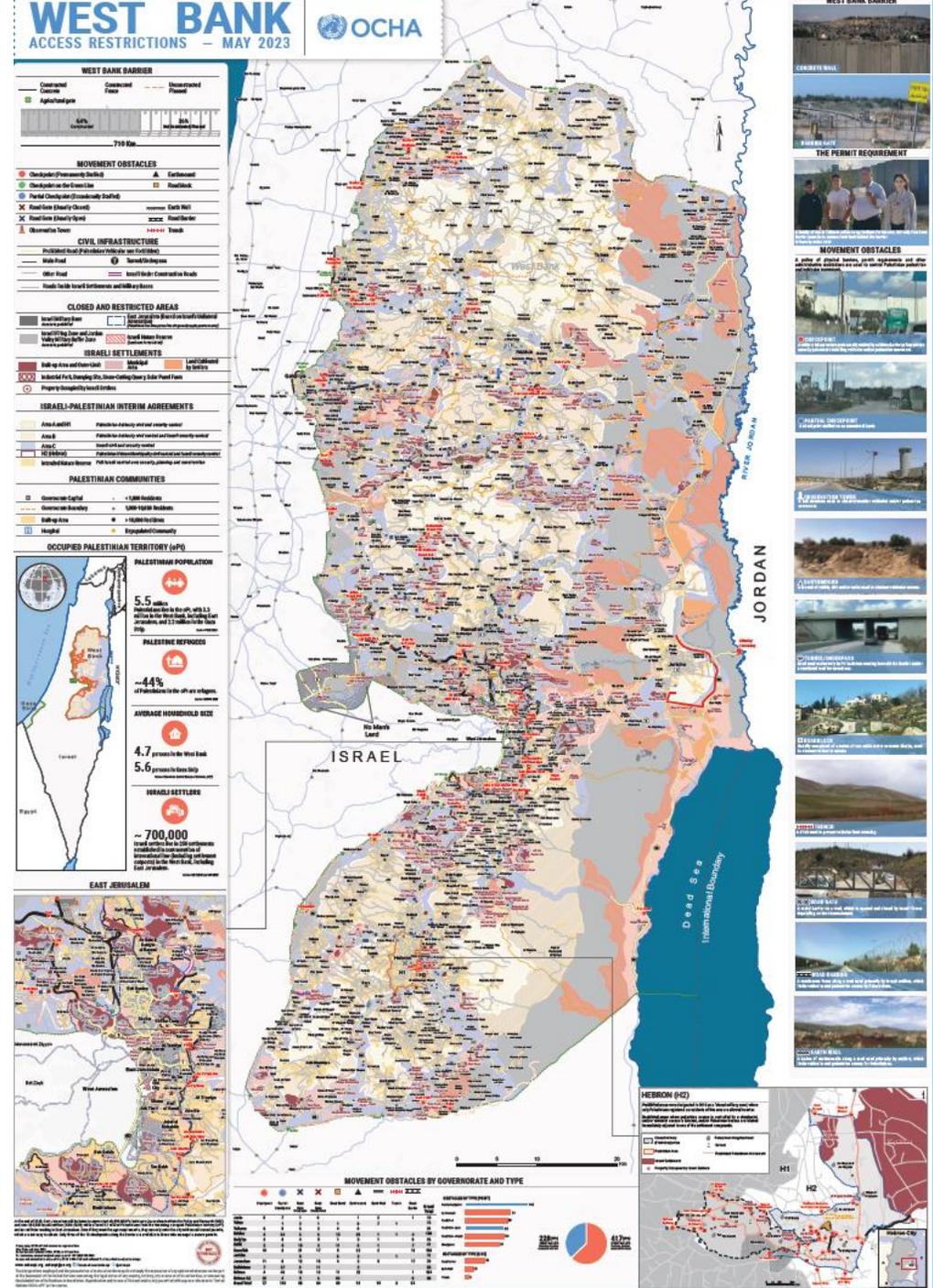
Built-up Area and Outer-Limit	Municipal Area	Land Cultivated by Settlers
Industrial Park, Dumping Site, Stone-Cutting Quarry, Solar Panel Farm		
Property Occupied by Israeli Settlers		

#### ISRAELI-PALESTINIAN INTERIM AGREEMENTS

Area A and H1	Palestinian Authority civil and security control
Area B	Palestinian Authority civil control and Israeli security control
Area C	Israeli civil and security control
H2 (Hebron)	Palestinian Hebron Municipality civil control and Israeli security control
Intended Nature Reserve	Full Israeli control over security, planning and construction

#### PALESTINIAN COMMUNITIES

Governorate Capital	< 1,000 Residents
Governorate Boundary	1,000-10,000 Residents
Built-up Area	> 10,000 Residents
Hospital	Depopulated Community



Main issue at stake



- Lack of freedom of movement and access to work, health centers, schools and universities
- Control of water resources and destruction of crops. Most of the farmers are women. Perennial olive trees are cut down and produce is confiscated
- Showering of wastewater from settlements/settler, flooding cultivated lands, increasing insects, foul odors, and reptiles, destroying crops & spreading diseases.
- Home demolishing displacement, dispersing families and home confinement

# Other issues at stake

## Limited access

- Societal acceptance of the idea of women's participation in development and in the public sphere.

## Legal environment

- Although there is a cooperative labor law, it needs to take a gendered perspective into consideration, and to ensure women's access to inheritance.

## Lack of resources

- Donors agendas
- Lack of financial and physical resources

## Traditional craftsmanship



Crafting tradition olive oil soap



The art of embroidery in Palestine, practices, skills, knowledge & rituals

## Knowledge & practices concerning nature & the universe



Traditional methods of cuisine



Crafting tradition olive oil soap & essential oils



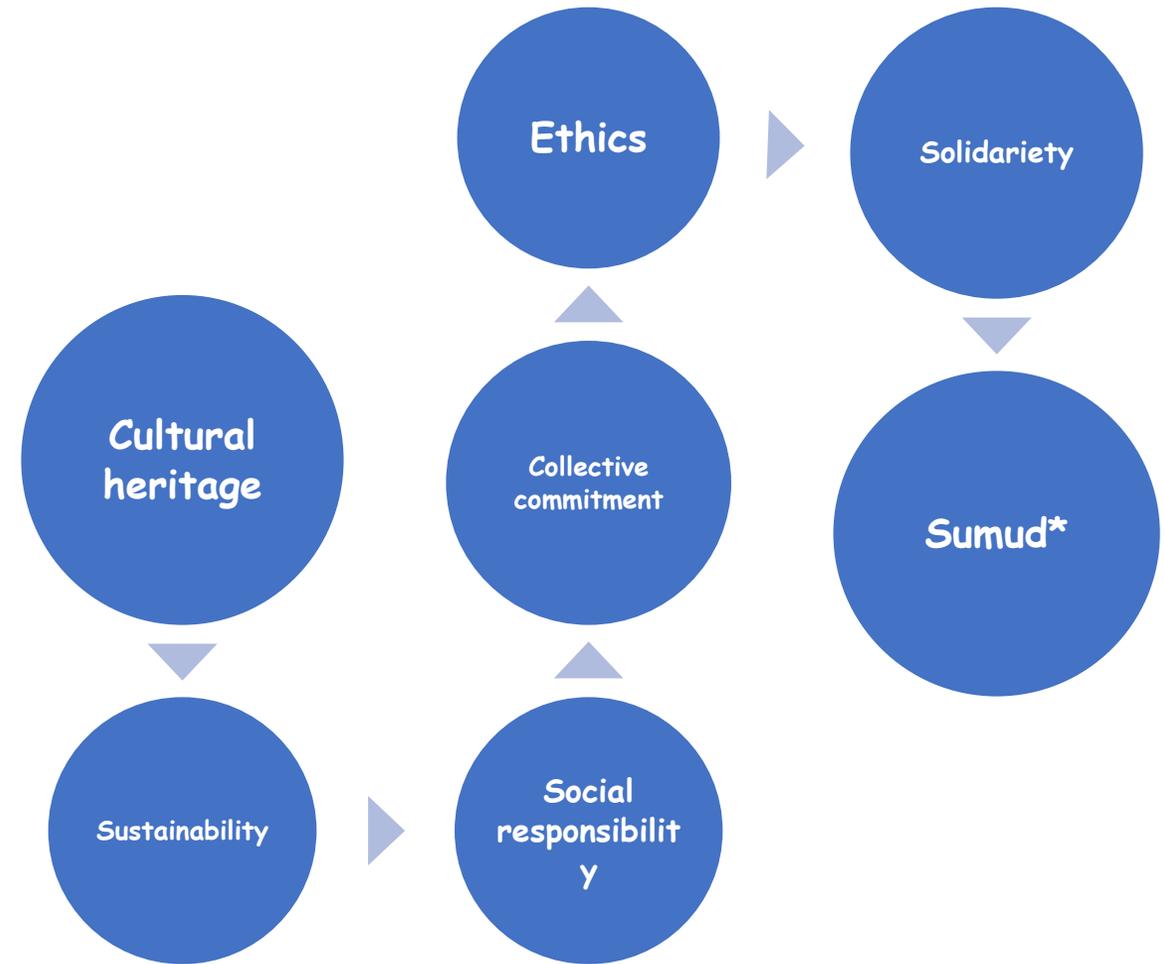
The art of carpentry



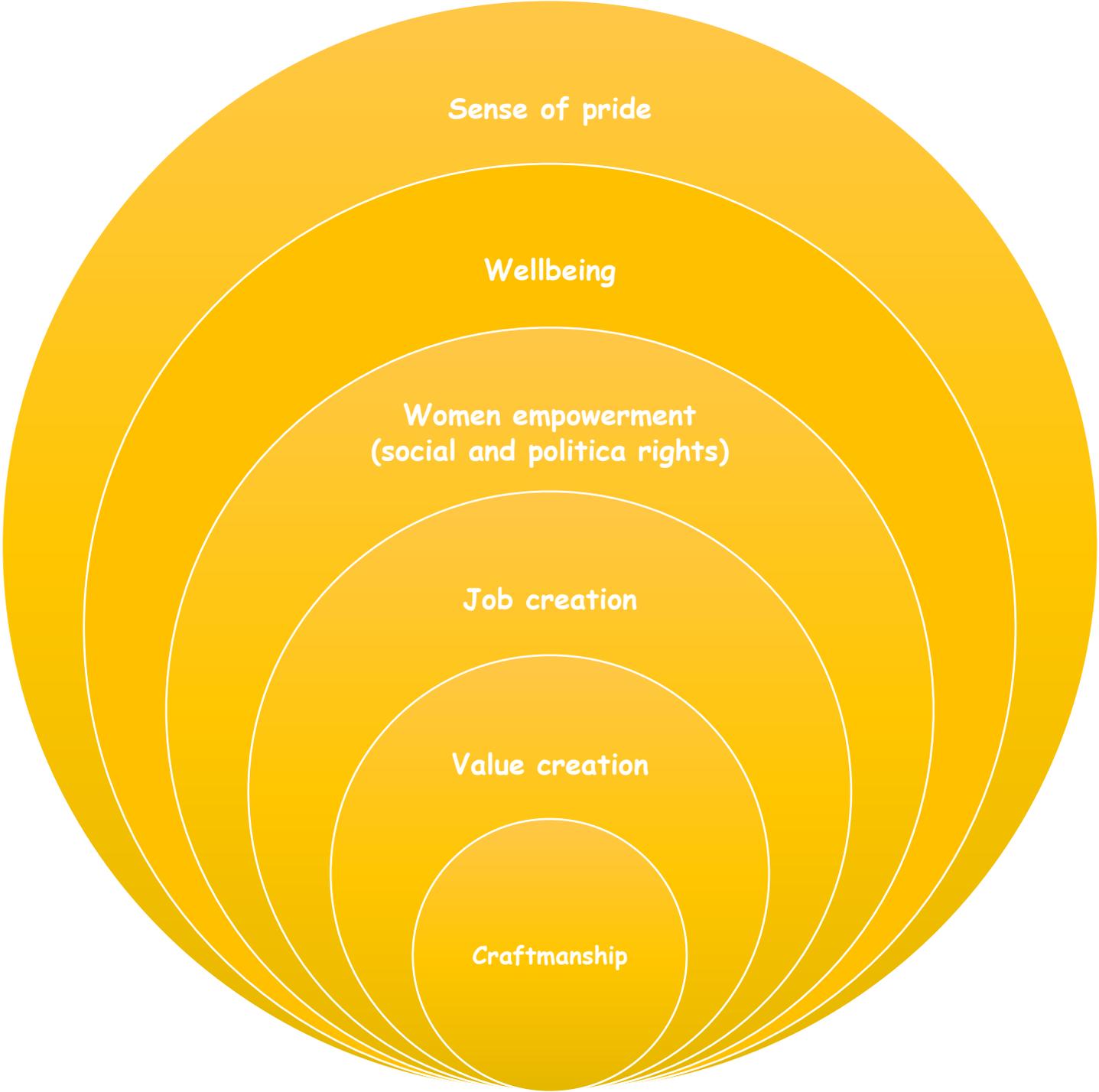
Traditional methods of agriculture



## Why cultural heritage?



Sumud literally means steadfastness and the determination not to leave or be violently deposed from their land. The resilience of the individual is part of a collective political resistance.



Sense of pride

Wellbeing

Women empowerment  
(social and political rights)

Job creation

Value creation

Craftmanship



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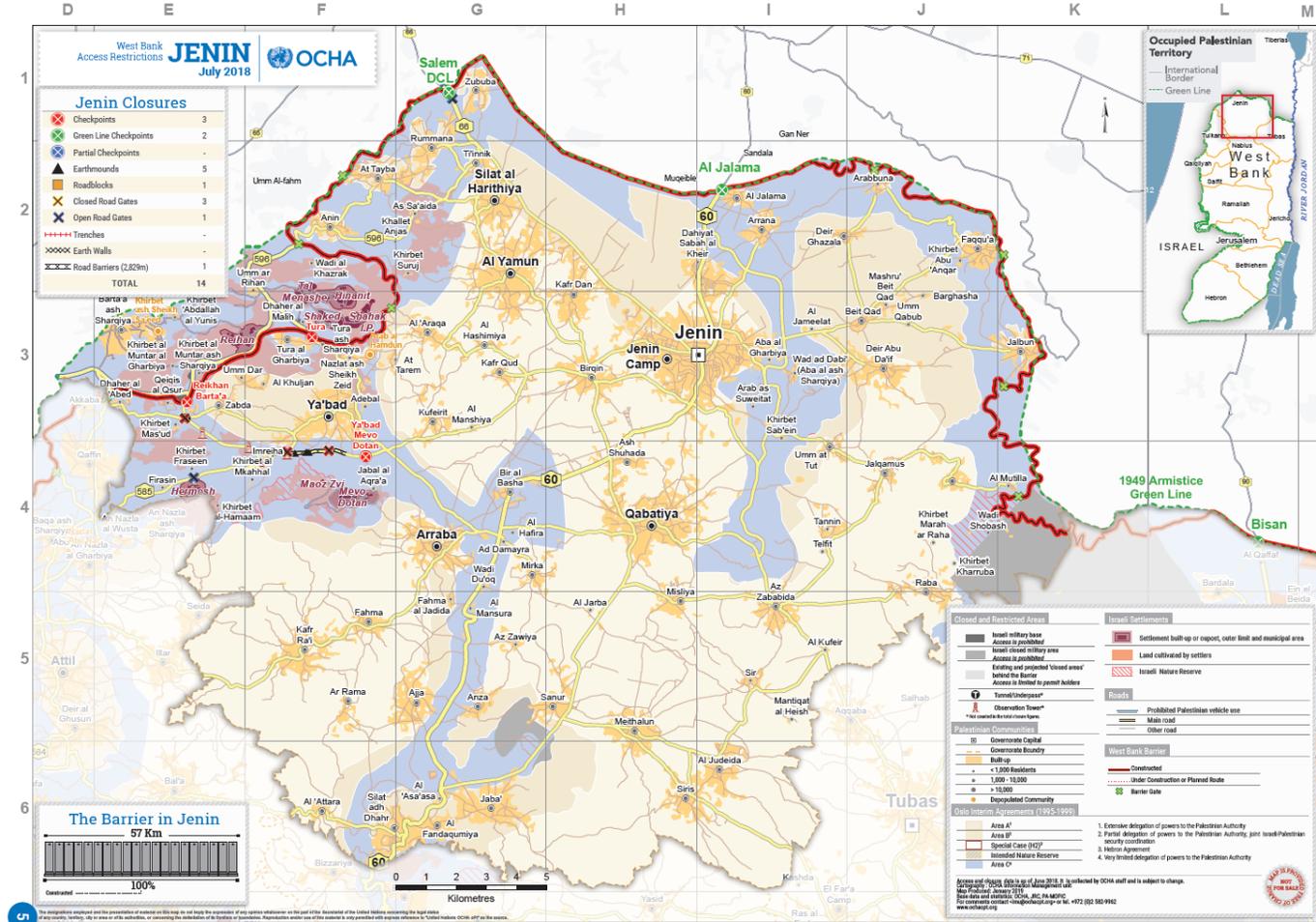
# Jenin refugee camp

Phase I



12 women

Crafting traditional olive oil soap



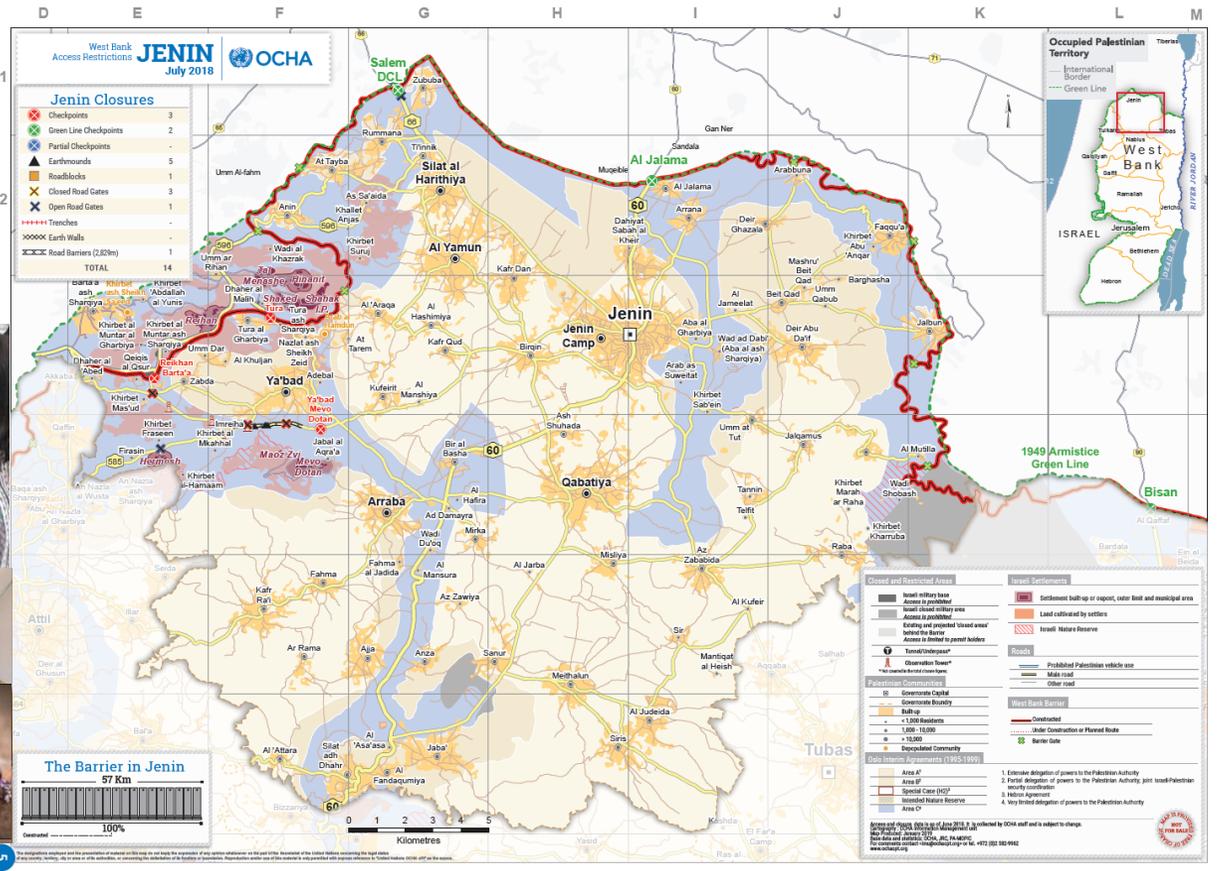
OCHA the United Nations Office for the Coordination of Humanitarian Affairs



# جمعية العمل النسوي لرعاية وتأهيل المرأة

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## Phase II



46 women (18 permanent, 28 seasonal)

Crafting traditional olive oil soap (Jenin refugee camp)

Cultivating herbs: mint, lavender and sage (Arraba & Yabad villages)

Producing essential oils: mint, lavender and sage & jojoba (Jenin refugee camp)

OCHA the United Nations Office for the Coordination of Humanitarian Affairs

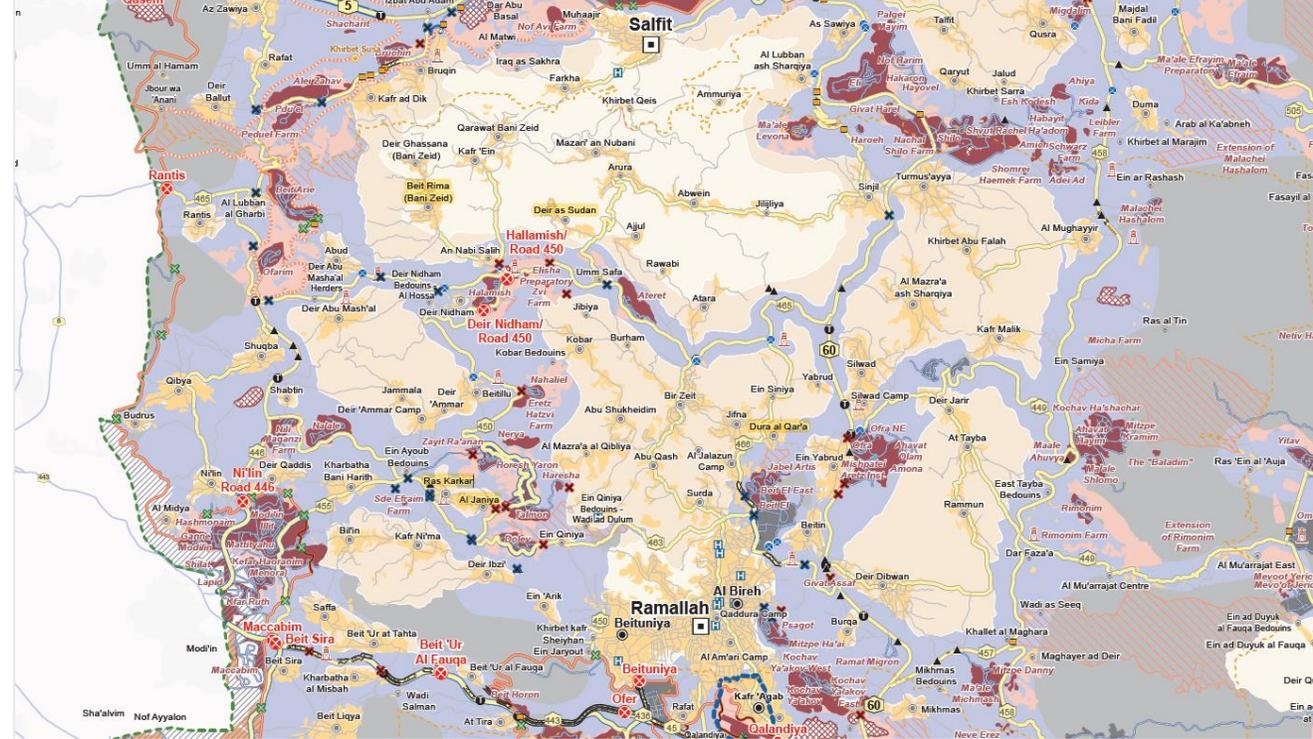


# جمعية العمل النسوي لرعاية وتأهيل المرأة

## The Association of Women's Action for Training and Rehabilitation

### Ramallah villages

- 12 women
- Villages: Ras Karkar, Al Janiya, Dura al Qar'a', Beit Rima & Deir As Sudan.



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H2 (Hebron)	Palestinian Hebron Municipality civil control and Israeli security control
Intended Nature Reserve	Full Israeli control over security, planning and construction

### MOVEMENT OBSTACLES

⊗ Checkpoint (Permanently Staffed)	▲ Earthmound
⊗ Checkpoint on the Green Line	■ Roadblock
⊗ Partial Checkpoint (Occasionally Staffed)	⊗ Earth Wall
⊗ Road Gate (Usually Closed)	⊗ Road Barrier
⊗ Road Gate (Usually Open)	⊗ Trench
⊗ Observation Tower	

### CIVIL INFRASTRUCTURE

⊗ Prohibited Road (Palestinian Vehicular Use Forbidden)	⊗ Tunnel/Underpass
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⊗ Other Road	⊗ Roads inside Israeli Settlements and Military Bases

### CLOSED AND RESTRICTED AREAS

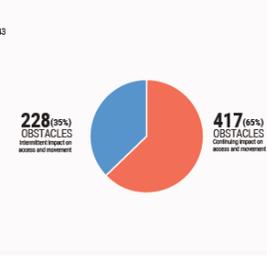
⊗ Israeli Military Base	⊗ East Jerusalem (Based on Israel's Unilateral Annexation)
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### ISRAELI SETTLEMENTS

⊗ Built-up Area and Outer-Limit	⊗ Municipal Area	⊗ Land Cultivated by Settlers
⊗ Industrial Park, Dumping Site, Stone-Cutting Quarry, Solar Panel Farm		
⊗ Property Occupied by Israeli Settlers		

### MOVEMENT OBSTACLES BY GOVERNORATE AND TYPE

Governorate	Checkpoint	Partial Checkpoint	Road Gate Usually open	Road Gate Usually closed	Road block	Earthmound	Earth Wall	Trench	Road Barrier	Grand Total
Jenin	3	7	1	3		1	2		1	18
Tulkarm	1	2	1	1		8	7		1	16
Tulkarm	6	3	6	2	4	3				24
Nablus	4	34	6	6	15	29	1	1	4	100
Qalqilya	2	8	4	5	1	2	1		3	26
Salbit	2	5	10	2	11	3	1		7	41
Ramallah	10	8	21	17	5	22	2		18	103
Jericho		5			3	2		1		11
Jerusalem	11	3	12	18	4	2	5		17	72
Bethlehem	7	27	3	11		2				50
Hebron	4	43	10	13	11	22			1	104
Hebron-H2	28	4	5	6	34				3	80
Grand Total	77	143	85	84	89	91	19	3	54	628





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## Hebron, historic city centre

12 women (H2)

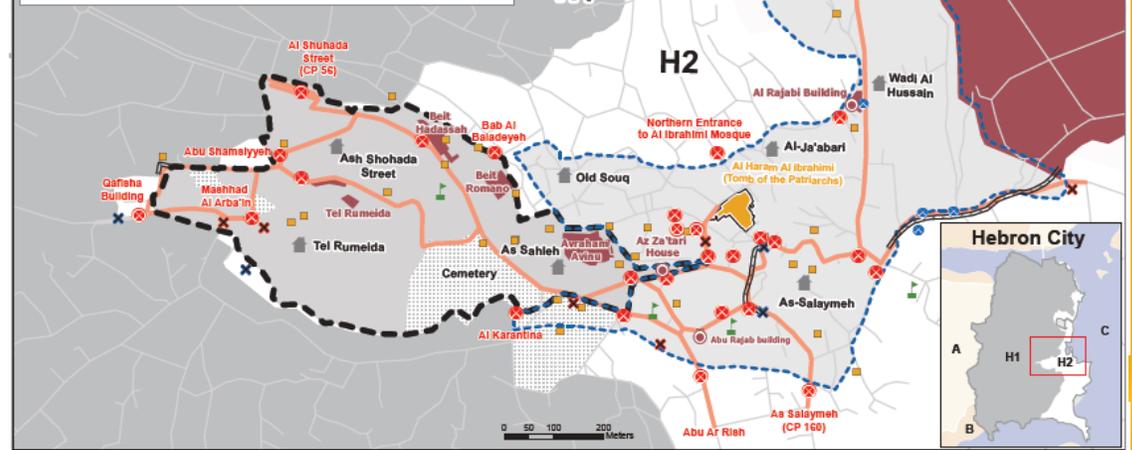
Project started in 2013. "House of Carpentry for Women" was the winner of GIZ 2016 "Manara Award for Promoting Gender Equality",



## HEBRON (H2)

Prohibited areas were designated in 2015 as a 'closed military zone', where only Palestinians registered as residents of this area are allowed to enter.

Restricted areas where pedestrian access is controlled by a checkpoint, and/or vehicular access is blocked, and/or Palestinian houses are located immediately adjacent to one of the settlement compounds.



SHUHADA ST. HOW ISRAEL TURNED HEBRON INTO A GHOST TOWN. PHOTO: Human figures: BT Salem. Street: Youth Against Settlements. SOURCES: the hup-hebron, WWW.VISUALIZINGPALESTINE.ORG

## HERITAGE UNDER THREAT

ISRAEL'S TAKEOVER & SEGREGATION OF HEBRON'S OLD CITY



SHUHADA STREET. Settlers occupy only, closed to Palestinians since 1997. VISUALIZINGPALESTINE.ORG



# جمعية العمل النسوي لرعاية وتأهيل المرأة

## The Association of Women's Action for Training and Rehabilitation

### Jericho

- 12 women
- Al Auja village, Al Jiftlik, Jericho center, jaber refugee camp
- Crops cultivation
- Production of traditional cuisine: Maftoul & Msakhan

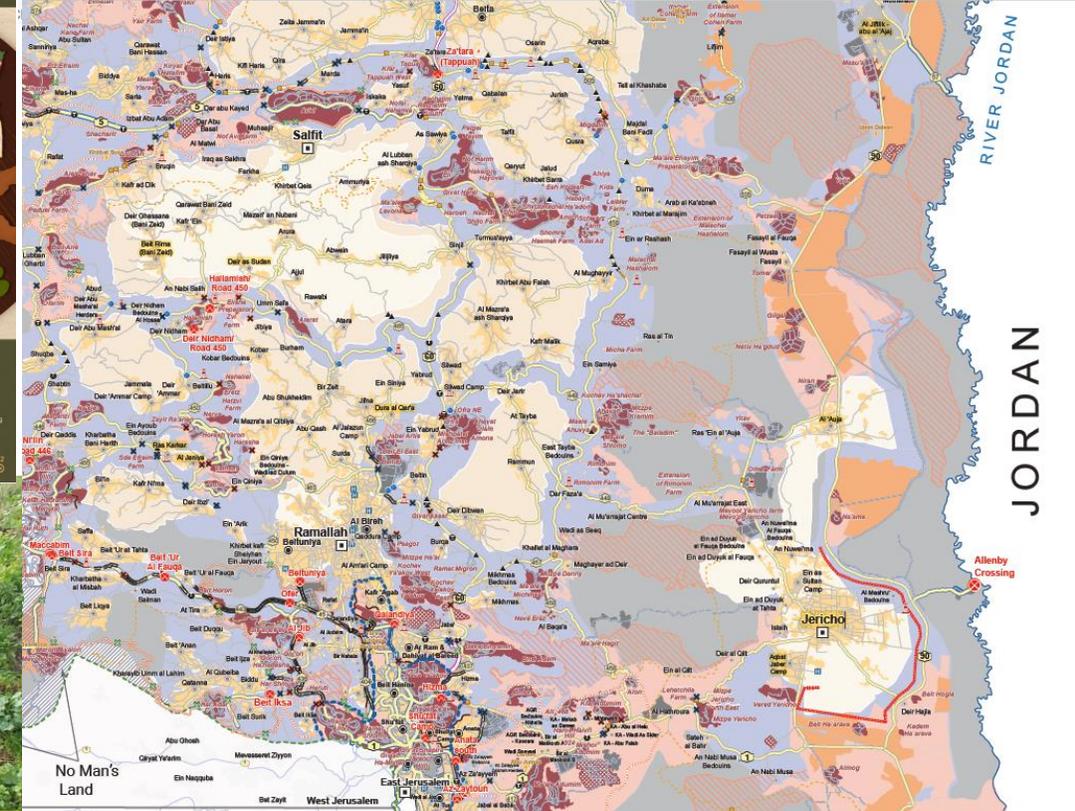
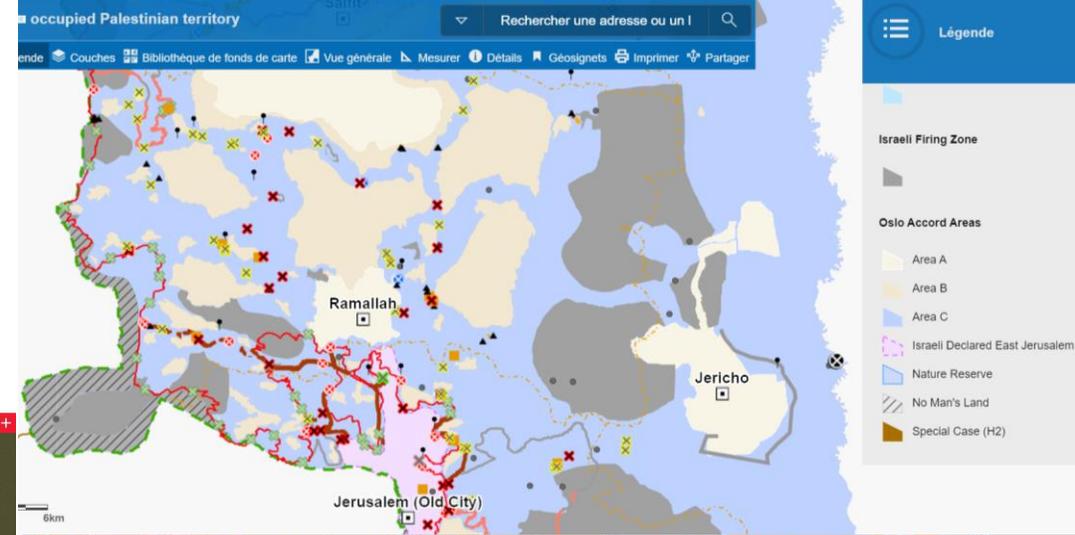
### ISRAELI RESTRICTIONS ON PALESTINIAN FOOD SOVEREIGNTY AFFECT EVERY ITEM ON THIS TABLE

<b>WATER</b> West Bank water and electricity supply is controlled by the Israeli military. In 2017, 100% of water in the West Bank was supplied by Israel. In 2017, 100% of water in the West Bank was supplied by Israel.	<b>GRAPES, EGGPLANTS, TOMATOES, ONIONS</b> In West Bank, subject to restrictive military orders since 2009, the ability to compete with products from Israel is severely limited.
<b>MILK, EGGS</b> Israel controls the milk and egg supply in the West Bank. In 2017, 100% of milk and eggs in the West Bank were supplied by Israel.	<b>VEGETABLES</b> 32% of Gaza's vegetables are imported from Israel. In 2017, 100% of vegetables in Gaza were supplied by Israel.
<b>FISH</b> 2.2 million fish are caught in the West Bank each year. In 2017, 100% of fish in the West Bank were supplied by Israel.	<b>MUSHROOMS</b> In 2017, 100% of mushrooms in the West Bank were supplied by Israel.
<b>WHEAT, MILLET, BARLEY</b> In 2017, 100% of wheat, millet, and barley in the West Bank were supplied by Israel.	<b>WHEAT, MILLET, BARLEY</b> In 2017, 100% of wheat, millet, and barley in the West Bank were supplied by Israel.

**THE COLONIZATION OF PALESTINIAN AGRICULTURE**  
Under Israeli systems of apartheid, Palestinian food producers face appropriation of their land, forced displacement, denial of their right to water, denial of freedom of movement, attacks by Israeli military forces and settlers, and restricted access to markets, leading to food insecurity and the disappearance of generations of Palestinian agricultural heritage in the Fertile Crescent.

**WHAT IS FOOD SOVEREIGNTY?**  
Food sovereignty is a set of environmental policies, is the right of peoples to healthy and culturally appropriate food produced through ecologically sound and sustainable methods, and their right to define their own food and agriculture systems. Food sovereignty is key to ending hunger, food insecurity, poverty, and environmental harm, perpetuated by colonialism and industrialized agriculture.

VISUALIZING PALESTINE | MAY 2022





# Impacts of the women cooperative entrepreneurial journey

## Creation of jobs and incomes

## Driver of local innovation

- Essential oil distillation
- Closed loop of local production & cooperation with several cooperatives (honey producers, local farmers cooperatives)
- Autonomy from donor's agenda and partner only with ethical entities.

## Local and ethical trade

## Supporting the green transition

- Promote more responsible, pro-social, and pro-environmental behaviours
- Push the frontier on new green business models and approaches in the social economy

## Health, well-being and social cohesion

- Health and well-being
- Social inclusion and building local social capital.
- Sense of pride.

Thank you!

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