



ما تقوله الأرض
 The Earth Speaks

حملة تشجيع القراءة في المجتمع الفلسطيني
 The National Reading Campaign in the Palestinian Society
 2017

diakonia
 مؤسسة تامر للتعليم المجتمعي
 Tamer Institute for Community Education

Reading Campaign 2017
“The Earth Speaks”

In the spring of each year, the Reading Encouragement Campaign is launched through a National Reading Week, occurring from the 1st -7th of April. The slogan for this year's Campaign is: "The Earth Speaks," a motto that serves as the spirit for a program focused on positive actions, diligence and perseverance and the related activities carried out during the National Reading Week. The Campaign is organized and implemented in coordination with tens of governmental and non-governmental institutes and hundreds of schools across the governorates of Palestine. The National Reading Week is embodied in an annual national festival, where all forms of cultural expressions, including folk dancing, storytelling, plays, poetry, cultural trips, movies, and book discussions are held.

Through the Campaign, and through work with partners young and old, we emphasize the need to return to the earth and understand it as more than a mere tool to service the needs of human beings. Rather we encourage the relationships of mutual exchange between the earth and humans, and treating our planet as a partner and companion in our lives. A constructive relationship should conserve the memory and history of the earth, while preserving it for future generations. Through our Campaign we hope to reject the ethos of colonization, which, through tools of change and destruction, distorts the physical and the metaphysical characteristics of civilizations, languages and original narratives. The sublime forces of the earth, exemplified in the rustle of its trees and murmur of its water, still remain an inexhaustible source of inspiration, wonder, and sanctuary for humans to rest, meditate and imagine.

We find that this relationship, established on listening to the earth, will enable us as adults to reformulate our relationship with children and young people, to consider them as equal partners in the production of knowledge, culture and the formation of meanings. Hence, we invite all those who wish to listen to the earth to join the Campaign throughout the year. The Campaign is a space for imagination through literature and reading, and offers a chance to highlight and join in personal experiences, stemming from listening to the earth. We hope to stimulate a new thinking among all who participate and cultivate fresh perspectives, which demonstrate how small things, as simple as a shovel tilling a plot of abandoned soil to plant seeds, can produce big results, like a grove of trees for birds to nest in and for children and adults to sit beneath as they reflect on the horizon.

To participate in the central activities of the Campaign across all governorates, please follow the Institute on Facebook, at Tamer Institute for Community Education Tamer Institute for Community Education.
 Website: www.Tamerinst.org