



*All we want is a normal and reasonable conversation about Israel. Surely, that is not too much to ask.*  
— José María Aznar

*The campaign of demonization against the State of Israel must stop. All men and women of goodwill should join together to say that enough is enough.*  
— Marcello Pera

## The Initiative

### The Initiative

The Initiative is formed from a group of high level personalities supported by a large network of influential opinion formers such as William Kristol, Dore Gold, Alan Mendoza, Joao Spada, Eliot Abrams, Allen Roth, Pablo Kleinman, Jeffrey Gedmin, Robin Shepherd, among many others.

The goal of the Initiative is threefold:

- To open a space in the public arena to talk about Israel in a reasoned and sober manner. It will be the first time that a high level group in Europe formally expresses the conviction that Israel should be viewed and treated as a normal democratic country. We believe this will be very significant, particularly in the media where irrational criticism of Israel has now captured much of the mainstream.
- To provide a mechanism, based on personal contacts, to influence and help serving political leaders that are pro-Israel by conviction but who feel stymied by the anti-Israeli dispositions of so many inside their own administrations and the broader political and media domains beyond.
- To help all friends of Israel, primarily in Europe but also elsewhere, who currently find themselves isolated and disconnected to be part of a powerful and growing network of like minded people.

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