



REMEMBERING SREBRENICA



Proposal for the International Srebrenica Memorial Learning Centre



Department for
Communities and
Local Government



Foreign &
Commonwealth
Office

“The European Parliament calls on the Council and the Commission to commemorate appropriately the anniversary of the Srebrenica-Potočari act of genocide by supporting Parliament’s recognition of 11 July as the day of commemoration of the Srebrenica genocide all over the EU, and to call on all the countries of the western Balkans to do the same.”

EU RESOLUTION 15 JANUARY 2009

“The European Parliament urges the development of educational and cultural programmes that promote an understanding of the causes of such atrocities and raise awareness about the need to nurture peace and to promote human rights and interreligious tolerance.”

EU RESOLUTION 9 JULY 2015



A mother stands at the grave of her son and husband who were both murdered in the Srebrenica genocide.

Background

The Srebrenica genocide was the planned, systematic, industrialised murder of thousands of Bosnian Muslim men and boys during the Bosnian War. It was a plan to ethnically cleanse a particular people by the Army of Republika Srpska (VRS). The VRS machine successfully co-opted civic society through a careful and systematic process of dehumanising Bosnian Muslims so that the agents of death and their collaborators found common and easier cause in achieving their goal of ethnic cleansing. The beliefs of Biljana Plavšić, former President of Republika Srpska and convicted war criminal explains the dehumanising ideology and thinking:

“It was genetically deformed material that embraced Islam. And now, of course, with each successive generation it simply becomes concentrated. It gets worse and worse. It simply expresses itself and dictates their style of thinking, which is rooted in their genes. And through the centuries, the genes degraded further”.

“The UN described the mass murder as ‘the worst crime on European soil since the Second World War.’”

Such beliefs equating a specific ethnic or religious group with a disease or illness, have echoes of how the Nazis identified the Jews. Stripped of their possessions, their livelihoods, their dignity and their essential humanity, Bosnian Muslims were singled out for the sole purpose of expediting the policy of ethnic cleansing.

The UN described the mass murder as “the worst crime on European soil since the Second World War”. The International Court of Justice (ICJ) and the International Criminal Court for the former Yugoslavia (ICTY) both ruled that the mass execution of Bosnian Muslim men and boys in Srebrenica constitutes genocide.



Srebrenica Memorial Day at Westminster Abbey, 2015.



Bodies still being identified and buried each year in Srebrenica.



The Proposal

There is a need to establish the world's first International Srebrenica Memorial Learning Centre to combat hatred and intolerance through memorial learning, leadership engagement as well as commemorative and educational activities.

The Learning Centre will share lessons from this tragic episode in recent European history. These lessons will not only heighten awareness of the dangers of intolerance in the contemporary world, but bring to the fore an appreciation of respecting religious beliefs and upholding universal values.

In this way the proposed Learning Centre will offer a powerful antidote to prejudice and act as a beacon of shared humanity by creating 50 million opportunities to

view our messages globally, creating at least 10,000 champions against hatred per year and attracting at least 25,000 visitors per year.

The aims of the Learning Centre would be to:

- Use the history of the Srebrenica genocide as a model of how society can break down, and emphasise how current and future generations must carefully examine and learn from this tragedy.
- Promote an understanding of the dangers of hatred and intolerance through the 'Lessons from Srebrenica' educational visits programme.
- Promote the importance of building community cohesion and good citizenship,

which has greater resonance than ever in our culturally diverse global societies.

The Learning Centre will do this by:

- Engaging governments, the private sector, civil society and its members through leadership summits, Srebrenica Memorial Day and, the 'Lessons from Srebrenica' educational programme about the Srebrenica genocide and the consequences of hatred and intolerance.
- Producing independent and rigorous analysis of critical global, regional and country-specific challenges and opportunities.
- Offering new ideas to decision-makers and key influencers on how these could best be tackled in the short and long term.

25,000

visitors are likely to attend the Gallery and Memorial Room every year

50m

estimated global audience reached through media activities

10,000

global community champions created each year

The International Centre

The International Srebrenica Memorial Learning Centre will have two functions:

1. First it will establish and manage a world class learning centre which will comprise of four zones:

I. INTERACTIVE LEARNING ROOM

The Learning Room will focus on teaching current and future generations the lessons from Srebrenica through an interactive digital museum, survivor testimonies and videos in order to clearly explain the history and events leading up to the genocide, as well as a human and personal perspective to demonstrate what hatred and intolerance can lead to. Filmed testimonies of survivors will be shown throughout the Learning Room to create a holistic and immersive learning experience.



Images of the proposed Interactive Learning Room.

RODFUL ALI



II. THE READING AND RESEARCH ROOM

This will host the widest collection of court evidence, books, papers and historical documents as well as survivor stories and video testimonies. It would allow academics, legal experts and researchers along with students to enhance their knowledge into the history and implications of the genocide. These collections will also help to improve our understanding as to how an integrated society disintegrated, and what hatred and intolerance could lead to. The reading room will be available to the public and will also publish reports and briefing papers. 15,000 students are expected to visit the centre each year.



Image of the proposed Reading and Research Room.



Image of proposed Exhibition Gallery. 25,000 visitors are likely to visit every year.

III. THE EXHIBITION GALLERY

The Gallery will include a curated exhibition to guide visitors through the events of the genocide which will be developed in conjunction with world-famous artists to convey the impact of genocide through art. The Gallery will be visited by school children, professionals, groups working in local communities and the general public who will be guided through the gallery by the education team at the Centre. The exhibition will compliment Remembering Srebrenica's already existing education programmes and will link to school curriculum. The Gallery and Memorial Room would likely see around 25,000 visitors per year.



8,372 victims' names will be listed on the permanent memorial.

IV. THE MEMORIAL ROOM AND GARDEN

The Centre's Memorial Room and Garden will act as a permanent memorial to honour the 8,372 victims of the Srebrenica genocide by listing the names of all of the victims and highlighting personal stories of those who were killed in order to keep their memory alive. This will provide a place for personal reflection where survivors and relatives of those who were killed can honour and remember their loved ones. It will also act as a reminder to those who visit the centre of the consequences of hatred by the visual depiction of the names of victims.



Image of the proposed bespoke Peace Garden.

2. Second it will establish a Think Tank that will:

- Organise and facilitate across different countries an annual Srebrenica Memorial Day.
- Organise high-level 'Lessons from Srebrenica' visits programme.
- Establish Leaders' Summits and Conferences and host high-profile leaders from around the world.
- Publish reports and briefing papers.

Who Supports Us?

In 2009, the European Parliament declared 11th July, the official day of remembrance for the victims of the Srebrenica genocide.

In 2013 the UK Government announced £500,000 of funding for Remembering Srebrenica (a charitable initiative of Ummah Help), to teach people about the consequences of hatred and to help to build a more cohesive society. In 2015 the Prime Minister provided an additional £1.2 million of funding during a reception he held for Remembering Srebrenica at No.10 Downing Street on 6th July.

Her Royal Highness The Princess Royal supports Remembering Srebrenica. In July 2015 she visited Srebrenica to pay respect to those murdered in the genocide and said about Remembering Srebrenica:

“The lesson of Srebrenica is that the stirring up of hatred and discrimination is always wrong, and if left unchecked, can lead to terrible evil. So we should all, wherever we live in the world, work for understanding and tolerance between all peoples. That is the message of the ‘Remembering Srebrenica’ initiative and I commend them for their valuable work”

HRH PRINCESS ANNE, 2015

In August 2016 the First Minister of Scotland, Nicola Sturgeon visited Srebrenica with the charity. Following her visit, the First Minister publically pledged that:

“The Scottish government will preserve the memory of the Srebrenica genocide—the worst atrocity on European soil since the Holocaust—through education, commemoration and close relations with Remembering Srebrenica”.

FIRST MINISTER NICOLA STURGEON, 2016



British Ambassador Edward Ferguson, HRH Princess Anne and Dr Waqar Azmi OBE during their visit to Srebrenica, 2015.



Dr Waqar Azmi OBE, First Minister Nicola Sturgeon and the Very Reverend Dr Lorna Hood viewing the names of victims in Srebrenica, 2016.

The charity has support from leaders of all main political parties and faiths as well as key institutions and bodies. In 2015, the UK's Srebrenica Memorial Day was held at Westminster Abbey with 2,000 guests attending.

The national Srebrenica Memorial Days were held in Scotland hosted by the First Minister Nicola Sturgeon; Wales hosted by the First Minister, Carwyn Jones; and, Northern Ireland supported by Arlene Foster and Martin McGuinness, First Minister and Deputy First Minister.

32,000

children have been taught about Srebrenica and the consequences of hatred.

£500k

worth of funding was provided by the UK Government in 2013.

£1.2m

worth of funding was added by the Prime Minister in 2015.

1,000

Community Champions have been created.

400

commemorative events are held each year in the UK.

50,000

people attended commemorative events in 2016.

66m

TV, radio and press campaign viewing opportunities have been created.

A small sample of our supporters and ambassadors shows the diverse range of people involved in Remembering Srebrenica, and our national and international reach:

THE PM OFFICE



“What happened in and around the valley and hills of Srebrenica in July 1995 was an act of genocide that shamed Europe and shamed the world...it’s a stark reminder of the intolerance that exists in the world and why we must do all we can to confront it”

DAVID CAMERON
UK Prime Minister



“It is our duty to keep the memory of the courageous stories alive so that our young people, as well as future generations, can learn about how lucky we are to live in a tolerant and just society”

CARWYN JONES
First Minister of Wales



“Srebrenica Memorial Day gives us all an opportunity to reflect upon, and pay tribute to the victims of the genocide that took place in 1995. This devastating episode shattered communities, tore families apart and destroyed lives”

ARLENE FOSTER AND MARTIN MCGUINNES
First Minister and Deputy First Minister of Northern Ireland

LABOUR PARTY



“‘We must never forget’ is a powerful message, but the step before that must be reminding ourselves of what happened, and that is why Srebrenica Memorial Day is so important”

SADIQ KHAN
Mayor of London



“The systematic murder of more than 8,000 Bosnian Muslim men and boys tore the heart out of thousands of families. Fathers, sons, husbands and brothers wrenched from their loved ones—the women who still grieve this murderous loss as many continue to search for their menfolk’s mortal remains”

LORD PADDY ASHDOWN
Former Leader of the Liberal Democrats & High Representative of Bosnia-Herzegovina

GAGE SKIDMORE



“We must stand by Bosnia today and long into the future—in honour of those who died, and in solidarity with those who still mourn them”

ANGELINA JOLIE
Actress, Filmmaker and Humanitarian



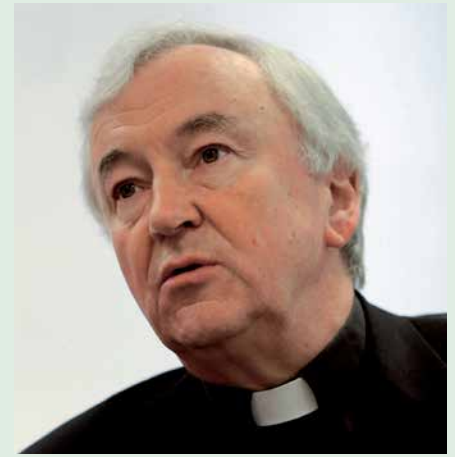
“The killing of over 8000 people and the failure of the international community to intervene remains a shameful tragedy. That it was committed on the basis of ethnic and religious identity requires us all, especially religious leaders, to be vigilant in the language we use and confront the discrimination and hate promoted in the name of religion”

THE MOST REV JUSTIN WELBY
The Archbishop of Canterbury



“Keeping alive the memory of the crimes committed in July 1995 is just part of what is owed to the victims and the communities that mourn them. Remembering painful truths about the past is the key to our shared quest for a better and more tolerant world.”

EPHRAIM MIRVIS
Chief Rabbi



“Srebrenica Memorial Day is an opportunity to salute the work of all those who have worked to shine a light on all that happened in the dark days of 1995 and to pledge to do all we can as religious or political leaders, or simply as citizens of the world, to reach out across the barriers between us and to work for justice and reconciliation”

CARDINAL VINCENT NICHOLS
The Archbishop Of Westminster

Above all, Remembering Srebrenica works closely with the survivors of the Srebrenica genocide particularly, the Mothers of Srebrenica. The UK Bosnian Network and the UK Bosnian Society are involved in the charity Remembering Srebrenica and fully support the work.

Regional and Country Board Chairs

In addition to our patrons and ambassadors, we are supported by six regional boards in English regions and three country boards operating in Scotland, Wales and Northern Ireland.



The Very Rev Dr Lorna Hood
Chair of Scotland



David Melding AM
Chair of Wales



Saleem Kidwai
Chair of Wales



Peter Osborne
Chair of Northern Ireland



Rameez Kaleem
Chair of London & South East



Anousheh Haghdadi
Chair of South West



Tom Reynolds
Chair of West Midlands



Dr Helen Connolly
Chair of East Midlands



Elinor Chohan
Chair of North West



Cllr Alex Ross-Shaw
Chair of Yorkshire & North East

To Donate

If you would like to help in establishing the world's first International Srebrenica Memorial Learning Centre, we would be happy to discuss the different ways of sponsoring or donating. You can donate directly in the following ways:

1. Send a cheque payable to 'Ummah Help'.

2. Donate online from the UK:

Account name: Ummah Help

Account number: 41796089 **Sort code:** 40-11-15

Donate online from outside of the UK:

Account name: Ummah Help

IBAN: GB23 MIDL 4011 1541 7960 89

Swift Code: MIDLGB22 **BIC:** MIDLGB2119K

Your donation will:

- Honour the forgotten genocide victims and their families
- Form a living legacy for future generations to remember and learn the lessons from Srebrenica
- Contribute to a more compassionate and cohesive world

The International Centre and Think Tank can both be established and self-sustained by raising £6.9 million. For further information, please contact:

Dr Waqar Azmi OBE

Chairman of Remembering Srebrenica

Newland House, 2nd Floor,

137-139 Hagley Road,

Birmingham, B16 8UA, United Kingdom

Tel: 0044 (121) 454 3343

E-mail: chairman@srebrenica.org.uk

Amy Drake

Director of Remembering Srebrenica

Newland House, 2nd Floor,

137-139 Hagley Road,

Birmingham, B16 8UA, United Kingdom

Tel: 0044 (121) 454 3343

Email: amy.drake@srebrenica.org.uk

Funding Breakdown

PRIORITY AREA	COST DETAILS	TOTAL
International Srebrenica Memorial Learning Centre	<p>Purchase a suitable land/building; build/refurbish to establish the International Centre; Create the Interactive Learning Room, Reading and Research Room, Exhibition Gallery, Memorial Room and Garden; staff offices; visitors' restaurant (see example photos on earlier pages).</p> <p>Our estimates are based on suitable land/buildings identified in Birmingham. Birmingham is the second biggest British city and most populous outside the capital London.</p> <p>In research conducted by the University of Manchester, Birmingham is believed to become Britain's second plural city, where no ethnicity forms a majority, in 2024.</p>	£5,000,000 (million)
Three year running costs to help make the Centre self-sustainable	<p>This would be for staff salaries & heating, lighting, running costs of the International Centre and delivery of key objectives:</p> <ul style="list-style-type: none"> • Increasing visitors to 25,000 within three years • Establishment of Remembering Srebrenica Boards in different countries • Promoting annual Srebrenica Memorial Day in different countries • Developing Community Champions against hate in different countries • Facilitating 'Lessons from Srebrenica' visits programme for people in different countries • Educational work with schools in different countries • Holding summits, conferences and hosting high-profile leaders from around the world • Publishing reports and briefing papers 	£1,950,000 (million)
Self-sustainability strategy for the International Centre	<p>The Centre will be self-sustainable within three years as it will attract 25,000 school children & visitors per year at a charge of £10 per person raising £250k annually; An annual subscription of £100 per year from 2,000 Alumni Members raising £200k; and annual grant from partners of £200k.</p>	
TOTAL 'ONE OFF' FUNDING NEEDED	Total (including three year running cost)	£6,950,000 (million)

"We must never forget the act of genocide that happened at Srebrenica. It was a crime that shamed Europe. We owe it to the victims to learn the lesson of Srebrenica: that evil must be confronted if humanity is to be protected. We owe it to the victims to ensure that those indicted for this appalling crime are pursued relentlessly until they are brought to justice."

DAVID CAMERON
UK Prime Minister

"The United Nations did not live up to its responsibility. The international community failed in preventing the genocide that unfolded. Too many men and boys died in Srebrenica—needlessly, savagely."

BAN KI-MOON
UN Secretary-General

"Through error, misjudgement and an inability to recognize the scope of the evil confronting us, we failed to do our part to help save the people of Srebrenica from the Serb campaign of mass murder."

KOFI ANNAN
Former UN Secretary-General

"On behalf of the Bosnian people, I offer my sincere thanks to Remembering Srebrenica for pronouncing the truth and guarding the memory of the victims of the Srebrenica genocide"

BAKIR IZETBEGOVIĆ
President of Bosnia-Herzegovina

"On July 11, we honour the memory of over 8,000 innocent men and boys—brothers and husbands, fathers and sons—who were brutally murdered in Srebrenica ... in a brazen act of genocide that shocked the world. The name Srebrenica will forever be associated with some of the darkest acts of the 20th century."

BARACK OBAMA
President of the USA

"I hope the very mention of the name "Srebrenica" will remind every child in the world that pride in our own religious and ethnic heritage does not require or permit us to dehumanize or kill those who are different. I hope and pray that Srebrenica will be for all the world a sober reminder of our common humanity."

BILL CLINTON
Former President of the USA



“All children have a right to learn what actually happened and not to bring up new generations full of hatred.”

NEDŽAD AVDIĆ
Genocide survivor



Supported by



Pears
Foundation

icmp



Remembering Srebrenica is a project of Ummah Help funded by the UK Government.
Registered Charity No. 1142686 © Remembering Srebrenica 2016

www.srebrenica.org.uk