



HOLOCAUST
MEMORIAL
DAY TRUST

Learning from genocide – for a better future

Holocaust Memorial Day Trust

Summary strategic plan 2020 – 2025

1. Introduction

1.1 Context for the 2020-2025 strategy

Over the time of our previous strategy, 2014-2020, Holocaust Memorial Day grew enormously and become more embedded within British society. In 2014, there were 2,400 local HMD activities, in 2020 there were more than 17,000, organised by at least 4,500 individual organisations. There is greater public recognition for HMD, and greater involvement from high profile individuals and senior politicians.

However, despite all of our efforts and those of others, there are many, especially young, people who are ignorant of the Holocaust, Nazi Persecution and more recent genocides, and of the millions of people who were murdered. The risk is that, as time passes, this lack of knowledge will increase.

Genocide remains a very real threat in the 21st century. There are several situations showing genocidal characteristics and where perpetrators may, in due course, be subject to international justice. For example, the treatment of the Rohingya Muslims has been described as 'genocidal' persecution by various UN agencies and by several governments.

At the same time, the wider world is becoming more polarised, in many countries far-right parties are joining governing coalitions, public discourse is often more extreme, less nuanced and angrier. In the UK, racist and antisemitic sentiments have increased in the public sphere and are tolerated more widely than in recent times.

Social media has grown enormously over this time, both in reach and speed. The number and reach of different platforms have expanded, becoming powerful forces for both positive interactions and hostile discourse.

'Fake news' has become widespread in a way that was barely considered at the outset of our previous strategy, and even 'deep fake news' is a current worrying development. Both these seek to distort the facts, presenting half-truths, lies and/ or distortions (eg exaggerations / minimisations).

Alongside these phenomena is the worrying rise in an almost opposing attitude: 'even if it's true, who cares?'. This attitude is not only a possibly natural result of distance in time since the Holocaust, but is one that is actively encouraged by many extremists, who view the increase in this attitude as an active element of their strategy to promote division and extremism.

HMDT is facing a cap in government funding. Additionally, the Holocaust Memorial and Learning Centre will be a new competitor for funds as well as a potential new partner for commemorative and educational work.

1.2 Holocaust Memorial Day (HMD) and Holocaust Memorial Day Trust (HMDT)

Holocaust Memorial Day Trust (HMDT) encourages remembrance in a world scarred by genocide. We promote and support Holocaust Memorial Day (HMD) – the international day on 27 January to remember the six million Jews murdered during the Holocaust, alongside the millions of people killed under Nazi Persecution and in subsequent genocides in Cambodia, Rwanda, Bosnia and Darfur. 27 January marks the anniversary of the liberation of Auschwitz-Birkenau, the largest Nazi death camp.

The Holocaust threatened the fabric of civilisation, and genocide must still be resisted every day. Our world often feels fragile and vulnerable and we cannot be complacent. Even in the UK, prejudice and the language of hatred must be challenged by us all.

HMD is for everyone. Each year across the UK, thousands of people come together to learn more about the past and take action to create a safer future. We know they learn more, empathise more and do more.

Together we bear witness for those who endured genocide, and honour the survivors and all those whose lives were changed beyond recognition.

2. Our organisation

2.1 Our vision and values

Underpinned by our commitment to the Stockholm Declaration and the Statement of Commitment, our vision is: **Learning from genocide – for a better future**
Our values are to demonstrate behaviours that are **expert, compassionate and transparent**. We form partnerships where appropriate and effective, and signpost to other organisations.

2.2 Our impact

The difference we will make:

- 1) People will know more about the Holocaust, Nazi Persecution, and genocides in Cambodia, Rwanda, Bosnia and Darfur (including the basic fact that these events happened)
- 2) People will feel greater empathy with those who are different from themselves
- 3) People will take action as a result of attending HMD events

This focus is a direct way of countering current challenges such as fake news (we seek to increase knowledge of the facts) and the 'who cares?' threat (we seek to increase empathy).

2.3 Our language

The Holocaust

The Holocaust (the 'Shoah' in Hebrew) refers to the systematic and planned attempt to murder all of Europe's Jews between 1941 and 1945.

From the time they assumed power in 1933, the Nazis used propaganda, persecution, and legislation to deny human and civil rights to Jews. They used centuries of antisemitism as their foundation. By the end of the Holocaust, six million Jewish men, women and children had perished in ghettos, mass-shootings, in concentration camps and extermination camps.

Nazi Persecution

Nazi Persecution refers to the policies implemented by the Nazis to target and persecute groups of people, individuals and communities – including (but not exclusively) Roma and Sinti communities, disabled people, gay people, black people, political opponents, trade unionists and Jehovah's Witnesses.

Genocide

Acts committed with intent to destroy, in whole or in part, a national, ethnical, racial or religious group.

After the Holocaust, on 11 December 1946 the General Assembly of the United Nations resolved that genocide was a crime under international law. Since that time, the UN has established tribunals and the International Criminal Court (ICC) have pursued perpetrators in Cambodia, Rwanda, Bosnia and Darfur for crimes of genocide. Genocide cases are currently before the Extraordinary Chambers of the Court of Cambodia. Dozens of perpetrators have been found guilty of genocide by the International Criminal Tribunal for Rwanda. In 2004 the Appeals Chamber of the International Criminal Tribunal for the former Yugoslavia ruled that the 1995 Srebrenica massacre constituted genocide. In 2010 Sudanese President Omar al-Bashir was indicted with three counts of genocide by the International Criminal Court, for his role in ordering the Genocide in Darfur.

The UK government recognises the term genocide as applicable to the Holocaust, the 1994 killings in Rwanda (as found by the International Criminal Tribunal for

Rwanda) and the 1995 massacre at Srebrenica, and is monitoring the outcome of the tribunals relating to Cambodia and Darfur.

Survivors and refugees

Holocaust Memorial Day commemorates all those affected by the Holocaust, Nazi Persecution and subsequent genocides. We honour all survivors of, and refugees from the Holocaust, Nazi Persecution and subsequent genocides.

3. Our organisational goals

Goal 1 - To commemorate and increase knowledge of the Holocaust, Nazi Persecution and subsequent genocides, illustrated by the experiences of people who were persecuted

As living witnesses to the Holocaust are less able to share their testimony, this goal will ensure its lessons are known, and remain relevant to contemporary society.

Goal 2 - To enable others to work towards a better future by promoting a society free from identity-based hostility and persecution

At a time of increasing fake news and extremism, this goal will encourage everyone who engages with HMD to develop empathy, take responsibility for what they learn and take action.

Goal 3 - To enable a national sense of collective commemorations for Holocaust Memorial Day

As Holocaust Memorial Day becomes ever-more embedded in British society, we will encourage remembrance to be meaningful and relevant.

Goal 4 - To support individuals, organisations and communities across the UK to mark HMD profoundly and meaningfully

This goal will enable us to target our support to achieve greater impact with local HMD activities, and greater reach with young people.

Goal 5 - To be a financially sound, effective organisation

This goal will ensure our organisation is impact-focused and develops a wider funding base.

For more information about Holocaust Memorial Day and Holocaust Memorial Day Trust please visit: hmd.org.uk