

Mark Zuckerberg Esq  
CEO  
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7 August 2018

Dear Mr Zuckerberg

### **HOLOCAUST DENIAL: ACTION PLAN FOR FACEBOOK**

We write with an offer of help in these troubled times, and specifically in relation to the attached story run by The Times of London on Friday July 27, 2018.

We sympathise with your stated desire to bolster freedom of speech, even to those whose views you personally find abhorrent. We also salute your recognition that there may be varying kinds of intent in the hearts and minds of those who post such views on Facebook - including those you were quoted as saying may innocently be “getting a few things wrong”.

Yet Facebook must not allow complete and utter falsehoods about the Holocaust, and about the Jewish people, to go systematically unchecked. Virulent antisemitism is a proven pathway that leads from rhetorical hatred to actions of violence. Freedom of speech laws are not a reason to do nothing — inaction is always the opportunity for evil to flourish.

All genocide starts with distortion of the truth and prejudice. [Ignorance and lack of education](#) permit this and, according to the Antidefamation League, are the dominant source of antisemitic views. We cannot ignore the rising number of violent antisemitic attacks in the UK, France and other European countries. In the UK alone, The Guardian newspaper reported a 34% rise in 2017 in violent assaults against Jewish people, and the number has risen again in 2018.

No society can afford to ignore, hide or bury antisemitism if it wishes to remain civilised. History proves that it is the canary in the coal mine; the first unravelling of a society’s moral fabric. During World War II, it was the first rung on the ladder of prejudice and discrimination that led to genocide — first against Jews and then other groups including political opponents, homosexuals, Roma and Sinti people. Hatred of one group within society leads to hatred of others.

Since Facebook runs across the national borders which constitute society, we beseech you to work with us to protect society against one of the longest and darkest hatreds which, in the space of just three generations, is seriously beginning to threaten it once again.

We offer you tangible, rapidly executable steps towards Facebook becoming part of the solution. We can deliver proven educational resources in multiple languages, ready for digital deployment with Facebook — important as you may wish to break the task down by different jurisdictions with different laws. We can offer cost-free professional development programs for educators on Facebook to give them resources, skills and confidence to tackle hate and prejudice, and to teach empathy, understanding and respect. And we have thousands of shareable stories that reveal the personal dimension of hate-based violence and the inspiring people who have stood up against it — some in interactive format.

We therefore invite you to join us in a face to face meeting, at a location of your choosing, to scope a specific and bespoke education program, aimed at raising Holocaust awareness and acceptance within the Facebook community.

Powered by the good ethics and willing of you and your team, and the primary research, educational tools, creative resources and survivor testimony of our global Holocaust expert network — we can together help those who are “getting a few things wrong” to get a few things right.

We will contact your office to set something up.

Yours sincerely

 Henry Grunwald OBE QC, Chairman UK National Holocaust Centre And Museum	 Dr James Smith, Co Founder & President UK National Holocaust Centre And Museum
 Laura Marks OBE, Chairperson UK Holocaust Memorial Day Trust	 Sir Ben Helfgott MBE, Honorary President UK Holocaust Memorial Day Trust
 Professor Stuart Foster, Executive Director, UCL Centre for Holocaust Education	 Paul Phillips, Chairman UK Holocaust Educational Trust
 Diane Lees - Director General Imperial War Museums UK	 Ben Barkow, Director The Wiener Library for the Study of the Holocaust and Genocide
 Simon Bentley - Chairman Yad Vashem UK	 Stephen D. Smith - Executive Director USC Shoah Foundation
 Samuel H Asher - Executive Director Virginia Holocaust Museum	 Susan Abrams - Chief Executive Officer Illinois Holocaust Museum & Education Center
 Dr Dariusz Stola - POLIN Museum of the History of Polish Jews	 Professor Peter Schäfer - Director Jewish Museum Berlin

 <p>Dara Solomon - Executive Director Sarah and Chaim Neuberger Holocaust Education Centre, Toronto</p>	 <p>Jakub Nowakowski - Director, Galicia Jew- ish Museum, Krakow</p>
 <p>Pauline Rockman OAM, Co President Jewish Holocaust Centre Melbourne</p>	 <p>Suzanne Hampel OAM, Co President Jewish Holocaust Centre Melbourne</p>
 <p>Gavin Morris - Director South African Jewish Museum</p>	 <p>Tali Nates - Founder and Director Johannesburg Holocaust Museum</p>
 <p>Richard Freedman, Director Cape Town Holocaust &amp; Genocide Centre</p>	 <p>Michael Newman - Association of Jewish Refugees</p>
 <p>Mary Kluk, Director Durban Holocaust &amp; Genocide Centre</p>	 <p>Carlos Reiss, General Director Museo do Holocausto de Curitiba, Brazil</p>
 <p>Glen Steinman, Co Chairman Hong Kong Holocaust and Tolerance Centre</p>	