



ANSWER

ACT NOW TO STOP WAR AND END RACISM

BOYCOTT DIVESTMENT SANCTIONS

Boycott Divestment Sanctions

BDS is a vibrant global movement made up of unions, academic associations, faith communities and grassroots movements across the world. BDS is having a major impact, effectively challenging international support for Israeli apartheid.

BOYCOTTS involve withdrawing support from Israel's apartheid regime; complicit Israeli sporting, cultural and academic institutions; and from all Israeli and international companies engaged in violations of Palestinian human rights.

DIVESTMENT campaigns urge banks, local governments, churches, pension funds and universities to withdraw investments from all Israeli companies and from international companies involved in violating Palestinian human rights.

SANCTIONS campaigns pressure governments to fulfill their legal obligation to hold Israel accountable including ending military trade, free-trade agreements and expelling Israel from international forums, such as the UN and FIFA.

Inspired by the same tactics used to end apartheid in South Africa, the Palestinian BDS movement urges nonviolent pressure

on Israel until it complies with international law by meeting three demands:

- » Ending its occupation and colonization of Palestine and dismantling the Apartheid wall.
- » Recognizing the fundamental rights of Palestinian citizens of Israel to full equality.
- » Respecting, protecting and promoting the rights of Palestinian refugees to return to their homes and properties as stipulated in UN Resolution 194.

Impact

Thanks to strategic campaigning and the tireless work of people of conscience and organizers across the world, the impact of the BDS movement is increasing substantially. Reports from early 2017 showed Israeli settlers illegally occupying the West Bank lost \$27 million a year due to boycotts. In terms of future potential, one internal Israeli government report suggested that **BDS could ultimately cost Israel's economy \$1.4 billion a year.** The Rand Corporation has estimated the potential costs at \$47 billion over 10 years.

Learn more at BDSmovement.net

Get involved!

Products made by these companies are among the top targets for the international boycott movement:

HP: Hewlett Packard helps run the biometric ID system that Israel uses to restrict Palestinian movement.

Sabra: Sabra hummus is a joint venture between PepsiCo and the Strauss Group, an Israeli food company that provides financial support to the Israeli army.

Puma: Puma sponsors the Israel Football Association, which includes teams in Israel's illegal settlements on occupied Palestinian land.

Pillsbury: Pillsbury products are made on stolen Palestinian land in illegal Israeli settlements.

SodaStream: Soda Steam is actively complicit in Israel's policy of displacing the indigenous Bedouin-Palestinian citizens of Israel in the Naqab (Negev). SodaStream have a long history of mistreatment of and discrimination against Palestinian workers.



Ahava Dead Sea minerals: Ahava cosmetics has its production site, visitor center and main store in an illegal Israeli settlement.

Israeli produce: Boycott produce from Israel in your supermarket and demand they are removed from shelves.

AXA: AXA invests in Israeli banks, which finance the theft of Palestinian land and natural resources. Do not buy insurance policies with AXA, or if you currently have an insurance policy with them, try cancelling it.

Boycott and protest athletes, artists and academics that break the cultural boycott of apartheid Israel.

More information at US Committee for the Academic and Cultural Boycott of Israel: usacbi.org

Other Ways You Can Take Part:

Divest:

Investigate where your pension funds, university, church and other organizations are invested and demand they divest.

Block the Boat:

Organize pickets if Israeli ships come to a port in your city to prevent them from being unloaded.

Visit BlocktheBoat.org for more info.