

Friends of  
Sabeel  
North America



**SUPPORTS BDS**

The global movement for a campaign of Boycotts, Divestment and Sanctions (BDS) of Israel, until it complies with international law and Palestinian rights, was initiated by Palestinian civil society in 2005. It is coordinated by the Palestinian BDS National Committee (BNC), established in 2007. BDS is a strategy that allows people of conscience to play a strategic role in global struggles for justice.



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Photo credit:  
Boycott SodaStream by Alex Darocy  
G4S divestment photo from Palestine Solidarity  
Campaign's Flickr.



## What is it?

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**B** OYCOTTS

**D** IVESTMENT

**S** ANCTIONS

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## BOYCOTTS

Boycotts target products and companies (Israeli and international) that profit from the violation of Palestinian rights. The Palestinian civil society calls upon consumers not to buy Israeli goods, and on businesses not to buy or sell them. Boycott campaigns do not target Jewish companies; they target any company complicit in the occupation of Palestine.

In a consumer society, boycotts often serve as a form of speech. They are a way of saying no. For example, when a consumer says “no” to Victoria’s Secret, a company that sources its fabrics from an Israeli settlement known as the Barkan Industrial Zone, they are saying no to Israel’s systematic denial of Palestinian rights. Since settlements are built on stolen Palestinian land and are illegal under international law, buying Victoria’s Secret’s products contributes financially to the occupation. Boycotting this company is a way for consumers to use their right of free speech to say no to the occupation.

### Consumer Boycott Campaigns

- Victoria’s Secret
- Sabra Hummus
- Motorola
- SodaStream
- Hewlett Packard

## Municipal Boycott Campaigns

Municipal boycott campaigns target public contracts that cities have with companies invested in Israel’s occupation. For example, Caterpillar supplies Israel with D-9 bulldozers to demolish Palestinian homes. Cities are asked not to renew contracts with Caterpillar until it ceases business with Israel.

## DIVESTMENT

Divestment means withdrawing existing investment from companies involved in the violation of Palestinian rights and urging them to remove their contracts with companies that profit from these violations. It is a strategy that targets companies complicit in an economic matrix harming the Palestinian people. These efforts raise awareness about the reality of Israel’s policies. Divesting from these companies leverages economic influence to pressure Israel to end its systematic denial of Palestinian rights.

The Presbyterian church is one example of a successful divestment campaign. Its general assembly passed a resolution to examine its existing stocks and bonds and to withdraw any that are complicit in the occupation.

## SANCTIONS

Sanctions are an essential part of demonstrating disapproval for a country’s actions. Israel’s diplomatic and legal standing creates a façade of respectability and legal support for its crimes. Issuing sanctions against Israel holds the country accountable for its violations of international law.

While there are currently no sanctions against Israel for its grotesque violations of Palestinian rights, this is a legal approach to justice. In the case of South Africa, boycott and divestment campaigns preceded sanctions.



## When does BDS End?

The goal of the Palestinian civil society’s call for boycotts, divestment, and sanctions is to end Israeli apartheid, occupation, and displacement. It is meant to be temporary and end when Israel:

1. Ends its occupation and dismantles the separation wall.
2. Recognizes the fundamental rights of the Arab-Palestinian citizens of Israel to full equality.
3. Respects, protects, and promotes the rights of Palestinian refugees to return to their homes and properties.

### BDS ends when apartheid ends.

