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#### UPDATE

What to boycott NOW to help stop Israel's unfolding genocide of Palestinians in Gaza

November 5, 2023 / By Palestinian BDS National Committee (BNC) /

We call on our supporters to strengthen our targeted boycott and divestment campaigns to maximize our impact!

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### The Palestinian BDS National

**Committee** (BNC), the largest coalition in Palestinian society that is leading the global Boycott, Divestment and Sanctions (<u>BDS</u>) movement, salutes activists, organizations and institutions worldwide that have expressed meaningful solidarity with our urgent struggle to stop Israel's <u>unfolding</u> <u>genocide</u> in Gaza by escalating boycott and divestment campaigns. The spreading boycotts of complicit Israeli and multinational corporations can be effective if done strategically.

Ending all state, corporate and institutional complicity with Israel's genocidal regime is more urgent than ever. Our lives and livelihoods literally depend on it.

Targeted Boycotts vs. Non-targeted Boycotts

People of conscience around the world are rightfully shattered, enraged, and sometimes feeling powerless. Many feel compelled to boycott any and all products and services of companies tied in any way to Israel. The proliferation of extensive "boycott lists" on social media is an example of this. The question is how to make boycotts effective and actually have an impact in holding corporations accountable for their complicity in the suffering of Palestinians?

The BDS movement uses the historically successful method of **targeted boycotts** inspired by the South African anti-apartheid movement, the US Civil Rights movement, the Indian anti-colonial struggle, among others worldwide.

We must strategically focus on a relatively smaller number of carefully selected companies and products for maximum impact. Companies that play a clear and direct role in Israel's crimes and where there is real potential for winning, as was the case with, among others, G4S, Veolia, Orange, Ben & Jerry's and Pillsbury. Compelling such huge, complicit companies, through strategic and context-sensitive boycott and divestment campaigns, to end their complicity in Israeli apartheid and war crimes against Palestinians sends a very powerful message to hundreds of other complicit companies that "your time will come, so get out before it's too late!"

Many of the prohibitively long lists going viral on social media do the exact opposite of this strategic and impactful approach. They include hundreds of companies, many without credible evidence of their connection to Israel's regime of oppression against Palestinians, making them ineffective.

That being said, all peaceful popular efforts, including boycott and divestment, to hold all genuinely complicit corporations (and institutions) accountable for supporting Israel's grave violations of Palestinian rights are justified and called for. It is perfectly legitimate, for instance, to boycott companies whose Israeli branch or franchise has supported Israel's unfolding genocide in Gaza, some of which we mention below in the grassroots organic boycott targets section.

Also, a company or product may make perfect sense as a boycott target in one context or city but not another. This contextsensitivity is a key principle of our movement. Regardless, we all have limited human capacity, so we'd better use it in the most effective way to achieve meaningful, sustainable results that can truly contribute to Palestinian liberation. We therefore call on our supporters to strengthen our targeted campaigns and boycott the complicit companies named on <u>our website</u> to maximize our collective impact.

The following are the current top priority boycott targets of the global BDS movement.

Consumer targets:

### Siemens

Siemens is the main contractor for the Euro-Asia Interconnector, an Israel-EU submarine electricity cable that is planned to connect Israel's illegal settlements in the occupied Palestinian territory to Europe. Siemensbranded electrical appliances are sold globally.

### PUMA

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

### Carrefour

Carrefour is a genocide enabler. Carrefour-Israel has supported Israeli soldiers partaking in the unfolding genocide of Palestinians in Gaza with gifts of personal packages. In 2022, it entered a partnership with the Israeli company Electra Consumer Products and its subsidiary Yenot Bitan, both of which are involved in grave violations against the Palestinian people.

### ΑΧΑ

When Russia invaded Ukraine, AXA took targeted measures against it. Yet, as Israel, a 75-year-old regime of settler-colonialism and apartheid, wages a genocidal war on Gaza, AXA continues to invest in Israeli banks financing war crimes and the theft of Palestinian land and natural resources.

Hewlett Packard Inc (HP Inc)

HP Inc provides services to the offices of genocide leaders, Israeli PM Netanyahu and Financial Minister Smotrich.

#### SodaStream

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

### Ahava

Ahava cosmetics has its production site, visitor center, and main store in an illegal Israeli settlement in the occupied Palestinian territory.

Israeli produce in your supermarkets

Fruits, vegetables, and wines misleadingly labeled as "Product of Israel" often include products of illegal settlements on stolen Palestinian land. Israeli companies do not distinguish between the two, and neither should consumers. Boycott produce from Israel in your supermarket and demand their removal from shelves.

# Corporate/Institutional boycott targets:

## Elbit Systems

Elbit Systems, apartheid Israel's largest arms company and "field-tests" its weapons on Palestinians, including in Israel's ongoing genocidal war on Palestinins in Gaza. On top of building killer drones, Elbit makes surveillance technology for Israel's apartheid wall, checkpoints and Gaza fence, enabling apartheid. The US and EU use Elbit's tech to militarize their borders, violating refugee and indigenous peoples' rights.

## HD Hyundai/Volvo/CAT/JCB

Machinery from HD Hyundai, Vovlo, CAT, and JCB has been used by Israel in the ethnic cleansing and forced displacement of the Palestinian people through the destruction of Palestinian homes, farms, and businesses, as well as the construction of illegal settlements, a war crime under international law.

## Google and Amazon

As the Israeli military bombed homes, clinics, and schools in Gaza and threatened to push Palestinian families from their homes in occupied Jerusalem May 2021, Amazon Web Services and Google Cloud executives signed a \$1.22 billion contract to provide cloud technology to the Israeli government and military. By supporting Israeli apartheid with vital technologies, Amazon and Google are directly implicated in its entire system of oppression, including its unfolding genocide in Gaza. Join the #NoTechForApartheid campaign. While the campaigns targeting these corporations have not called for boycotts, other forms of pressure have been adopted to force them to end their complicity.

## Airbnb/Booking/Expedia

Airbnb, Booking.com and Expedia all offer rentals in illegal Israeli settlements built on stolen Palestinian land. While the campaigns targeting these corporations have not called for boycotts, other forms of pressure have been adopted to force them to end their complicity.

## RE/MAX

The company markets and sells property in illegal Israeli settlements built on stolen Palestinian land, thus enabling Israel's colonization of the occupied West Bank.

## Barclays

Barclays Bank (UK) holds more than £1 billion in shares and provides more than £3bn in loans and underwriting to nine companies whose weapons, components and military technology have been used in Israel's armed violence against Palestinians.

## CAF

Basque transport firm, CAF, builds and services the Jerusalem Light Rail (JLR), a tram line that serves Israel's illegal settlements in Jerusalem. CAF benefits from Israel's war crimes on stolen Palestinian land.

## Chevron

US fossil fuel multinational Chevron is the main international corporation extracting gas claimed by apartheid Israel in the East Mediterranean. Chevron generates billions in revenues, strengthening Israel's war chest. Chevron fuels Israeli apartheid and the climate crisis.

### HikVision

Amnesty International has <u>documented</u> high-resolution CCTV cameras made by the Chinese company Hikvision installed in residential areas and mounted to Israeli military infrastructure for surveillance of Palestinians. Some of these models, according to Hikvision's own marketing, can plug into external facial recognition software.

#### TKH Security

Amnesty International has <u>identified</u> cameras made by the Dutch company TKH Security used by Israel for surveillance of Palestinians. TKH provides Israeli police with surveillance technology that is used to entrench apartheid.

Grassroots organic boycott targets:

McDonald's, Burger King, Papa John's, Pizza Hut, WIX, etc. are now being targeted by grassroots organic boycott campaigns, not initiated by the BDS movement, because these companies, or their branches or franchises in Israel, have openly supported Israel and/or provided generous in-kind donations to the Israeli military amid the current Israeli offensive against 2.3 million Palestinians in the occupied and besieged Gaza Strip-described by leading international scholars of international law as an "unfolding genocide."

Remember, all Israeli banks and virtually all Israeli companies are complicit to some degree in Israel's system of occupation and apartheid, and hundreds of international corporations and banks are also deeply complicit. We focus our boycotts on a small number of companies and products for maximum impact.

Additional resources: To learn more about companies complicit in Israel's abuses of Palestinian human rights visit <u>Who Profits</u>, <u>Investigate</u>, and the <u>UN database</u> of companies involved in Israel's illegal settlement enterprise.

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