

## **What Is BDS and How Can You Participate?**

### **The BDS (Boycott, Divestment, and Sanction) Movement is:**

- Non-Violent.
- Opposed to all forms of discrimination, racism, and bigotry.
- An international movement and by nature diverse and global.
- Based on and aligned with international law and human rights standards.
- A response to the request of Christian Palestinians in the Kairos Document, in which they asked Christians around the world to participate in such action.

### **The stated goals of the BDS movement according to the Call of Palestinian Civil Society, 2005 are:**

Boycott until Israel complies with international law by

- Ending its occupation and colonization of all Arab lands and dismantling the wall;
- Recognizing the fundamental rights of the Palestinian citizens of Israel to full equality; and
- Recognizing the Right of Return of Palestinian refugees as stipulated in UN Resolution 194

### **The fundamental objectives of BDS are:**

- To use non-violent peaceful means to change and influence Israeli occupation policies.
- To utilize economic and cultural incentives to leverage and influence Israeli policies.
- To use BDS non-violent action to raise public awareness of the Israeli occupation of Palestine.
- To end Israel's occupying and discriminatory practices against Palestinians.

### **To maximize BDS prospects for success in your group, it is necessary to:**

- Understand and articulate BDS objectives as a non-violent form of global struggle against the Israeli occupation, which include leveraging economic and cultural boycotts to influence and change Israeli policies.
- Find opportunities for action and devise clear plans and protocols to maximize results.
- Identify possible obstacles and devise effective and ready communication plans to address threats that may arise.

- Coordinate an effort to work with other like-minded groups collaboratively and collectively in the development of long-term strategies and tactical initiatives so as to maximize the impact of each activity.
- Evaluate the impact of each initiative by determining what went well and what went wrong, thereby improving the effectiveness of the next endeavor.

**Initiatives toward fulfilling the BDS objectives may include:**

- Educate people in your group and beyond about the issues of Israeli occupation and encourage them to pledge to boycott certain products that are produced in illegal settlements in the Occupied Palestinian Territories.
- Participate in activities to exert economic pressure on Israel and U.S. corporations that benefit from the occupation. In addition, urge corporations to move production out of settlements, to be environmentally responsible, and to pay their employees living wages.
- Write and deliver letters to retailers and corporations that sell products made in the settlements, asking them to remove such products from their shelves.
- Engage in direct actions and demonstrations at stores that carry products to be boycotted.
- Talk to friends and relatives about BDS efforts and ask them to pledge to participate in the boycotts and demonstrations.
- Ask government entities to stop using products made in the illegal settlements in the Occupied Palestinian Territories.
- Contribute reviews on Amazon and other companies dissuading purchasers from buying products made in the settlements.

**Resources:**

The Israel/Palestine Mission Network: [www.theipmn.org/](http://www.theipmn.org/)

Who Profits: [www.whoprofits.org](http://www.whoprofits.org)

Global Exchange: <http://www.globalexchange.org/economicactivism/sodastream/campaigns>

Code Pink : Stolen Beauty Campaign (Ahava) <http://www.codepink4peace.org/section.php?id=415>

Soda Stream Campaign <http://www.codepink4peace.org/section.php?id=470>

Soda Stream Interfaith Boycott Coalition <http://www.sodastreamboycott.org>

United Methodist Kairos Response: <https://www.kairosresponse.org/Boycott.html>