

“BDS is perhaps the most ambitious, empowering, and promising Palestinian-led global movement for justice and rights. BDS has the capacity to challenge Israel's colonial rule and apartheid in a morally consistent, effective, and, crucially, intelligent manner.”

- Omar Barghouti

A Palestinian author and cofounder of the BDS movement. Quote from his book "Boycott, Divestment, Sanctions: The Global Struggle for Palestinian Rights"



WHAT IS BDS?

BDS stands for Boycott, Divestment, Sanctions. This movement was founded by Palestinian civil society in 2005. "The BDS movement works to end international support for Israel's oppression of Palestinians and pressure Israel to comply with international law." The movement "calls for a boycott of Israeli and international companies that are complicit in violations of Palestinian rights." A small number of companies and products are focused on to maximize the impact.

You can participate by

- choosing not to support these companies and products
- campaigning for divestment in schools, businesses, governments, religious institutions etc.
- supporting government sanctions against Israel

WHY PARTICIPATE IN BDS?

Participating in the BDS movement is a low risk action you can take to act in solidarity with Palestinians. BDS is a "movement for freedom, justice, and equality in Palestine." Israel has been occupying Palestine since 1948, displacing, killing, maiming, disabling and traumatizing millions of Palestinians. As of February 1, 2024 over 27,000 people have been martyred in Gaza since Oct 7, 2023 and the numbers continue to rise. This does not include the thousands who are missing and buried under rubble. The companies and products that are targeted through the BDS movement are complicit in Israel's system of occupation, genocide, and apartheid. We can stop giving our money to these companies/products & support campaigns for BDS!

All quotes from:

<http://bdsmovement.net>

Find more info there



Act Now Against These Companies Profiting from the Genocide of the Palestinian People

Consumer boycott targets:



Divestment and exclusion targets:



Pressure targets:



Organic boycott targets:



Consumer boycott targets - The BDS movement calls for a complete boycott of these brands carefully selected due to the company's proven record of complicity in Israeli apartheid.

Pressure targets - The BDS movement actively calls for pressure campaigns against these targets. This includes boycotts when reasonable alternatives exist, as well as lobbying, peaceful disruptions, and social media pressure.

Divestment and exclusion targets - The BDS movement works to pressure governments, institutions, investment funds, city councils, etc. to exclude from procurement contracts and investments and to divest from these companies, especially arms companies and banks.

Organic boycott targets - The BDS movement did not initiate these grassroots boycott campaigns but supports them due to these brands' complicity in Israel's genocide and apartheid against Palestinians.