



# Join the Global BDS Action Day 30 March 2009

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at the World  
Social Forum  
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## Why BDS?

Boycott Divestment and Sanctions (BDS) is fast emerging as the required strategy to stop Israel's apartheid policies against the Palestinian people. After decades of forced dispossession, occupation and injustice, BDS is the civil-society initiated answer to the failure of governments to hold Israel accountable for its action. The non-implementation of Palestinian national rights as recognized by countless UN resolutions and human rights conventions necessitates that a proactive approach be taken to stop the machinery which sustains and facilitates Israel's actions politically, militarily, and economically. The basis for this campaign is the Unified Palestinian Civil Society Call for BDS (9 July 2005), see: <http://www.bdsmovement.net/?q=node/52>

## Why March 30<sup>th</sup>?

■ March 30 is known as Land Day to Palestinians. The date refers to the bloody killings on the same day in 1976, when the Israeli government issued land confiscation orders for property belonging to Palestinian citizens of Israel. When the community organized a general strike to protest yet another confiscation of their land, armed forces were sent in to the striking villages killing 6, injuring 96 and arresting more than 300 protesters.

■ Land Day has come to symbolize the Palestinian attachment to their land despite repeated Israeli government campaigns of "Judaization". It takes on special relevance today because it relates to the heart of why BDS is a necessary strategy: to protest against Israeli discrimination, to resist ongoing theft of Palestinian land and to end the ongoing forced displacement of the Palestinian people.

## What You Can Do:

Have a look at the below list of suggestions and join the Global BDS Action Day on March 30, 2009. Keep in mind that there may already be people or groups working on the BDS campaign in your area. For a partial list of these groups, take a look at: <http://www.bdsmovement.net/?q=node/54>

## Engage in Direct Action:

- Protest in front of an Israeli or international company profiting from Israeli occupation and apartheid (See the Carmel Agrexco blockade in the UK: <http://www.bdsmovement.net/?q=node/13> or the Qatar students campaign: <http://www.bdsmovement.net/?q=node/276>)
- Protest government policies: Demand sanctions against Israel and the suspension of Free-Trade Agreements with it (See the Norwegian protest of government backed promotion of Israeli economy: <http://www.bdsmovement.net/?q=node/214>)
- Picket supermarkets and shops selling Israeli products (See the Tesco "citizens seizure" at: <http://www.youtube.com/watch?gl=GB&hl=en-GB&v=f729KqURQc4>)
- Protests in front of and during sportive and cultural events where Israeli teams or groups are involved and boycott these events (<http://www.bdsmovement.net/?q=node/280>)

## Raise Awareness:

- Organize a BDS-seminar or study day to learn more about Israel's oppression of the Palestinian people and how BDS can work where you are. The strategic position paper of the Palestinian Boycott, Divestment and Sanctions National Committee (BNC) is a useful starting point for this purpose: <http://bdsmovement.net/?q=node/222>
- Organize conferences about BDS in universities, municipalities, trade unions, etc., that have relations with Israeli companies and institutions
- Distribute leaflets, stickers and posters calling for BDS

## Propose Resolutions:

- Put forward a BDS resolution in your local union, party, organization, or civic body. Ensure the motion contains steps towards concrete actions in terms of research, promotion of BDS and/or cutting ties with Israeli interests. (See the BDS motion of the Australian Maritime Union to stop handling Israeli vessels: <http://www.bdsmovement.net/?q=node/278>)
- Target the links between your local governing body and Israeli apartheid, by pushing motions to divest from or stop contracts with Israeli companies or international companies profiting from Israeli apartheid/occupation (see the "Caterpillar-free cities" initiative at <http://electronicintifada.net/v2/article3746.shtml> or the BDS motion of Sor Trodelag, Norway at <http://www.stophthewall.org/worldwideactivism/1061.shtml>)

Join the BDS National Committee (BNC) call to maximize the number of social and political organizations and institutions endorsing BDS strategy. Collect signatures and sign on at <http://www.bdsmovement.net/?q=node/52>

## Media Matters:

- Work with mainstream media to cover the global BDS Action Day
- Schedule and prepare programs on BDS for local mainstream and alternative media
- Prepare accessible press kits on BDS including statements (your own and those of the movement), contact persons, and well-worded, clear quotations easily usable by a journalist or media outlet.
- Produce your own press of your activities (videos, images and articles) and disseminate them through the internet (video: youtube, dailymotion; images: flickr, picasa and written: blogs, op-eds in local papers, activist/ solidarity websites)

## Lobby Your Representative:

- Call for a lobbying day with your representative (See the Indian lobbying initiative against arms trade: <http://stopthewall.org/worldwideactivism/1617.shtml> or the specially effective lobbying days organized in the UK by the Palestine Solidarity Campaign (PSC): [http://www.palestinecampaign.org/Index7b.asp?m\\_id=1&l1\\_id=6&l2\\_id=57&Content\\_ID=346](http://www.palestinecampaign.org/Index7b.asp?m_id=1&l1_id=6&l2_id=57&Content_ID=346)
- Raise the issue of institutions and companies that profit from and keep relations with Israeli apartheid in lobbying meetings (See the Derail Veolia Campaign: <http://bdsmovement.net/?q=node/304>)

## Consider Joining An Existing Campaign

Many campaigns have already begun and would welcome expanding their reach. See examples of the following campaigns:

■ **Veolia/Alstom:** <http://www.bigcampaign.org/index.php?page=veolia>

■ **Agrexco:** <http://www.bdsmovement.net/?q=node/240>

■ **Lev Leviev / Africa-Israel:** <http://adalahny.org/>

■ **Motorola:** <http://hanguponmotorola.org/>

■ **L'Oreal:** <http://www.bdsmovement.net/?q=node/231>

■ **Jewish National Fund:** <http://www.caiaweb.org/jnfcampaign> and [http://www.scottishpsc.org.uk/index.php?option=com\\_content&view=section&id=10&Itemid=200067](http://www.scottishpsc.org.uk/index.php?option=com_content&view=section&id=10&Itemid=200067)

■ **Anti-Free Trade Campaign:** See for example the Brazilian campaign against the Mercusor-Israel Free Trade Agreement (<http://www.badil.org/al-majdal/2008/summer/articles06.htm>) and the European campaign against the EU-Israel Association Agreement (<http://www.bdsmovement.net/?q=node/179>)

■ **Arms Embargo Campaign:** See for example <http://www.stoparmingisrael.org/>

■ For more campaigns and activist experiences, check *the global BDS campaign* website regularly: [www.bdsmovement.net](http://www.bdsmovement.net)

## Start your own Campaign

There is already a wealth of research and information on BDS for building a campaign and raising awareness in your community:

■ **Corporate responsibility:** For a database of companies doing business in 1967 occupied Palestine see: <http://www.whoprofits.org>

■ **Government Free trade and preferential agreements:** Check the agreements between Israel and your country, at: <http://www.mfa.gov.il/MFA/Treaties/Israel+Bilateral+agreements/>

■ **Arms trade:** For a list of companies known to supply weapons to Israel, see: <http://www.caat.org.uk/issues/israel-suppliers.php>

■ **Academic, Cultural and Sports Institutional Boycott:** Monitor the announcements of cultural, sports and academic events and look into the international relations and investments of your university. For more see: [www.PACBI.org](http://www.PACBI.org)

**BDS is a growing international movement** representing the conscience of people from diverse backgrounds to end Israeli apartheid. Now is the moment to expand the movement by joining a pre-existing campaign. If none of the above seem effective for your context, take the initiative and begin your own campaign. Only with sustained BDS action on hundreds of fronts will we be able to win not only the moral and legal argument of the Palestinian cause, but also the struggle to stop the Israeli apartheid machine and those who sustain it.

Contact [info@bdsmovement.net](mailto:info@bdsmovement.net) to let us know about your initiative, for support or recommendations.

