

**Let's boycott apartheid
together?**



**Join the Apartheid Free Zone
campaign!**



SUMUD

THE FINNISH PALESTINE NETWORK
صُمُود - شَبَكَةُ فِلَسْطِينِ الْفِنْلَنْدِيَّةِ



BDS
FINLAND

Let's create Apartheid Free Zones in Finland!

Your company, organisation, event, or community now have the opportunity to actively support the Palestinian struggle for human rights and freedom. Get to know the Apartheid Free Zone campaign and join us!

In Finland the campaign is organized by Sumud – The Finnish Palestine Network.

What is an Apartheid Free Zone?

An Apartheid Free Zone (AFZ) is a space actively building solidarity and supporting the Palestinian struggle for freedom and human rights.

An Apartheid Free Zone publicly declares its participation in the campaign and actively seeks ways to sever ties with entities that support the Israeli apartheid regime. AFZ engages in targeted boycotts set by the BDS movement – including cultural and academic boycotts – and continues boycotting until Israel adheres to international law and principles of human rights. AFZ promotes anti-racism and equality, and rejects the conflation of criticism of the Israeli state with antisemitism.

Visitors to an Apartheid Free Zone can enjoy their time with a clear conscience, knowing that the space they are in actively opposes the Israeli apartheid regime and the genocide of Palestinians.

A shop, café, company, library, university, museum, art gallery, concert venue, social space, association or public administration space can declare itself an Apartheid-Free Zone.

The Apartheid Free Zone is a global BDS campaign aimed at getting companies and communities to support the targeted boycotts, divestments and sanctions imposed by the Palestinian-led BDS movement. Hundreds of spaces across Europe have declared themselves Apartheid-Free Zones.

How can our company or space become an Apartheid Free Zone?

Any company, organisation or space can become an Apartheid Free Zone (AFZ). An Apartheid Free Zone commits to:

- 1) the principles of the international BDS movement and targeted boycotts, including answering new BDS calls for targeted boycotts in the future.
- 2) the cultural and academic boycott of Israel as defined by the BDS movement (PACBI)
- 3) to act in an anti-racist manner.

In addition, the Apartheid Free Zone:

- 4) publicly declares itself an Apartheid Free Zone
- 5) affixes a sticker to its premises stating that it is an Apartheid Free Zone
- 4) is added to a list on the www.sumud.fi website showing all Apartheid Free Zones (name of the space and city).
- 5) is added to the global AFZ list on the www.bdsmovement.net website (name of the space and city).

If you're interested, our campaign team will assist your company or community at every step! Feel free to get in touch via email: bds@sumud.fi.

What if we make a mistake?

Everyone can make mistakes. If it turns out that you've accidentally purchased or sold products on the boycott list or supported the Israeli apartheid in any way, the most important thing is to correct the mistake. The campaign aims to give every space the opportunity to make its operations more ethical and thus support the Palestinian struggle for human rights. It's better to join the campaign and make a mistake than not to support the campaign at all.

You can always reach out to the campaign team for support.

What should the Apartheid Free Zone boycott?

Apartheid Free Zones boycott companies, products, and brands targeted by the BDS movement's targeted boycott. The boycott targets change over time, as some boycott campaigns are won and as others get added as new targets. You will be updated about these changes with our newsletter. Below is a list of the current BDS targets:

AFZs must boycott the following products and companies:

- Products, vegetables, and fruits coming from Israel or Israeli illegal settlements
- AXA
- Carrefour
- Chevron, including Caltex and Texaco brands and Chevron-owned Noble Energy
- Dell
- Disney+
- Hewlett Packard Inc (HP Inc)
- Intel
- RE/MAX
- Reebok
- SodaStream
- McDonald's, Burger King, Papa John's, Pizza Hut, Domino's pizza
- The Coca-Cola Company
- Teva Pharmaceutical Industries
- WIX
- Wolt
- Xbox and Microsoft Gaming products
- Zara

AFZs should boycott these companies if a reasonable alternative exists. The Apartheid-Free Zone supports BDS movement pressure campaigns against these companies:

Pressure can be applied, for example by sending customer feedback.

- Airbnb/Booking.com/Expedia
- Cisco
- Google and Amazon (US)
- Microsoft
- Siemens

You can learn more about boycott and pressure targets here:
www.bdsmovement.net/Guide-to-BDS-Boycott

AFZs must boycott Israeli Corporations & Banks:

The BDS movement targets complicity, not identity. When it comes to Israeli companies, being non-complicit entails:

- 1) Not being implicated in Israel's military occupation, apartheid or settler-colonialism; and
- 2) Publicly recognizing Palestinian rights under international law, primarily the right of refugees to return in accordance with UN resolution 194.

As far as we know, there is no Israeli company that meets these two conditions.

Accordingly, the BDS movement has called for boycotting and divesting from all Israeli companies, unless they meet the above two conditions.

AFZs must follow BDS divestment guidelines, if applicable (if the AFZ has investments):

In practice AFZs should exclude from procurement contracts and investments, as well as divest from as many complicit companies as practical. The divestment should apply especially to arms companies, tech companies, and financial institutions. We rely predominantly on the following authoritative sources and their research regarding divestment targets:

- AFSC list of companies that implicated in arming Israel's #GazaGenocide.
- AFSC Investigate database of companies enabling the occupation.
- UN database of businesses involved in Israel's illegal settlement enterprise.
- WhoProfits database of corporations profiting from the ongoing Israeli occupation.
- Don't Buy Into Occupation list of businesses involved in the illegal Israeli settlement enterprise in the OPT in which European financial institutions have investments.

You can learn more about divestments here:

www.bdsmovement.net/Get-involved-divestment

Many other companies support Israeli apartheid in one way or another. Doesn't AFZ boycott all of them?

The strategy of the BDS movement is to target boycotts, pressure, and sanctions on specific companies and products to have the greatest possible impact. Apartheid Free Zones lend support to these targeted boycotts and campaigns. You can read more about the effectiveness of targeted boycotts from www.bdsmovement.net.

We encourage and assist Apartheid Free Zones in boycotting other products and companies that participate in Israeli apartheid to the extent of their capabilities.

What is cultural and academic boycott?

The Palestinian Campaign for the Academic and Cultural Boycott of Israel (PACBI) declared a boycott against Israeli academic institutions and cultural institutions in 2004.

The cultural boycott is a response to Israeli cultural institutions' efforts to maintain and normalize Israel's illegal occupation, Palestinian colonization, and apartheid. Apartheid-Free Zones do not organize cultural events funded by Israel or visibly supportive entities. Apartheid-Free Zones also do not participate in activities that support the normalization of apartheid and human rights violations. The boycott applies to institutions, not individual Israelis.

The academic boycott aims to sever ties with Israeli universities and other academic institutions. Israeli universities are involved in maintaining Israel's illegal occupation and apartheid and participate in, among other things, developing tools used by the military and systematically discriminating against Palestinians. Apartheid-Free Zones do not collaborate with Israeli academic institutions.

Our campaign team can provide you with more information on cultural and academic boycotts.

Learn more: www.bdsmovement.net/pacbi

What is the BDS Movement?

BDS is a Palestinian-led global movement aimed at cutting economic support from the Israeli apartheid government. BDS stands for boycott, divestment, and sanctions. The BDS movement is based on a simple principle: Palestinians are entitled to the same human rights as everyone else. BDS draws inspiration from the struggle against South African apartheid and the associated boycotts.

The Finnish BDS movement is part of the Finnish Palestine Network Sumud.

Learn more: www.bdsmovement.net

What is apartheid?

Apartheid is the institutionalized system of racial segregation and oppression. It got its name from the apartheid policies practiced in South Africa in the 20th century ('Apartheid' means separateness in the Afrikaans language).

The UN Convention of 1976 defines apartheid crimes as actions aimed at creating and maintaining domination by one racial group over another. Apartheid involves the systematic oppression of a racial group.

Inhumane actions include:

- Denial of the right to life, including killings or causing serious physical or mental harm through torture, degrading treatment, or restriction of freedom.
- Arbitrary arrest and detention
- Population transfer
- Enforced labor/slavery
- Persecution of a group
- Enforced disappearance
- Prevention of participation in political, social, economic, and cultural life of the country.

Amnesty International and other human rights organizations recognize Israel's segregation policies as apartheid and crimes against humanity. Apartheid crime is one of the most serious international crimes.

Do you want to hear more? Contact us bds@sumud.fi

Follow us on Instagram @boikotoiapartheidia and Facebook

More information about the campaign: www.sumud.fi



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