

Would you buy



**Ban Israeli
settlement goods**

**Campaign tool-kit
for trade unions**



Palestine Solidarity Campaign

www.palestinecampaign.org

Dear Friend,

Since the beginning of Israel's occupation of Palestine, the repression of its people is worse than ever.

We are witnessing the daily expansion of Israeli settlements despite the urging of a freeze by the international community; the continuing siege of Gaza where the beleaguered people have been prevented from rebuilding their homes, schools, hospitals and workplaces after the Israeli attacks last January (2009); and the continuing ethnic cleansing of Jerusalem where Palestinians are being evicted from their homes to make way for more illegal Israeli settlements.

This must end. The Palestinians have a right to live with dignity, free from occupation.

To coincide with the call for a Global Day of Action on 30 March 2010, made by the Palestinian Boycott National Committee, the Palestine Solidarity Campaign is pleased to launch a campaign in partnership with the TUC which aims to end the sale of Israeli settlement produce in Britain.

Use our campaign tool-kit to lobby the government and raise awareness amongst the British public about the need to ban produce from illegal settlements in the West Bank.

Inside this pack you'll find:

1. Basic facts about settlements
2. Information on organising consumer action
3. Model letters to send to your MP and local supermarkets
4. E-tools to use in the virtual world
5. A strategy on getting media coverage
6. TUC-PSC Leaflet and trade union briefing
7. Useful links, resources and more

We've also organised educational seminars in the coming months and a day of action on June 26th — visit our website for regular updates about how we can stop the sale of settlement goods and end supermarkets profiting from Palestinian suffering.

Happy campaigning,



Hugh Lanning

Chair, Palestine Solidarity Campaign



**The Palestine
Solidarity
Campaign**

(PSC) aims to

raise public

awareness about the

occupation of Palestine

and the struggle of the

Palestinian people. PSC

seek to bring pressure

on both the British and

Israeli government to bring

their policies in line with

international law. PSC

is an independent, non-

governmental and non-

party political organisation

with members from

communities across

Britain.



Introducing the campaign

Under British and international law, settlements — built on land taken from Palestinians by force — in the occupied West Bank and East Jerusalem are illegal. Therefore, the importing, buying and selling of Israeli settlement goods that have come from illegal settlements could be viewed as criminal acts.

What are we are trying to achieve?

We want our government to stop economically benefiting those who are breaking the law by banning all goods that come from settlements entering the country. We are also asking for an end to the EU-Israel trade association agreement that gives preferential tariffs to goods from Israel until it complies with international law.

Will banning goods really make a difference?

Undoubtedly, yes. By refusing to import settlement goods, the settlers' economy is weakened — sending a message to the settler community that its existence on stolen land will not be tolerated by the rest of the world. PSC also supports the Palestinian call to boycott, divest and sanction all companies that benefit from the Israeli occupation.

So, what goods exactly are being sold in my local supermarket or grocery store?

Fruits and vegetables — including fresh herbs, tomatoes, avocados, peppers, and dates — could come from illegal settlements. Other companies, such as Ahava, which sells beauty products, also operate from settlements. You'll find a full list of companies that profit from settlements on the 'Who Profits' website — see our 'useful info' section.

“Israeli settlements in the Occupied Palestinian Territory, including East Jerusalem, are illegal and an obstacle to peace and to economic and social development [... and] have been established in breach of international law.”

International Court of Justice ruling, July 9, 2004.



Facts about settlements

Arm yourself with useful information about what settlements are, how they were created, and their impact on Palestinian workers and their livelihoods.

A brief background

- In 1947, the UN partitioned Palestine (whose population was 70% Palestinian Arab) and decreed that 55% of the land would be used to create Israel
- In 1948, Zionist forces seized more land, razing about 500 Palestinian villages to the ground and driving 750,000 Palestinians abroad as refugees. More than 13,000 Palestinians were killed
- Zionist forces now occupied 78% of the land, and the state of Israel was declared. The UN recognised the remaining 22% — divided between the West Bank and Gaza — as Palestinian territory
- In 1967, Israeli forces invaded and occupied the West Bank, Gaza and the Golan Heights, which belong to Syria, and still remain there today
- UN Resolution 242 calls for Israel to withdraw from the territory it occupied in 1967, rendering its occupation of the West Bank (including East Jerusalem), Gaza and the Golan Heights illegal under international law

What is an Israeli settlement?

- Israel began building settlements on Palestinian land in the West Bank immediately after its occupation in 1967
- The settlements are built strategically on hilltops, so they dominate the landscape, and are surrounded by high walls
- A settlement can consist of a few Israeli military huts or be a large town, complete with shopping malls, leisure centres, and luxury homes with swimming pools
- Settlement farms and industrial zones steal more Palestinian land
- Israelis are encouraged to move to the settlements through tax breaks given by the Israeli government. In the United States, glossy advertising campaigns promise ‘fresh mountain air’, ‘stunning views’ and ‘wide open spaces’ to those wishing to buy a settlement property and emigrate. Palestinians are not allowed to live in the settlements built on their land
- There are now 200 Israeli settlements in the West



- Bank, all built in contravention of international law, and they house approximately 450,000 Israeli settlers
- Roads have been built to connect the settlements to Israel, thus cementing their place in the West Bank. More Palestinian land is stolen to build the roads, which often cut villages in half. Palestinians are not allowed access to the roads

The settlements and international law

- UN Resolution 446 states that the settlements have ‘no legal validity, and constitute a serious obstruction to achieving a comprehensive, just and lasting peace in the Middle East’
- In 2004, the International Court of Justice concluded that the settlements ‘have been established in breach of international law’
- UN Resolution 465 declares that ‘Israel’s policy and practices of settling parts of its population and new immigrants in those territories constitute a flagrant violation of the Fourth Geneva Convention’

The impact of the settlements on Palestinian life

- Palestinian villages, olive groves and farms have been stolen and demolished to build the settlements, leaving many Palestinians homeless and without a means of supporting themselves and their families
- Settlers act largely with impunity in disrupting Palestinian life, often violently. Road blocks are set up, cars burned, windows smashed and crops burned. Palestinian farmers are shot at as they attempt to harvest their crops, and children attacked on their way to and from school. Israeli security forces do not protect the Palestinians and almost never enforce the law against settlers
- While the settlers, as citizens of Israel, enjoy full civil rights, Palestinians — living under occupation — are subjected to military law



- As the settlements have eaten up an increasing amount of their land, the Palestinians of the West Bank have been reduced to living in enclaves, separated from each other and surrounded by the Apartheid Wall, with their movement controlled and severely restricted by hundreds of Israeli checkpoints
- As a result, education has virtually ground to a halt, basic healthcare services are dangerously inadequate, and the economy has been devastated

Water and the settlements

- Each settler is allocated 1,450 cubic metres of water a year by the Israeli government. Each Palestinian in the West Bank is given 83 cubic metres a year
- Settlements are built near, and control, vital water sources
- Many of the settlements are built in the fertile Jordan Valley area of the West Bank, and settlers living here are provided with free water for irrigation. Much of the Israeli agricultural produce in UK shops is from this area
- In some rural communities, Palestinians survive on barely 20 litres of water a day, the minimum amount recommended for domestic use in emergency situations

Palestinian workers in the settlements

- The destruction of the West Bank's economy and the expropriation of farmland to build settlements has forced many Palestinians to seek work in settlement farms and industrial zones
- They earn less than 50% of the Israeli minimum wage and sometimes as little as five US cents an hour
- They receive no holiday pay, pensions or sick pay and work in unprotected conditions in all weathers
- If they are injured at work, they do not receive compensation
- Palestinians require permits to work, which are removed if they complain about their pay or conditions. The Israeli settlers do not require work permits
- Palestinian trade unions are not recognised in the Israeli settlements, and Palestinians are not allowed to join Israeli trade unions



Take action: Boycott Israeli settlement goods

Involve your members in taking direct action against illegal settlement goods by organising outside supermarkets that are profiting from the Palestinian suffering. Ask shoppers to boycott Israeli goods until it complies with international law.

Below are a few tips to help you get started:

1 Ordering materials: Order our 'Boycott Israeli goods' leaflets and shop posters. Use the TUC/PSC 'Ban Settlement Goods' postcards — get your family, work colleagues and friends to fill them in too! You may also want to make local leaflets with contact details of local store managers or PSC groups.

2 Media work: Do an advance press release to make your local media aware of what action you plan to do. Find out how much it would cost for an ad in the local paper. Turn to page 10 for useful media tips.

3 Engaging communities: Involve your local Palestine student societies, trade union branches, faith groups and other sympathetic organisations. Make the BDS target relevant to each group — e.g. if a university has a contract with Eden Springs or Veolia, focus the student work towards that company.

4 Spread the word: Facebook, twitter, letters in the local paper, blogs, articles in trade union and student magazines are all ways to let different audiences know what you intend to do, or have done, and just how their everyday actions — such as buying a particular herb — may in fact be supporting the Israeli occupation.

5 Contact USDAW: Make the local shop stewards aware of what, where and when you are planning your action. PSC can help put you in touch with the right person.

On the days of action you can:

Check the label: Visit your local supermarket or shop and if you find goods from Israel or illegal settlements, demand to speak to the manager. Tell them your concerns about Israeli goods being stocked and refer to Israel's appalling human rights record and recent war crimes in Gaza.

Get heard: Choose a couple of supermarkets that are complicit and inundate them with phone calls, emails, and letters in the post. Model letters to supermarkets and

contact details are available in this pack and on the PSC Boycott Israeli Goods website at www.bigcampaign.org.

Demonstrate: If a local shop or supermarket has failed to engage constructively with your concerns, then call a protest outside the store. Make leaflets to hand to shoppers explaining why you are protesting and hand out PSC boycott leaflets or the TUC 'Would you buy stolen goods?' leaflets. You may want to organise an eye-catching event with your local group — maybe do a supermarket crawl round the town centre!

Let us know: Take a picture of Israeli and settlement goods and email it over to us for the website — so we can make an online picture gallery of Israeli goods found in supermarkets.

If your union has policy to support the boycott of all Israeli products, why not get in touch with your local PSC group and organise something together? Visit our Boycott Israeli Goods website (www.bigcampaign.org) for more details on our boycott, divest and sanctions campaign.

Raising awareness amongst your members — a few ideas:

Speaker meeting: Invite Palestinian speakers to your local branch meeting — contact the PSC office to see if there is anyone visiting.

Film showing: Co-organise a film showing with local faith and student groups showing the situation of Palestinian life under occupation or videos from TU visits to Palestine, followed by a question and answer by a participant.

Get creative: Start a competition amongst members about the need to boycott, or living under occupation e.g. writing poems or painting. Best one wins a prize.

Organise a fundraiser: Raise money for Palestinians made homeless by settlers — bake sale, charity bungee jump, sponsored walk (or silence!), car-boot sale are a few suggestions...

Supermarket AGMs — Buy a share and have your say

Visit the PSC website for a full list of upcoming supermarket AGMs — by buying a share or two, you will have speaking rights at the meeting and can raise the issue of produce from Israel and illegal settlements.

E-campaigning: making an impact in the virtual world

With over thirty million users of Facebook and Twitter in Britain alone, social networking sites have the potential to make the campaign to ban settlement goods reach unprecedented numbers.

Change your profile pictures on Facebook/Twitter to the pictures below, tweet about what Israeli products you are boycotting, forward a Youtube video depicting the conditions of Palestinian workers, put a banner on your blog or union website, put our model letters to MPs and supermarkets as notes in your Facebook page, email your MP using our online e-lobbying tool — the possibilities are endless!



Web banners



250 x 250 pixels



468 x 60 pixels

Ban settlement goods — model letter to your MP

Use this model letter as a follow-up to the 'Ban settlement goods' postcard. Send the replies to PSC.

Your address

Date

Name of MP
House of Commons
London SW1 0AA

Dear [Name of MP],

I recently sent you a postcard asking for your help with the campaign to prevent the entry into the UK of goods grown, sourced or packaged in the illegal Israeli settlements built on Palestinian land in the West Bank.

These goods include herbs, dates, fruit and dead sea beauty products. Their sale in the UK helps to economically support the settlements, which have been condemned by the UN, and which bolster and strengthen Israel's illegal 43-year occupation of the Palestinian West Bank.

The settlements, and their continued construction, have been recognised as a major barrier to peace by President Barack Obama (Cairo speech, June 2009), and by the international community. UN Resolution 446 clearly states that the settlements 'have no legal validity, and constitute a serious obstruction to achieving a comprehensive, just and lasting peace in the Middle East'. The UK government has also repeatedly affirmed that the settlements are illegal.

By allowing the import into, and sale of, settlement goods in the UK, we are not only helping to maintain the financial viability of these illegal constructions, we are also lending them a legitimacy which shames us as supposed upholders of international law.

In addition, we become complicit in Israel's military occupation of the West Bank, in which the settlements, built on land taken by force from Palestinian villagers and farmers and then populated by citizens of Israel, play a vital part.

Moreover, by importing settlement goods, we effectively turn a blind eye to the human rights of the West Bank's indigenous Palestinian population. Starved of employment by the systematic destruction of their industry by Israel, and the theft of their farmland for the construction of settlements, many Palestinians are forced to work in settlements and Industrial Zones built on stolen land in the West Bank. Here they are paid less than the minimum wage, with their rights to pensions, holiday or sick pay ignored, and their trade unions not recognised. (More information on the working conditions of Palestinians in Israeli settlements: www.kavlaoved.org.il)

The settlements, which have been built on Palestinian land, and their associated infrastructure, take over almost half of the land of the West Bank.

By allowing settlement goods to be sold in Britain, we are economically aiding the settlements themselves and therefore directly aiding Israel's occupation of the West Bank, its many breaches of international law, and its daily violation of Palestinian human rights.

I am therefore asking you, as my MP, to make a stand and help bring about a change in the law that would stop goods from illegal Israeli settlements coming into the UK.

I look forward to your response.

Yours sincerely,

...

Model letter to supermarkets

Write to your local supermarket and ask them to stop sourcing products from illegal settlements. You may also want to use this letter as a script when ringing supermarkets too.

Your address
Date

Address of store

Dear [insert name of store manager]

As a firm believer in the human rights of all people, I was shocked to discover that your supermarket is stocking produce grown on land that is internationally recognised as having been stolen from the Palestinian people.

On a visit to [insert name of supermarket here, eg Tesco] in [insert name of road and town here, eg Peckham High Street], on [insert date of your visit here], I came across [insert goods here, eg herbs] that were labelled 'Produce of the West Bank — Israeli settlement produce'.

These goods were grown in Israeli settlements built in the West Bank in contravention of international law.

The West Bank is Palestinian land that was invaded by Israel in 1967, and has been subject to an military occupation ever since. Israel's occupation is illegal under international law, including UN Resolution 242 which demands Israel's withdrawal from the West Bank.

Not only have successive Israeli governments ignored this legal call, but they have instituted a policy of demolishing Palestinian villages and farms in the West Bank, cleansing the land of Palestinians, and building settlements on the stolen land. The settlements are populated by citizens of Israel, and, in an echo of apartheid South Africa, are off-limits to the Palestinian population.

UN Resolution 446 clearly states that the settlements 'have no legal validity, and constitute a serious obstruction to achieving a comprehensive, just and lasting peace in the Middle East'.

The British government has also clearly and repeatedly stated that Israel's settlements are illegal.

Therefore, to find goods in your supermarket, that originate from these illegal Israeli settlements, is deeply disturbing.

I would appreciate an explanation of your policy on stocking Israeli settlement produce, and call on your supermarket to stop selling goods which economically support Israel's illegal occupation of Palestinian land, and its continuous violation of Palestinian human rights in the West Bank.

I look forward to your response.

Yours sincerely,

...

Ban settlement goods — local media strategy

The aim

The end goal of the Ban Settlements Goods campaign is to take goods from Israeli settlements off our supermarket shelves. Supermarkets rely economically on their customers, and they fear bad publicity that could drive consumers away, potentially to their competitors.

The aim of a local media strategy is to:

- Create stories that local newspaper/radio/TV journalists will be interested in running. The stories will raise awareness of illegal settlements and how buying goods from these settlements supports their existence.
- Put pressure on supermarkets to stop stocking settlement goods. Pressure can be applied through stories running in the local media that reflect negatively on supermarkets which sell goods from illegal Israeli settlements.

The strategy

An effective tactic is to form a group of local people, with the sole aim of getting settlement goods removed from supermarket shelves. Call your campaign the Ban Settlements Good Campaign, which gives the local media a handle for you eg ‘Members of Islington’s Ban Settlement Goods Campaign have staged a protest outside the Sainsbury’s store in the High Street...’, could be the introduction for a newspaper story.

Once you’ve formed a group, organise events and generate stories for the media, e.g.:

- Pick a day and time for your group to visit a local store, and fill a few supermarket baskets with produce you find on its shelves that originate from settlements. Stay in the store with the produce and hand out leaflets to shoppers and ask to speak to the manager about the store’s reasons for selling these goods. Take photographs for your local paper, if it hasn’t sent its own photographer.
- If your local supermarket is selling settlement goods, organise a petition demanding that it stop. Members of your group can stand outside the store collecting signatures, with banners and placards — this will create a photo opportunity for the local media.
- Ask for a meeting with the store manager, and use this to discuss the sale of settlement goods in her/his store and to present the petition. Inform the press in advance of the meeting and handing over of the petition,

and let them know the outcome.

- Get support from a local celebrity eg actor, author, or from your MP or a sympathetic councillor, and ask them to attend one of your events. This will create more of a story and picture opportunity for the media.

Tips

- Appoint a spokesperson for the group, who will be the main point of contact for the media, and will give interviews and quotes.
- Alert the media to the formation of your group, and the reasons for creating it. Let the papers, TV and radio know that you have a spokesperson available for interview, and provide them with a name and full contact details.
- If you’re staging an event, give the media advance notice of it, and invite them to attend. Always give the contact details of your spokesperson.
- Create photo opportunities for the press and TV. They’ll be more likely to run stories that are visual.
- If the press doesn’t attend your event, take good quality photos that you can send them afterwards, together with an account of the event, including quotes from your spokesperson.

Press releases

- Use press releases to alert the media to what your group is doing.
- Always include a quote in the press release from your spokesperson about the reason behind your action, and why settlement goods should be banned by shops. A journalist can use this quote if s/he doesn’t have time to conduct a full interview.
- Find out what day your local paper goes to press, and send the press release at least three days in advance of this date. Make sure TV and radio also have advance notice of an event — don’t tell them the day before.
- Email press releases to the news editor (names and email addresses can be found on the paper/TV or radio station’s website).
- Always give contact details of your spokesperson in the press release. Remember to include the date, time and location of your event, and invite the media to attend.
- It’s worth stating that your group is part of a national Ban Settlement Goods campaign, which is supported by the Palestine Solidarity Campaign and the TUC.
- Follow up your press release the next day with a phone call to the news editor, to see if it’s been received and if s/he’s interested in running the story.

Finally — good luck, and please let us know of any media coverage you receive!

Email us at: info@palestinecampaign.org

Resources and links

Websites

'Boycott Israeli Goods'

The PSC run website is a useful resource for all those who want to run boycott, divestments and sanction campaigns. Includes model letters, latest BDS newsfeed, reports, supermarket contact details and more.

www.bigcampaign.org

Boycott National Committee

The co-ordinating committee in Palestine — the website is a shared space for information, analysis, exchange of ideas and experiences for BDS campaigners around the world.

www.bdsmovement.net

'Who Profits?' Companies operating in settlements

The names of companies involved in constructing illegal settlements, as well as those which provide services to them can be found on the website of 'Who Profits? Exposing the Israeli Occupation Industry'. The site also lists those companies which operate from industrial zones on Israeli-occupied West Bank land.

http://www.whoprofits.org/Involvements.php?id=grp_inv_settlement

Reports and rulings

DEFRA Guidelines

In December 2009, the Department for the Environment, Food and Rural Affairs (Defra) issued guidance to retailers on how to label produce grown in or exported from Israel's illegal settlements in the West Bank. The guidance is purely voluntary, and it is up to retailers whether or not they follow it. It suggests labelling goods grown in settlements as: Produce of West Bank (Israeli settlement produce). Goods from Palestinian-owned farms would then be labelled: Palestinian produce, thus creating a clear distinction between the two.

<http://www.defra.gov.uk/foodfarm/food/pdf/labelling-palestine.pdf>

Kav LaOved's report, 'Palestinian Workers in Israeli West Bank Settlements (2009)'

Palestinians forced to work in illegal Israeli settlements as a result of the systematic destruction of the West Bank's economy through occupation are subjected to harsh working conditions and low pay. The workers' organisation, Kav LaOved, records abuses against

Palestinian workers and campaigns for better working conditions for them.

www.kavlaoved.org.il/media-view_eng.asp?id=2764

European Court of Justice ruling on illegality of settlements

In a ruling in February 2010, the Court of Justice of the European Union said the West Bank is not part of Israel. The ruling was made in order to clarify the position of goods imported into the EU from Israeli settlements in the West Bank, and whether or not they should be exempt from import duty, as goods from Israel currently are. As well as opening the door to import duty being imposed on settlement goods, the ruling is another clear reason to correctly label settlement goods sold by UK retailers.

www.middleeastmonitor.org.uk/downloads/other_reports/eu-court-of-justice-decision-press-release.pdf

Videos

'Strangers in their own Land'

Video documents the struggle of Palestinian workers employed in a West Bank Israeli-operated industrial area

www.youtube.com/kavlaoved?gl=GB&hl=en-GB

'Bitter dates'

A UNISON sponsored documentary of the dangerous working condition for Palestinians in Israeli settlements.

www.youtube.com/user/KavLaOved#p/u/3/HnmStlSOg44

'Seeds of Peace'

A documentary about Palestinian workers in the Israeli-operated West Bank industrial zone known as Nitzaney Hashalom.

www.march21.nl/video_seedsofpeace/

Campaigning materials include:

PSC materials:



Leaflet



Poster



Factsheet



Badges

With the TUC:

Trade union briefing



Lobbying postcards

Leaflet



To order materials email: psc.admin@palestinecampaign.org

For more information about the campaign to ban settlement goods contact: Ruqayyah Collector
 e: ruqayyah.collector@palestinecampaign.org t: 0207 700 6122

Address: Palestine Solidarity Campaign, Box BM PSA, London, WC1N 3XX
 Tel: 020 7700 6192
 Fax: 020 7609 7779
 Web: www.palestinecampaign.org