BDS FACT SHEET

**WHAT IT SEEKS** • The Boycott, Divestment and Sanctions (BDS) movement seeks to delegitimize, demonize, defame and isolate Israel and the Jewish people. BDS seeks to coerce U.S. business to cease doing business with Israel and Israeli citizens and companies.

**WHAT IT’S NOT** BDS is NOT a movement seeking peace between Israel and the Palestinians nor a two-state solution. The movement falsely accuses Israel of apartheid and characterizes Jews as unworthy of statehood in their ancient homeland. The goal of BDS, simply, is the elimination of Israel.

**ITS BEGINNING** • The BDS campaign is a product of the NGO Forum held in parallel to the UN World Conference against Racism in Durban, South Africa, in August and September 2001. The Forum produced the “Durban Strategy” to promote “a policy of complete and total isolation of Israel as an apartheid state . . . the imposition of mandatory and comprehensive sanctions and embargoes, the full cessation of all links between all states and Israel” (para. 424)

**TARGET: COLLEGES** • BDS is a global movement that operates prominently in the United States and on U.S. college campuses. Anti-Israel events take place on U.S. campuses, typically presented in week-long programs such as “Israeli Apartheid Week” and “Palestine Awareness Week.” A total of 19 campuses held resolutions supporting BDS in 2014-15. More than half of the resolutions passed student government votes, but were rejected by administrations or subsequent challenges. At The University of Texas at Austin, a measure was voted down on April 22, 2015, 11-to-23.

**HARMS PALESTINIANS** • BDS actually is harmful to Palestinians as it works to coerce businesses operating at West Bank industrial parks to close. At Soda Stream, the BDS movement forced 500 Palestinians to lose their jobs.

• BDS and the Palestinian Consumer Protection Society convinced a major Palestinian company to withdraw from a partnership with Rami Levy, an Israeli developer, to build a shopping mall in an industrial area in Atarot, which lies north of Jerusalem. (Source: Walla website).

**EDUCATORS** The American Studies Association has endorsed a boycott of Israeli academic institutions and professors.

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