



UNIVERSITY BOYCOTT, DIVESTMENT & SANCTIONS (BDS) CAMPAIGNING GUIDE

Student solidarity with the
Palestinian liberation struggle

On August 4 2014, as Israel was unleashing its full military might on the people of Gaza, the National Union of Students' National Executive Council (NUS NEC) voted to support the Palestinian call for Boycott, Divestment and Sanctions (BDS). The motion passed with 23 votes in favour, 18 against, and 1 abstention. This policy was reaffirmed by an NUS NEC vote in 2015.

At the start of the 2015/16 academic year, the NUS published a comprehensive handbook (download it for free at nusconnect.org.uk/resources/bds-handbook). This campaigning guide is a summary of that booklet and of some of the key aspects of BDS campaigning.

We hope that both the handbook and this campaigning guide are useful and look forward to working with you to build effective campus solidarity with the Palestinian struggle for freedom, justice and equality.

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nus black students



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UNDERSTANDING BOYCOTT, DIVESTMENT & SANCTIONS (BDS)

Why is BDS needed?

For more than 67 years, Israel has denied Palestinians their basic rights and implemented a system of apartheid and settler-colonialism over the Palestinian people.

About a third of the Palestinian people live under a brutal military occupation in the West Bank and Gaza. Israel has stolen land, built Jewish-only settlements, expelled Palestinians or cornered them into ghettos, surrounded by walls, military watchtowers and checkpoints.

12% of the Palestinian people live inside Israel as 3rd class citizens. They are subjected to a system of racial discrimination and racist legislation that amounts to apartheid, as defined by the UN.

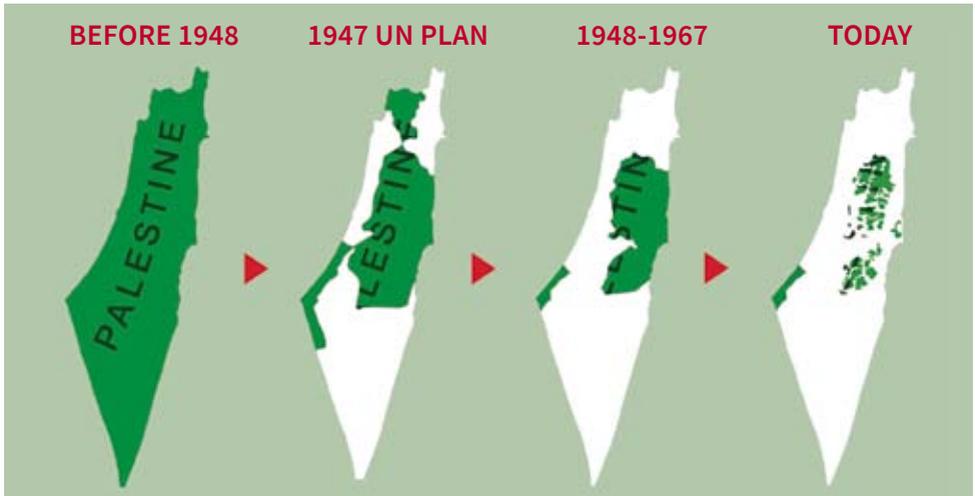
Half of the Palestinian people continue to live outside Palestine as refugees, denied their right of return to their homes, simply because they aren't Jewish.

In 2014, Israel carried out one of its bloodiest massacres of Palestinians in the besieged Gaza strip to date. More than 2,000 people were killed, a quarter of them children.

Israel is only able to maintain this system of settler-colonialism and apartheid because of the international support it receives from governments and companies across the world.

Rather than take action in support of justice, the UK government and most governments around the world shield Israel from criticism and provide Israel with political and practical support that helps it to continue its oppression of Palestinians. The international community has failed the Palestinian people.

For more on why BDS is needed and why we use the terms settler-colonialism and apartheid to describe Israel's regime, see the full NUS handbook on Palestine and BDS (download it for free at nusconnect.org.uk/resources/bds-handbook).



Since 1948, Israel has implemented a system of settler-colonialism and occupation over the Palestinian people

The call for BDS

Israel's system of occupation, apartheid and colonialism is only possible because of the huge amount of support it receives from complicit governments and companies around the world, and because of the failure of the 'international community' to hold it to account.

The UK government and governments around the world provide support to Israel by maintaining trade and military relations and shielding Israel from criticism and from being held accountable by bodies such as the International Criminal Court.

Private firms continue to trade with Israel despite its war crimes, and companies such as G4S participate directly in Israel's oppression of

Palestinians. Academic and cultural institutions maintain links with Israel despite its apartheid policies, whitewashing Israeli crimes.

In 2005, 170 Palestinian student groups, trade unions, NGOs, political parties, popular committees and NGOs issued its call for a campaign for boycotts, divestment and sanctions (BDS) as a way to end international support for Israel's crimes and pressure it to comply with international law.

The signatories to the BDS call include organisations representing Palestinians in territory occupied in 1967, and also Palestinians living in Israel and Palestinian refugees, who make up the majority of the Palestinian population, and the three demands relate to these different parts of the Palestinian people.

The Palestinian civil society call for BDS urges action until Israel complies with international law by:

1. Ending its occupation and colonisation of all Arab lands and dismantling the Wall
2. Recognising the fundamental rights of the Arab-Palestinian citizens of Israel to full equality
3. Respecting, protecting and promoting the rights of Palestinian refugees to return to their homes and properties as stipulated in UN resolution 194.

Rather than supporting the one state or two state solutions, the BDS call urges solidarity action in support of these three basic rights.

The amount of support that the BDS call received from Palestinians everywhere, and the demands of the BDS call, provides a consensus political position towards which we can channel our solidarity.

Today, the BDS campaign is led by the Palestinian Boycott, Divestment and Sanctions National Committee (BNC), a broad coalition of Palestinian trade unions, political parties, student groups, NGOs and popular committees.

The impact of BDS

The BDS movement is now widely supported across the world and is having a real impact. Major companies

are pulling out of Israel, big name artists from Roger Waters to Gorillaz to the Klaxons are refusing to play in Israel, and some governments are slowly starting to end their support for Israeli apartheid.

A UN report recently attributed a 46% decline in foreign direct investment to the BDS movement.

Israel is increasingly worried about BDS and has described BDS as a “strategic threat” to its regime of occupation, settler colonialism and apartheid.

There is a very real fear within Israel that it is becoming a pariah state in the way that South Africa once was. Israeli activists report that this fear is prompting a growing number of Israelis to question the long-term sustainability of Israel’s oppression of Palestinians.

Israel is especially worried about the BDS movement in the UK. There are two full time staff working at the Israeli embassy in London whose job is to counter the BDS movement.

Principled opposition to all forms of oppression

The BDS campaign is a campaign in solidarity with the Palestinian struggle against Israeli oppression and racism. The BDS movement are opposed as a matter of principle to all forms of racism, oppression and discrimination, including anti-Semitism and Islamophobia.

Recent BDS victories

- ▶ Artists that have backed the cultural boycott or refused to perform in Israel include **Faithless, Roger Waters (Pink Floyd), the Klaxons, the Pixies, Elvis Costello, and Snoop Dogg.**
- ▶ French multinational **Veolia** has completely divested from the Israeli market at a cost of billions of dollars as a result of a BDS campaign over its support for illegal Israeli settlements. UK student activism, which saw Veolia lose contracts with universities across the UK, played a vital role in this success.
- ▶ UK retailers including **John Lewis, Sainsbury's, the Co-operative** and **Tesco** have stopped stocking certain products from Israeli companies that operate in illegal Israeli settlements in response to popular campaigning.
- ▶ UK security giant **G4S** has said it will end its involvement in Israeli prisons, where Palestinian political prisoners are tortured and held without trial, by 2017. The promise followed a campaign that saw student and trade unions cancel contracts with G4S and shareholders, including the Bill Gates Foundation, divest from the company. The campaign against G4S will continue until all it ends all of its contracts in support of the occupation.
- ▶ Boycott campaigning forced drinks machine company **SodaStream**, one of Israel's most visible exporters, to announce the closure of its factory based in an illegal Israeli settlement.
- ▶ More than 20 major **European banks** and **pension funds**, including the Norwegian state pension fund and the PGGM pension fund used by nearly all Dutch public sector employees, have divested from Israeli banks, arms companies or settlement construction companies.
- ▶ **Norway, South Africa** and governments across **Latin America** have taken various measures against Israel.

STUDENT SOLIDARITY WITH PALESTINE

Student solidarity with the Palestinian struggle

Students have a key role to play in all progressive movements, including the movement in solidarity with the Palestinian struggle for freedom, justice and equality.

Solidarity with Palestine has been a key issue on university campuses for many years, especially since Israel's 2008-09 attacks on Gaza that killed more than 2,000 people. Students occupied lecture theatres and university management buildings to

demand that universities divest from Israeli arms companies and offer scholarships for Palestinian students. Many universities now offer scholarships to Palestinian students as a result of the radical action taken by students.

UK students have played a key role in the growth of the international BDS movement. More than 30 student unions have voted to support BDS campaigns. There have been a number of very impressive victories that have pressured universities to cut their ties with companies like G4S and Veolia that support Israeli apartheid.

Students at King's College London led a campaign that successfully pressured the university not to award G4S a lucrative contract



Recent BDS successes at UK universities

Determined and strategic grassroots organising means that the UK student movement for Palestine is now stronger than ever and has achieved some amazing things in recent years:

- ▶ More than **30 student unions** have passed motions in support of BDS or BDS campaigns.
- ▶ In April 2013, **Sheffield University decided not to renew a contract with Veolia** following a campaign by the Palestine society that was supported by the student union. This huge campaign win contributed towards Veolia completely divesting from Israel in 2015.
- ▶ In November 2013, **G4S lost out on contracts with King's College London** and the **University of Southampton** as a result of student BDS campaigns.
- ▶ Student unions at Dundee, Edinburgh, Kent, Essex, Birmingham and Keele universities and University College London have all voted to cancel contracts the union held with G4S. In many cases these contracts have now been cancelled.
- ▶ In 2012, **King's College London** told students that they would **not renew a research collaboration deal with the Israeli cosmetics company Ahava** that is based in an illegal Israeli settlement. The decision followed a widespread campaign that was backed by the NUS.
- ▶ In August 2014, the national executive of the **National Union of Students voted to endorse BDS.**
- ▶ In February 2015, **SOAS University** in London became the first university in Europe to vote through a referendum for **Academic Boycott.**
- ▶ BDS campaigns have led to **water coolers provided by Eden Springs being removed** from at least 5 UK universities including the LSE, Robert Gordon University in Aberdeen, the University of Dundee, the University of Glasgow and Glasgow Caledonian University.
- ▶ The 'We Are All Hana Shalabi' student network in Scotland organised **huge demonstrations** in Scotland during Israel's November 2012 attack on Gaza.

TYPES OF CAMPUS BDS CAMPAIGNS

Procurement campaigns

We want universities to:

- Pledge not to buy products or services from companies like G4S, Eden Springs and HP that participate in Israeli violations of international law.
- Immediately end any contracts with such companies that run on a month-by-month basis.
- End any long-term contracts with corporate criminals when they expire.

Many of the companies that are complicit in Israeli apartheid also provide services to UK universities and student unions (see opposite). For example, the huge security company G4S helps Israel to run prisons where Palestinians are held without trial and subjected to torture, and it also runs security and cash collection services for UK universities and student unions.

Campaigning to pressure universities and student unions not to do business with these companies is an effective way to hold them to account and start a debate about Palestine and Israeli apartheid on campus.

In 2015, Veolia completely divested from the Israeli market, including its

contracts supporting illegal Israeli settlements, after losing contracts at UK universities and across the world.

Divestment

We want universities to:

- Screen for and exclude companies that participate in Israeli violations from their investment portfolio.
- Immediately divest from all arms companies.
- Pledge to completely divest from Israeli apartheid and shift to ethical investments within 5 years.

Many universities invest in stocks and shares of private companies in order to generate income. Often universities invest in Israeli companies and in international companies that participate in Israel's violations of international law such as G4S, Eden Springs and HP. Universities often also invest in arms companies like BAE Systems and Raytheon that supply arms to Israel.

Campaigning for universities to sell these shares, which is known as divestment, is a hugely powerful way to build support for Palestine on campus and to pressure the university to take a stand against Israel's oppression of Palestinians.

Complicit companies on campus

Many companies are complicit in Israeli apartheid, but here are some of the worst offenders that are operating on UK campuses:

G4S is a British-Danish private security company that provides services and equipment to Israeli prisons, checkpoints, the Apartheid Wall and the Israeli police. In 2007, G4S signed a contract with the Israeli Prison Authority to provide security systems and other services. G4S helps Israel run the prisons at which Palestinian political prisoners, including child prisoners, are detained without trial and subjected to torture.

On campus:
provides security systems, security staff, cash collection services

Eden Springs is a bottled water company that maintains a plant and extracts water from an Israeli settlement in the occupied Syrian Golan Heights, making it complicit in Israeli violations of international law.

On campus:
provides bottled water and water coolers

Hewlett Packard is a major IT contractor for the Israeli government and military. HP helps to run the Basel System, a key component of Israel's network of checkpoints that severely restrict the movement of Palestinians in the West Bank. HP also provides IT infrastructure to the Israeli military, ministry of defense and the Israeli Prison Service.

On campus:
provides IT systems, laptops and printers



Students at LSE chalked their campaign messaging on the floor of the main street on campus during their successful campaign against Eden Springs

We don't want tuition fees to be invested in companies that profit from Israel's war crimes and we don't want UK universities to be run using the profits from human rights violations.

Divestment helps pressure a company to end its involvement in Israeli human rights violations and is a brilliant way to educate the university community about the Palestinian struggle.

The University of Edinburgh recently divested from Ultra Electronics over its production of components for drones and several UK universities have divested from companies that sell fossil fuels recently following student campaigns.

Academic boycott

We want universities to:

- **End any exchange programs, joint projects or other official links that they have with complicit Israeli universities.**
- **Pledge not to enter into any kind of institutional relationship with complicit Israeli universities.**
- **End joint research with Israeli arms companies and other companies that sell weapons to Israel.**

Israeli universities play a key role in designing and whitewashing Israel's crimes against the Palestinian people and openly support Israel's violations of international law and its attacks on Palestinians.

Israeli academic institutions plan Israel's discriminatory policies and are deeply involved in the development of the technology and techniques used to violently oppress the Palestinian people. Israeli universities are also notorious for their systematic discrimination of Palestinian students and for stifling political dissent.

Palestinian students and academics call for a boycott of Israeli academic institutions as a means to hold them accountable for the contribution that they make to Israeli violations of international law and to end international support for Israel's apartheid system.

The academic boycott targets official institutional ties with Israeli universities such as joint research projects, joint courses and exchange programs. It does not target individual Israeli academics and does not seek to dissuade contact or collaboration with Israeli academics acting in a personal capacity.

In February 2015, SOAS University in London became the first university in Europe to vote through a referendum for Academic Boycott.

In 2011, the University of Johannesburg cut links with the Ben Gurion university after a campaign backed by more than 400 South African academics.

A few examples of the contribution to Israeli apartheid made by Israeli universities:

- ▶ **Technion University** has developed weaponised unmanned bulldozers used to demolish Palestinian homes and created special technology to detect tunnels that Palestinians use to break the illegal siege on Gaza.
- ▶ The **Ben Gurion University** conducts research underpinning the on-going existence and deepening of discrimination within Israel's water system, under which Israeli settlers in the occupied West Bank have almost unlimited access to water but many Palestinians are left with just a trickle.
- ▶ An institute at **Tel Aviv University** was responsible for developing the so-called “doctrine of disproportionate force” and the targeting of civilian infrastructure that informed military planning in the 2008-09 and 2014 assaults on Gaza during which war crimes were committed.

Targeting joint research with arms companies

In addition to targeting links with Israeli universities, the academic boycott also targets Israeli arms companies. These companies are at the heart of Israel's violence. Many UK universities conduct joint research with Israeli weapons' companies. Firms such as Elbit Systems and Israeli Aerospace Industries work closely with the Israeli military to develop new weapons to be used

against Palestinians and then market their technology for export as “battle tested”, by which they mean that they are tested on the bodies of Palestinians.

Universities also conduct joint research with arms companies such as BAE Systems that arm Israel.

Opposing joint research with Israeli arms companies and other companies that arm Israel is an important way to resist Israel's use of violence to oppose its system of oppression.

THINGS TO THINK ABOUT BEFORE YOU START YOUR CAMPAIGN

Building your group

All good campaigns start with a strong team. If you're in a Palestine Society, discuss how prioritising a BDS campaign can give the group direction and focus and get more people involved. If there isn't a Palestine society at your campus, think about setting one up. It's also important to think about how to structure your campaign so that people outside the society can get involved. Holding regular meetings at a set time each week is a great way to make it easy for people to get involved with your group.

Get together with your friends, recruit the best activists on campus, and remember to think outside the

box about who to invite: a diversity of experiences and opinions often makes a group stronger.

Take action! Doing a creative action early on is a really fun way to build trust and get to know each other. Time spent painting banners can be a chance to have a chat and helps new members without much prior experience get involved quickly.

Building visible solidarity

We want the student union and the university to take steps to implement the demands of the BDS campaign. But we also want to build a culture of solidarity with Palestine on campus and reach as many students as possible.

Students in the West Bank and Gaza are organising boycott campaigns





July 2015: 30 dancer-activists bring the public to a standstill inside the heart of the British Museum and a central London Barclays bank using traditional Palestinian dabke dancing. Photo: Red Pepper

A campaign that everyone knows about that doesn't immediately achieve its aims is almost more powerful than a campaign that wins but nobody hears about. Consider how you can structure your campaign to make it easy for students, staff and trade unions on campus to get involved in organising.

Echoing the voice of Palestinian activists

Let's use our BDS campaigns to echo the voice of Palestinian activists and tell a compelling story about the

Palestinian resistance to apartheid. For example, a campaign about G4S can be an opportunity for us to raise awareness about the struggle of Palestinian political prisoners.

Being creative

Creative tactics such as flash mobs and visual stunts and using attractive videos, posters, leaflets and stickers can help the campaign to reach a wider audience and make your ideas accessible and exciting. Consider incorporating Palestinian art and music into your campaigning.

STAGE 1

Research & choosing your target

All good campaigns start with good research to help you find the right target!

Before you start planning your BDS campaign, you need to try to work how your university is linked to companies and institutions that support Israel's oppression of Palestinians and what kind of campaign you want to run. It's also useful to find out how you can influence decision making at your university. This research can take a bit of time, but it's a vital part of the campaign and there's plenty of help at hand.

Mapping out potential targets

You can use Freedom of Information requests and online research to find out which companies and institutions your university has links with or invests in. The NUS Black Students' Campaign has also compiled a lot of this information and can share it with you (see contact details at the back of this guide). There are also model Freedom of Information requests available for download (see the resources section at the end).

Some questions you might want to find answers to:

1. Which institutions or companies does your university have links to?
2. What sort of relationship is it?
3. Is the relationship for a set period or time or an on-going relationship?

Email NUS Black Students to find out if this research has already been done for your university.

Know your university

You also need to work out how the university takes decisions about relationships with outside companies and institutions. Here are some questions you might find it useful to find answers to in order to plan your campaign:

- Does the university have an ethical policy about relationships with outside organisations or investments?
- Who within the university has the power to give you what you want?

Opposite: Students at King's College London occupy a lecture theatre during Israel's 2009 attack on Gaza

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- How can students have a say in decisions taken by the university?
- If you are planning to campaign around a contract with a company, how are these procurement decisions made?
- If you are planning to call for the university to divest from complicit companies, has it divested before? Does your institution publicly list where it is investing its money? Does your university directly manage its investments or is it invested in pooled funds?

Note that some universities refuse to publish information about what they invest in, even though pretty much all university investment portfolios will be invested in arms companies or other companies that profit from Israeli violations of international law. Student groups in the Fossil Free divestment movement often start their divestment campaigns by calling for universities to be more transparent about their investments.

Know your student union

You should also check if the student union has a relationship with companies like G4S, Eden Springs or HP. It should be easier to persuade a student union to terminate its relationship with a company, and this could be a good starting point for a broader campaign targeting university management.

It's also helpful to find out how your student union makes decisions and decides on policy as this will come in handy for the campaign planning stage.

Choosing your target

You might find that your university or student union only has links to one complicit company or institution. But it is more likely that your university or student union has links with several different companies and institutions that support Israeli apartheid. If you're planning to run a campaign against a relationship that your university has with a company or an Israeli university, then you'll need to choose just one target. If you are asking your university to divest, you'll need to work out which companies you are asking it to divest from.

■ *What type of campaign do you want to have?*

We've already had quite a lot of success with campaigns pressuring a university to drop a contract with HP, G4S or Eden Springs. However, it's rare that a university publicly admits that its cancelling a contract because of our campaigns.

Divestment campaigns aim to get universities to take a public stand. However, they are much longer-term campaigns and it's often difficult to find out what universities are invested in.

Academic boycott campaigns shine a powerful light on how Israeli universities are at the heart of Israeli apartheid and settler-colonialism, yet there's often a lot of education to do at the start of a campaign.

■ *What role do the different potential targets play in Israeli apartheid?*

Different companies and institutions play different roles in Israeli apartheid. For example, Israeli arms company Elbit Systems is far more deeply involved in Israeli apartheid than the Eden Springs water company. Also, think about the story that different targets allow us to tell, and how that impacts on the types of coalitions you might be able to build.



STAGE 2

Plan your campaign

All good campaigns start with a well thought out plan

First meeting

Arrange a meeting of your group and other campaigners on campus about how to start a BDS campaign on campus. As well as people who are already campaigning on Palestine, think about people from the student union and other groups that might be interested in getting involved. Also consider inviting academics, staff and trade union representatives that might be supportive. The aim of this first meeting is to create enthusiasm for the idea of having a BDS campaign and start making some plans.

Top tip: Ask someone from the NUS Black Students' Campaign or one of the organisations listed at the end of this guide to come and help you plan your campaign.

Campaign aim

It is important that you set a clear aim for your campaign. For example, your campaign aim might be to “pressure the university to terminate its contract with G4S”.

Campaign strategy

Your strategy is your overall approach to achieving your aim and it should be possible to describe it in a couple of sentences. For example, if your campaign aim is to force the university to terminate its contract with G4S, your strategy might be “Force the university to terminate its contract with G4S by building a coalition that can mobilise a wide number of staff and students that puts pressure on the university.”

Here are some questions to consider when considering strategy:

- Who has the power to give us what we want?
- What will it take for them to give it to us? What do they need to hear and who do they need to hear it from?
- Who are our allies and how can we get them on board?

Remember, your campaign strategy should be flexible and may need to change over time depending on how things develop.

Power mapping

You need to work out who makes the key decisions that you are trying to influence and who has influence over them. Map out all of the different players and think about who you need to get on side and who you need to apply pressure on. Check out the link to a model power map in the resources section of this booklet.

Campaign messaging

It's also useful to work out the key messages and themes of your campaign in advance. Try brainstorming some of the slogans and messages you'll be using in your campaign before you start.

You need to be clear about what it is you are asking the university or student union to do and how people can get involved in and support the campaign.

When campaigning in relation to companies, you need to be specific about how those companies contribute to Israel's crimes and give clear examples.

BDS is about getting institutions to take a stand, but it is also about communicating about Palestine and reaching as many people as possible.

Write a campaign timeline

A campaign timeline that sets out what you are going to do and when you are going to do it can help to build momentum over time. It is good to try and have regular events or actions throughout the year and planning in advance can help you to do that while making sure you don't try to do everything at once.

Get out a calendar or diary and work out the best time to launch your campaign and to hold key events and actions, such as when you will launch and then hand in your petition or when you will pass a motion through your student union. You might want certain actions to coincide with important dates such as when the university board is meeting.

A campaign timeline can be a working document that you can review at each meeting to check on your progress, making alterations if you need to. You can find a link to timeline templates at the end of this guide.

STAGE 3

Outreach and building support

Now it's time to raise awareness and build support for your campaign on campus

Having a launch event

Hosting a launch event for your campaign where you invite an exciting speaker or show a film that relates to the demands of your campaign can be a powerful way to start off with some real momentum. Make sure to spend plenty of time inviting people to come. Save some time for the end of the event to explain the different ways that people can support and get involved with the campaign.

Petition

A petition can be a great way to build and highlight support for your campaign demands. A good petition is one that is short and simple and makes your demands clear.

While petition websites like Change.org can be good for attracting a large number of signatures, the problem with these websites is that anyone can sign them. University management may not feel as compelled to act by signatures from outside of the university community.

Using a paper petition or an online platform like Google Forms can help build a petition that can only be signed by students and staff.

Visibility

Having a regular campaign stall on campus helps us to explain the campaign and get people to sign your petition or get involved. Having a regular presence on campus shows that there's real energy and momentum to your campaign.

Designing some attractive graphics and using them to make stickers, posters and leaflets can help to make your campaign really visible and create a sense of support and momentum. Also think about asking people to change their Facebook and Twitter profile pictures to a graphic about the campaign. The NUS Black Students Campaign has some amazing BDS campaign posters available on request.

TAKING CREATIVE ACTION

Creative actions bring attention to your campaign and can be really fun!

Banner drop

Drop a banner from a visible spot on campus, or use helium balloons to float it to the ceiling indoors!

Mock Wall

Put up a pretend apartheid wall in a visible area on campus. Building a wall from wood or cardboard can be really fun, or the organisation War on Want have built one you can borrow. Remember to keep it friendly!

Prisoner cage

Make a pretend prison cage and take it turns to dress up as a prisoner to raise awareness about Palestinian political prisoners. Particularly useful for G4S campaigning.

Human wall

Form a human chain around a meeting of a university management meeting. They'll have to take notice!

Mock checkpoint



Establish a pretend Israeli checkpoint on campus and act out the process of going through it. Remember to keep it friendly!

Teach-in

Hold a teach in about your campaign in a prominent space at the university

Flashmob

Communicating about your campaign with a song or even a dance can be great fun!

Concert or comedy gig

Run a comedy gig, cultural event or concert to showcase Palestinian culture and raise awareness and money for your campaign.

Events

Events can really help you to establish and explain your campaign and get more people actively involved. Speaker panels with motivating and persuasive speakers can be a great way of building support for your campaign. Other formats of event such as teach outs and workshops can help get more people to participate.

Media

You can use student media and social media to get the word out about your campaign. Write an article for your campus newspaper or magazine. Get the student newspaper to publish updates about your campaign. If there's a student TV station at your university, why not get them to make and publish a video of one of your creative actions or events?

Social media

Social media is a great way to spread the word about your campaign. You can set up Twitter and Facebook to share the latest news about your campaign. If you or someone in your campaign group has some basic design skills, why not create a graphic

that people can set as their Facebook profile picture or background in the run up to a major decision or action of your campaign?

Working with other student groups across issues

Your goals of raising visibility about Palestine and putting pressure on your campaign target can both be greatly helped if you make a big effort to involve as many different students, societies and political groups, and also academic and staff.

You may decide that you want to get as many groups as possible to support a campaign about Palestine. You may also decide that your aims overlap with the political goals of other groups on campus.

For example, you might decide to work alongside Fossil Free groups on a divestment campaign targeting investment in fossil fuel companies and companies that help Israel to violate international law, or you might decide to build a cross campus coalition against G4S that includes groups that are opposed to their role in immigration control and privatisation as well as their role in Israel's prisons.



Mock apartheid wall in front of SOAS, University of London, to mark Israeli Apartheid Week, 2015
Photo: SOAS student union

Academics and trade unions on campus

An increasing number of academics are speaking up in support of Palestine. Given the general rise in support for Palestinians, many academics and also university staff are now likely to be sympathetic to your campaigns. Many academics and university staff are members of a trade union, a body where workers come together to protect and advance their interests. The main academic union in the UK is the University and Colleges Union. Other university staff may be members of Unite or Unison. All three trade unions have strong policy in support of boycott and divestment strategies. Most trade union representatives will be only too happy to hear from students, and you can usually find details of their contact details by asking your student union representatives.

Israeli Apartheid Week

Israeli Apartheid Week is an annual series of events that aims to raise awareness about Israeli apartheid and the BDS campaign. It takes place towards the end of February and usually involves more than 200 cities around the world.

Holding a series of events, stalls and creative stunts during Israeli Apartheid Week can grab people's attention.

Celebrating milestones

Passing a motion, publishing a letter of support or holding a creative action are all important milestones in your campaign. Share your campaign news on social media and with other student BDS groups around the country.

Also, get in touch with the Palestinian BDS National Committee so that they can share news about your campaign with student groups in Palestine.

STAGE 4

Pressuring the university

Now that we've got some support from students it's time to turn up the heat!

Passing a motion at your student union

Passing a resolution at a student union is a great way of showing the university that there is student support for your demands.

Getting people to support your motion and to vote for it requires a lot of outreach and campaigning, so passing a motion can also provide a great focal point.

Most importantly, passing a motion can mandate the student union to take specific actions in support of your campaign. It's good to be as clear as possible about how you want

your student union to support the campaign and give clear examples e.g. 'organise a petition on the student union website', 'publish leaflets and publicity material'.

It's important to be as specific as possible about what you want the student union to do in support of your campaign when you pass your motion. Also, don't assume that student unions will automatically implement your motion. Make sure you ask for a meeting with the relevant student union sabbatical officer after you pass your motion to discuss how they will help and to make it clear that you expect your motion to be implemented.



Passing a motion does not oblige the university to meet the demands of your campaign. Think about how you can use the motion to put pressure on the university to meet your demands.

There are links to model motions in the resources section.

Delivering your petition

You can turn the occasion of handing over your petition into an event that you can invite all of your supporters to. Inviting university management to come and collect a petition from a crowd that has gathered with banners and placards can make a great photo and really put the pressure on.

In order to make sure your petition isn't ignored, you need to make it clear that you expect to get a response to your demands.

The inside track

Throughout the campaign, as well as your crucial awareness raising activities on campus, you will also need to engage in 'inside track' campaigning. This means engaging with the institution's administration in a respectful and professional way, building and making a serious case for why they should meet your demands.

Once you've built up a decent amount of support on campus, it's a good idea to ask for a meeting with the university committee that has the power to meet your demands. Prepare your presentation and your main arguments in advance and make sure to show them that you have the support of the university community.

Campaign statement or open letter

A campaign statement or an open letter to the university that outlines your demands and key messages, be they related just to Palestine or incorporating wider demands as part of a broad coalition, can be a really useful way of showing that your campaign has support and spreading the word about your demands.

Getting this letter signed and endorsed by as many individuals, and also representatives of different groups and unions on campus can show university management that your demand is widely supported. Don't just ask more political groups – some BDS campaign statements have been signed by groups like the Judo society and the Tennis club! You can then go back to the signatories to this statement and ask them for help in spreading the word about your campaign or sharing your petition.

STAGE 5

Evaluate and escalate

If you've built a strong campaign and showed the university that you have lots of support but they are still ignoring you, it might be time to think about really escalating the campaign.

It's also good to have a think about how the campaign is going and how you can build even more support. Are there tactics you haven't tried yet? Who else can you get to support the campaign? How can you really get the university's attention?

Direct action and occupations

If you think you are being delayed for no reason or that you are not being listened to, don't be afraid to take bold action. Often the things students think will anger or alienate institution management actually make the institution take the campaign more seriously, pay attention, and respond to your demands. For example, occupying a strategic space with a peaceful sit-in can be a powerful way to bring your demands to the top of your institution's agenda. We highly recommend joining a non-violent direct action training before this kind of action.

Go big!

Organise an action double the size of anything you've done before.

Hold open meetings and reach out to unlikely allies to increase your support base. Get creative and think of fresh tactics to bring even more energy to your campaign.

Disrupt and demonstrate

Hold a demonstration on campus, disrupt an open day with a banner drop, or run a silent demo outside an important meeting.

Get outside support

Getting university alumni or prominent figures to support your campaign can really turn the pressure up. The NUS might also be able to write to your university about your campaign.

Hit the university financially

You could try asking alumni or recent graduates not to donate to your university or college until it meets your demands.

STAGE 6

Celebrate your victory

If the university makes an announcement or tells you something that indicates it is starting to meet your demands, it could be time to celebrate!

Share

Make sure you share your story. Getting the word out about your success is an important way to show that the BDS movement is having an impact. It's also important to share your success so that it can inspire other campaigners and so that others can learn from the way you have run your campaign.

Media

Write a press release to send to the student media at your university that you can also send to local and national media. Media work can take a lot of effort: you'll need a spokesperson, to find a journalist that is interested in your story and to really work hard to get the word out. The organisations listed at the end of this guide can help you write a press release and get media coverage for your success.

Celebrate

Whether you've reached all of your campaign goals or whether there's still a little way to go, it's

important to celebrate all of the things you've achieved so far. Have a social gathering or event for everyone involved in your campaign. Celebrating the key milestones along the way is also important for earlier stages in your campaign.

What is the university really committing to?

It's important to really understand what it is that the university is really promising to do. If it's not enough of a firm commitment, it could be time to negotiate further with the university or escalate things further.

It's not over yet!

But remember even if all of your demands have been met, the campaign isn't over! Firstly, you will need to follow up to make sure the institution does what it said it will do. This means following up on board meetings, checking in on policy, and meeting with the institution's decision-makers.

RESOURCES

Organisations

NUS Black Students' Campaign (NUS BSC)

A liberation campaign of the NUS representing students of African, Asian, Caribbean and Arab descent in Higher Education and Further Education institutions across the UK.

www.facebook.com/NUSBSC
www.nusconnect.org.uk/black
malia.bouattia@nus.org.uk

UK Student Palestine Coordination Committee

A committee of students working to support UK student Palestine solidarity activism established at recent national conferences. **Facebook: UK Student Palestine Solidarity** email: studentpalestineconference@gmail.com

Palestinian BDS National Committee (BNC)

The Palestinian Boycott, Divestment and Sanctions National Committee (BNC), the broad coalition of Palestinian civil society organisations that works to support the Boycott, Divestment and Sanctions (BDS) movement, has several UK-based activists and can support campus BDS campaigns in various ways including by co-organising workshops and speaker events.

www.bdsmovement.net
info@bdsmovement.net

Palestinian Campaign for the Academic and Cultural Boycott of Israel (PACBI)

A group of Palestinian academics and intellectuals acting as part of the growing international boycott movement, launched in Ramallah in April 2014. Member of the BNC.

www.pacbi.org
pacbi@pacbi.org

Palestine Solidarity Campaign UK (PSC)

PSC is an independent, non-governmental and non-party political organisation with members from many communities and with numerous branches across Britain that campaigns for justice in Palestine.

www.palestinecampaign.org
info@palestinecampaign.org

War on Want

War on Want is a charity that campaigns against the root causes of poverty. War on Want support BDS, and actively campaign against G4S and the arms trade with Israel, and have a variety of resources for student BDS campaigning.

www.waronwant.org
nidle@waronwant.org

Campaign Against the Arms Trade (CAAT)

CAAT is a UK based organisation campaigning against the arms trade, including the arms trade with Israel. CAAT have a wealth of information and resources regarding the role of UK universities in the arms trade with Israel.
www.caat.org.uk
universities@caat.org.uk

Boycott Israel Network

The Boycott Israel Network (BIN) is comprised of individuals and organisations committed to campaigning for a comprehensive boycott of Israel and organises various workshops and conferences.
www.facebook.com/BoycottIsraelNetwork
www.boycottisraelnetwork.net

BRICUP (British Committee for the Universities of Palestine)

BRICUP is an organisation of UK-based academics that aims to push for academic boycott measures at the governmental and EU-level and encourage boycott among individual academics, and also to support Palestinian academia.

www.bricup.org.uk
contact@bricup.org.uk

Information Resources

Student Palestine Solidarity UK

Visit for a range of campaign resources including campaign planning templates, model motions, example freedom of information requests and power mapping tools.
www.studentpalestinesolidarity.org.uk/resources

The Veritas Handbook:

www.veritashandbook.org

Visualizing Palestine:

www.visualizingpalestine.org

Palestine Monitor factsheets

www.palestinemonitor.org

Palestine Solidarity Campaign fact sheets:

www.palestinecampaign.org/information/factsheets

The Palestinian struggle against occupation, apartheid, and colonialism is fed and nourished mainly from within, from the collective Palestinian will to resist against all odds, but we cannot do it alone. People around the world continue to inspire us, to show us we are not alone, and that we are not screaming in the dark. Their struggle to end their institutions' and states' complicity in Israel's oppression is essential in this struggle for rights.

Our call is being answered.
Our South Africa Moment is arriving.