APARTHEID FREE ZONE

Toolkit

August 2024

BDS

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1. Introduction

Who is this toolkit for?

This toolkit is intended for BDS groups and partners of the movement participating in the Apartheid Free Zone (AFZ) campaign by encouraging institutions to become AFZs, as well as for any institution willing to become an AFZ by following the AFZ journey by themselves.

There is also an AFZ organizing guide that explains what the AFZ campaign is and how to start the journey to become an AFZ.

2. Declare your commitment to become an AFZ

You've ensured your institution respects the BDS movement's Apartheid Free Zone criteria to begin the AFZ journey. What's next?

You can be proud of starting the AFZ journey–let's make sure your network knows about it! You can post a short message on your social media, website or in your newsletter to announce it.

3. Be an Apartheid Free Zone

Becoming an AFZ can take more or less time depending on the work that needs to be done internally. Once you have done your full assessment [see the AFZ organizing guide], you can declare yourselves an AFZ and hang it in your space.

You can find model declarations for Social, Cultural, Trade Union and Local Business AFZs in the next pages.

Model declarations:

Declaration of a Social AFZ

We, [name of the group/space/association/other], as [social movement/association/social center/other] involved in the struggle for social justice, **declare this space as an APARTHEID FREE ZONE (AFZ)** and affirm our support for and commitment to the growing international movement for Palestinian rights and for freedom, justice, and equality for all.

We commit to respecting the principles of the Palestinian-led Boycott, Divestment and Sanctions (BDS) movement. We will work to help dismantle Israel's genocidal, settler-colonial apartheid regime starting by ending complicity with it where we are.

As a social AFZ:

- We don't have financial or professional relations with complicit Israeli institutions and corporations.
- We don't have financial or professional relations with international institutions or corporations complicit in Israel's genocidal, apartheid, and settler colonial regime.
- We strive to end complicity with Israel's regime of oppression by supporting BDS campaigning.
- We respect the PACBI guidelines and do not participate in or promote any activity/project/event that pinkwashes, greenwashes or otherwise whitewashes or legitimizes Israeli apartheid.
- We reject funding and any form of sponsorship from the Israeli government, complicit Israeli institutions, or Israeli lobby groups for the development of our social activities and projects.

We respect the Palestinian consensus-based anti-normalization guidelines.

Model declaration 1:

Declaration of a Cultural AFZ

We, [name of the cultural association/music or film festival/theater/other], as [cultural association/music or film festival/theater/other] involved in the promotion of culture as a tool for emancipation, **declare this space as an APARTHEID FREE ZONE (AFZ)** and affirm our support for and commitment to the growing international movement for Palestinian rights and for freedom, justice, and equality for all.

We commit to respecting the guidelines of the Palestinian Campaign for the Academic and Cultural Boycott of Israel (PACBI). Inspired by the South African anti-apartheid movement, PACBI urges international cultural workers and cultural organizations, including unions and associations, to boycott apartheid Israel and work towards the cancellation of events, activities, agreements, or projects involving Israel, its lobby groups, or its complicit cultural institutions.

Israel's cultural institutions are part and parcel of the ideological and institutional scaffolding of Israel's regime of occupation, settler-colonialism and apartheid against the Palestinian people. These institutions are clearly implicated, through their silence or active participation, in supporting, justifying and whitewashing Israel's occupation and systematic denial of Palestinian rights.

As a cultural AFZ:

- We uphold PACBI's guidelines.
- We don't have relations with complicit Israeli institutions and corporations.
- We refuse to participate in any kind of cultural event organized in apartheid Israel, or with its support, or that of any complicit Israeli institutions, or lobby groups.
- We reject funding and any form of sponsorship from the Israeli government, complicit Israeli institutions or lobby groups for the development of our cultural activities.
- We respect the Palestinian consensus- based anti-normalization guidelines.
- We don't have financial and professional relations with international institutions or corporations complicit in Israel's genocidal, apartheid, and settler colonial regime, and as defined by the BDS movement.

We recognize that all our struggles for social, racial, gender, climate, and economic justice and for self-determination are deeply interconnected and can only gain strength and power from mutual support and solidarity.

Model declaration 2:

Declaration of a Union as a AFZ

We, [name of the union/association], as [a students/trade/women/professional union] involved in the struggle for equality and justice, **declare this space as an APARTHEID FREE ZONE (AFZ)** and affirm our support for and commitment to the growing international movement for Palestinian rights and for justice, equality, and freedom for all.

We commit to respecting the principles of the Palestinian-led Boycott, Divestment and Sanctions (BDS) movement. We will work to help dismantle Israel's genocidal, settler-colonial apartheid regime starting by ending complicity with it here where we are.

As a union AFZ:

- We don't have financial relations with complicit Israeli institutions and corporations.
- We don't have financial or professional relations with international institutions or corporations complicit in Israel's genocidal, apartheid, and settler colonial regime, and as defined by the BDS movement.
- We respect the Palestinian anti-normalization guidelines.
- We commit to playing an active role in BDS campaigns targetting institutions and corporations that are complicit with Israel's genocide, apartheid and settler colonial regime.

Model declaration 3:

Declaration of a Local Business as AFZ

We, [name of the business], as [a cafe/store/bookstore/others] declare this space as an APARTHEID FREE ZONE (AFZ) and affirm our support for and commitment to the growing international movement for Palestinian rights and for freedom, justice, and equality for all. As a responsible part of our community, we cannot stay silent as violence and injustice are perpetrated against millions of Palestinians.

We commit to respecting the principles of the Palestinian-led Boycott, Divestment and Sanctions movement (BDS). We will work to help dismantle Israel's genocidal, settler-colonial regime starting by ending complicity with it here where we are.

As a local business AFZ:

- We don't have financial or professional relations with complicit Israeli institutions and corporations.
- We don't have financial or professional relations with international (financial) institutions or corporations complicit in Israel's genocidal, apartheid, and settler colonial regime, and as defined by the BDS movement.

AFZ material: Ideas and suggestions

- As a BDS group and partner organization, you can create your own logo & stickers as well as your leaflet for your local campaign. You can also create your own AFZ merchandising.
- As a space willing to become an AFZ, we recommend checking if there is an active AFZ campaign in your country. If there is not, you're welcome to use the generic AFZ stickers to use on your windows as well as the generic BDS leaflet to put on your display unit.

Standard letter to contact organizations and venues

As a BDS group or partner, as well as any already declared AFZ, you can reach out to a space that might be interested in becoming an AFZ. You can invite it to start the AFZ journey and join the growing international movement for Palestinian rights and for freedom, justice, and equality for all.

On the following page is a standard letter that you can adapt.

Standard letter to contact organizations and venues

Dear xx,

I reach out to your social/academic/Cultural/Sport organization or Café/local business to invite you to join the global Palestinian-led Apartheid Free Zone campaign.

This campaign encourages effective solidarity with the Palestinian people through the creation of a network of spaces or zones (collectives, associations, cafés, bars, stores, businesses, cultural or sport institutions, faith communities, social centers, bookstores, restaurants, trade unions, etc) which declare themselves and spaces free from complicity with Israel's human rights violations, war crimes, crimes against humanity, and genocide committed against the Palestinian people.

As people of conscience, we want to ensure that our spaces in which we live, work, study, socialize and organize do not contribute to the maintenance of Israel's regime of apartheid that is currently committing genocide gainst 2.3 million Palestinians in the occupied and besieged Gaza Strip. This is an ethical obligation. There shall be no business as usual under apartheid and genocide.

What does an AFZ journey imply?

You can find all the information necessary on this website as well as an organizing guide. And of course, we/I can help you in that process.

Since the launch of the campaign a few years ago, there are thousands of spaces like yours that have become apartheid-free, from Brazil to Mozambique, Italy to Malaysia. Join the campaign and together, let's make a powerful contribution to the struggle for freedom, justice and equality in Palestine!

If you encounter any issues, please reach out to info@bdsmovement.net

BDS
FREEDOM
JUSTICE
EQUALITY