

STAND FOR HUMAN RIGHTS: BOYCOTT



Join us in raising awareness of SodaStream's human rights violations and complicity in apartheid; and get it de-shelved from Wellington stores. This campaign is in response to the Palestinian call for Boycott, Divestment and Sanctions (BDS) until Israel meets its obligation to fully comply with international law and human rights.

*Sodastream machines in stock have misleading labelling without **country of origin** and were produced illegally in the West Bank. In 2015 SodaStream was forced to close its factory in an illegal West Bank settlement following years of boycott campaigns worldwide. But Sodastream has now moved its factory to the Negev desert where Palestinian Bedouin are being forcibly evicted.*

Israel's aim to divorce its Bedouin citizens in the Negev from their land and traditional agricultural heritage is embodied in an allegedly halted Israeli government initiative, the Praver Plan, which intended to displace 40,000 to 70,000 Bedouin citizens of the Negev.

Despite the 'halt', Bedouin are being forcibly moved to urban townships like Rahat near SodaStream's new factory. As Bedouin lands and villages are confiscated, stopping their production of food, settlers come and take over their lands. Urbanised Bedouin have no choice but to accept low wages, long hours, and apartheid-like discriminatory laws. SodaStream thus profits from the forced displacement and captive labour of the Bedouin.

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www.aotearoabds.org

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