

— THE TARGETED BOYCOTT CAMPAIGN

Make complicity untenable

What Israel is doing to Palestinians in Gaza, why it is genocide, and how each of us can move the contracts and investment that sustain it.

[Speaker name] · [Organisation] · [Date]

palestiniangenocide.org

A

PART A

What Israel is doing to Palestinians in Gaza

The figures come from Palestinian health authorities, the UN, and humanitarian and press freedom organisations.

— THE HUMAN TOLL

The people Israel has killed

74,000+

Palestinians killed in Gaza

At least 21,000 of them children.

Gaza's Health Ministry, via Human Rights Watch,
10 October 2026

189

**Palestinian journalists and
media workers killed by Israel
in Gaza**

Committee to Protect Journalists, 24 September
2026

394

**UNRWA colleagues killed in
Gaza**

311 UN agency staff and 83 people
working with them, and 1,022 incidents
affecting UNRWA premises.

UNRWA Situation Report #235, 24 September
2026

Israel starved Gaza and cut its water

Famine

**confirmed in Gaza
Governorate**

The world's famine authority confirmed famine, its highest phase, with reasonable evidence.

IPC Famine Review Committee, 22 August 2025

4.74 litres

**of water a day per person in
Gaza**

Israel's cutting of external water supply and destruction of water facilities reduced the water available by 94%.

Oxfam, July 2024

A graveyard

for thousands of children

"Gaza has become a graveyard for thousands of children. It's a living hell for everyone else."

UNICEF, 31 October 2023

B

PART B

It is genocide

UN investigators, human rights organisations, humanitarian agencies and genocide scholars have reached the same conclusion, and the International Court of Justice has ordered Israel to prevent acts of genocide.

— WHAT THE COURTS HAVE FOUND

The world's courts have acted



Jan 2024

International Court of Justice

A real and imminent risk to the right of Palestinians in Gaza to be protected from acts of genocide. Israel ordered to prevent them.



Jul 2024

International Court of Justice

Israel's occupation of Palestinian territory is unlawful. States must prevent trade and investment that help maintain it.



Nov 2024

International Criminal Court

Arrest warrants for Israel's prime minister and former defence minister, including for the war crime of starvation.



Oct 2025

International Court of Justice

Israel must agree to and facilitate UN relief, including UNRWA. Its allegations against UNRWA staff were not substantiated.

“The State of Israel is responsible for the commission of genocide against the Palestinians in Gaza.”

Independent International Commission of Inquiry on the Occupied Palestinian Territory, A/HRC/60/CRP.3, para. 240

It also found that Israel has failed to prevent and to punish genocide.

— THEY AGREE

Genocide, in their words

March 2024

UN Special Rapporteur

"There are reasonable grounds to believe that the threshold indicating Israel's commission of genocide is met."

December 2024

Amnesty International

"Israel has committed and is continuing to commit genocide against Palestinians in the occupied Gaza Strip."

December 2024

Human Rights Watch

"...the crime against humanity of extermination and acts of genocide."

July 2025

B'Tselem

"...Israel is taking coordinated action to intentionally destroy Palestinian society in the Gaza Strip."

August 2025

Genocide scholars (IAGS)

"Israel's policies and actions in Gaza meet the legal definition of genocide..."

September 2025

Médecins Sans Frontières

"Israel is committing genocide against Palestinians in Gaza and doing so with absolute impunity."

December 2023

FIDH

"Israel's actions against the Palestinian people constitute an unfolding genocide."

May 2024

Lemkin Institute

"Let us be clear: Israel is committing genocide in Gaza."



PART C

What everyone can do

Every one of these helps. Pick the ones that fit your life, and do them together.

Eight things anyone can do

Share the evidence

Post the findings and the figures, with their sources. Correct the "conflict" framing.

Write to your representatives

Ask for an end to arms sales, for sanctions, and for an end to trade with the settlements.

March and protest

Turn up, lawfully and peacefully. Numbers show politicians where the public stands.

Boycott as a consumer

Follow the targeted consumer boycotts called by the Palestinian BDS National Committee.

Move your money

Ask your bank and pension fund what they hold, and move if they will not act.

Organise at work

Raise it with colleagues and your union. Ask what your employer buys and from whom.

Give

Support Palestinian-led and humanitarian organisations working in Gaza and the West Bank.

Report what you know

Contracts, tenders, holdings. Send it through the encrypted form on the site.

WHY A TARGETED STRATEGY

Most of the money moves between businesses and governments

- Over 80% of economic leverage sits in business and government contracts, not consumer goods.
- Those contracts are signed by far fewer people: procurement leads, trustees, fund managers, boards.
- Many of us work for, invest through or vote for those people. That is where the targeted strategy starts.

HOW WE WIN

Pressure where the money moves

Most of the trade that sustains Israel's war economy is sold to businesses and governments, not to shoppers.

>80%

of economic leverage sits in business and government contracts

Far fewer decision-makers than shoppers, each signing contracts worth millions.

1 You

An employee, investor, councillor, pension member or customer



2 The decision-maker

Procurement lead, trustee, fund manager, board



3 The contract or holding

Renewal, tender, vote, exclusion



4 The company

Loses revenue, capital or licence to operate

Palestinians called for boycott, divestment and sanctions in 2005. This is how professionals answer that call.

Source: campaign analysis of 2023 Israeli export data

palestiniangenocide.org



PART D

The targeted strategy

Find the contract that serves Israel's military or occupation, find who decides, and give them reasons they cannot ignore.

WHY BOARDS LISTEN

Four risks a board already counts

- Legal: officers can be held personally liable for aiding war crimes, and France's due diligence law lets affected people sue.
- Financial: investors exclude, ratings fall, insurers withdraw cover.
- Operational: staff refuse the work, and public buyers decline to renew.
- Reputational: named in UN reports, and tied to genocide and apartheid against Palestinians.

WHY BOARDS LISTEN

Four risks a board already counts

A company supplying Israel's military and occupation carries risk on four fronts. Each is a reason to act without taking a political position.

1 Legal

Officers can be liable for aiding war crimes. Due diligence laws let affected people sue.

Lafarge charged in France with complicity in crimes against humanity in Syria

2 Financial

Investors exclude, ratings fall, insurers withdraw cover.

Norway's wealth fund excluded Caterpillar, August 2025

3 Operational

Staff refuse the work. Public buyers decline to renew.

NYC's public hospital system chose not to renew Palantir, March 2026

4 Reputational

Named in UN reports. Tied to genocide and apartheid against Palestinians.

UN Special Rapporteur's report named firms, June 2025

Sources: case law, investor and UN records on our Four Pillars page

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HOW WE CHOOSE

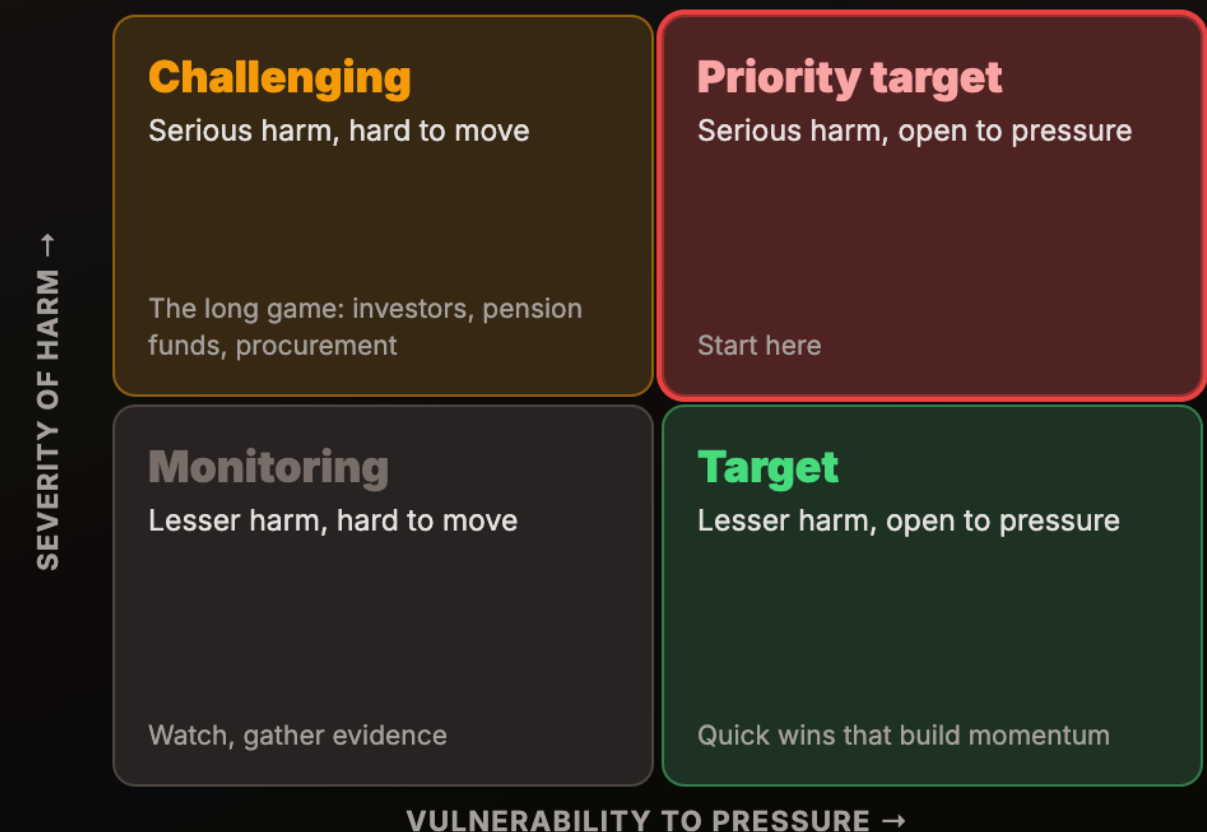
Every company is scored, and placed

- Severity: how deeply the company serves Israel's military and occupation.
- Vulnerability: how exposed it is to pressure.
- Priority targets are both: serious harm, and open to pressure. Start there.
- Every company's profile shows its scores, its evidence and four actions to take.

HOW WE CHOOSE

Where pressure works

Every company is scored on how deeply it serves Israel's military and occupation, and how exposed it is to pressure.



Scores and method for every company:
palestiniangenocide.org/boycott/methodology/

palestiniangenocide.org

WHO CAN MOVE A CONTRACT

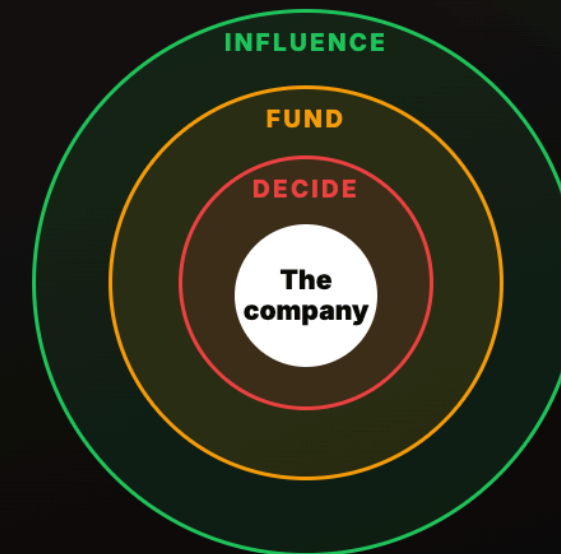
Find your place on the map

- Decide: procurement leads, boards, ministers and councils.
- Fund: fund managers, pension trustees, insurers and banks.
- Influence: employees, shareholders, pension members and unions.
- Most of us are in at least one of these rings.

WHO CAN MOVE A CONTRACT

Find your place on the map

Every company depends on people who decide, fund and influence its business. Most of us are one of them.



● Decide

Procurement leads
renew or cancel

Boards
set policy

Ministers and councils
award public contracts

● Fund

Fund managers
exclude or sell

Pension trustees
set investment policy

Insurers and banks
refuse cover or credit

● Influence

Employees
raise it inside

Shareholders
question, vote, file
resolutions

**Pension members and
unions**
ask trustees to act

Guides for each role:
palestiniangenocide.org/boycott/resources/

palestiniangenocide.org

— IT WORKS

Institutions are already moving

August 2025

Norway's Government Pension Fund Global excluded Caterpillar and five Israeli banks.

September 2025

Microsoft disabled the cloud services Israeli military intelligence used to store intercepted Palestinian phone calls.

November 2025

Allianz ended general insurance cover for Elbit Systems.

March 2026

New York City's public hospital system decided not to renew its Palantir contract.

Each was a decision one institution took. Yours can take one too.

Our target: [Company name]

1

What it supplies

[From its profile: what it supplies to Israel's military or occupation, and what that does to Palestinians.]

2

Who decides here

[The procurement lead, trustee, fund or board we can reach.]

3

Our ask

[One clear, lawful ask: do not renew, exclude, disclose, divest.]

4

Next step

[A date, a meeting, a letter, and who is doing it.]

— THIS WEEK

Four things you can do

1

Find the company

Look up your employer, pension fund, council or bank's suppliers in the directory.

</boycott/companies/>

2

Write the letter

The letter tool drafts it from the company's profile, addressed to the person who decides.

</boycott/tool/>

3

Share the evidence

Posts for any company, evidence cards and infographics, ready to use.

</boycott/resources/digital-assets/>

4

Report what you know

Contracts, tenders, holdings. Encrypted in your browser before it is sent.

</boycott/report/>

Make complicity untenable

Palestinians called for boycott, divestment and sanctions.
Answer where you have power.

Company directory

palestiniangenocide.org/boycott/companies/

Letter tool

palestiniangenocide.org/boycott/tool/

Campaign materials

palestiniangenocide.org/boycott/resources/

palestinian**genocide.org**



Scan for the campaign