

Dear Manager or Owner:

I am writing because I've noticed that your store carries SodaStream products and I am asking that you stop selling their devices and supplies. There is an international campaign to boycott SodaStream because its main factory is in an illegal settlement in the Occupied Palestinian Territories and because of its overall complicity with Israel's violations of Palestinian human rights.

Your customers are being misled by SodaStream's image as an environmentally friendly product, helping consumers reduce their carbon footprint when they make soda or sparkling water. The reality is that SodaStream is complicit in the environmental destruction that Israel's military occupation has brought to Palestine. This includes the uprooting of hundreds of thousands of olive trees, depletion of water sources, and pollution of Palestinian land.

Goods produced in SodaStream's factory in the illegal settlement of Ma'aleh Adumim do not serve the local population. SodaStream gets tax incentives and benefits from lax regulation of environmental and labor protection laws; the taxes paid by the company don't go to the local Palestinian economy but rather help maintain the illegal settlement where the company is based.

Living under a brutal occupation that has destroyed the Palestinian economy means that some Palestinians can only find work in illegal settlements in factories like SodaStream. But that doesn't mean they don't support international action to end Israel's complicity in human rights violations. In fact, Palestinian trade unions have endorsed the Boycott, Divest and Sanctions campaign, including the call to boycott SodaStream.

SodaStream also has a plant inside Israel close to Rahat, a planned township in the Naqab (Negev) desert. The Israeli government has systematically displaced Palestinian Bedouins from the Naqab for decades, and plans to forcefully transfer another 40,000 Bedouins, citizens of Israel, against their will. With anticipated expansion of their plant there, SodaStream will continue to profit from the exploitation of the Bedouin community.

This outreach to your store is part of the global Palestinian-led Boycott, Divestment and Sanctions (BDS) campaign to put economic pressure on Israel. Especially after the most recent attack on Gaza, with more than 2,000 killed, more than 500 of them children, with the bombing of UN schools, clinics and residential neighborhoods, Israel should be held accountable for its violations of human rights and international law.

Boycotts have been used in the U.S. as a tactic in struggles for human and civil rights, from the boycott of Woolworths because they would not allow African-Americans to sit at their counters to the boycott of grapes and lettuce to support farmworker unionization to the boycott of Polaroid because it produced the passbook identification cards used to curtail the movement of Blacks in apartheid South Africa.

We are asking that your store stand up for human rights, align your sales practice, as many have done (see below), with human rights and international law, and stop selling SodaStream products. We would be happy to set up a meeting to talk further with you and your staff. You can reach us at info@adalahny.org.

Sincerely,

World wide rejection of SodaStream

August 2014: Soros Fund Drops Shares in Israel's SodaStream
SodaStream Japan Cancels Soda Shop

June 2014: Ecostream Store in Brighton, UK Closes

May 2014: Paris Water Company Won't Renew SodaStream Deal

April 2014: Earth Day Network Cuts Ties with SodaStream After Palestinian Rights Groups Decry Greenwashing Campaign

January 2014: Hollywood Star Scarlett Johansson Resigns as Oxfam International Global Ambassador Due to Deal with SodaStream

December 2013: Rome: Reseller Removes SodaStream Products

November 2013: City of Trieste Replaces SodaStream Prize, Assures Residents No SodaStream Components in Water Dispensers

April 2013: Milan's Historic Bar Basso Removes SodaStream Products from Display

October 2012: Oxfam Italy Cuts Ties with Paola Maugeri Over Involvement with SodaStream

May 2012: World Wildlife Fund Italy backs out of promotional event with SodaStream, denies use of logo, due to company's complicity in violations of Palestinian rights.

March 2012: Legambiente, Italy's largest environmental organization, issues formal notice to SodaStream, including possible legal action, over continued use of the organization's logo despite having canceled a sponsorship contract with SodaStream in 2010 due to its serious violations of international law.