



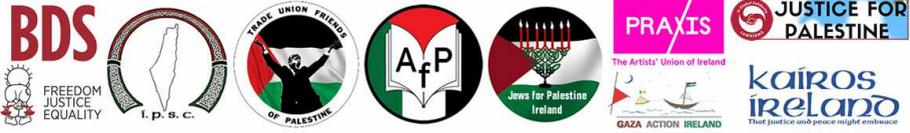
APARTHEID FREE ZONES

How To Boycott Israeli Apartheid & Genocide



A quick guide to boycotting Israeli goods & services, and international companies that profit from Israel's oppression of Palestinians





Apartheid Free Zones is a joint initiative of the Ireland-Palestine Solidarity Campaign, Trade Union Friends of Palestine, Academics for Palestine, Jewish Voice for a Just Peace – Ireland, Gaza Action Ireland, Comhlámh Justice for Palestine, Kairos Ireland, Praxis – The Artists’ Union of Ireland, Apartheid-Free Arts, and is supported by the Palestinian Boycott Divestment and Sanctions (BDS) Movement.

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People of conscience around the world are rightfully shattered, enraged, and sometimes feeling powerless about Israel's Apartheid Regime, its Gaza genocide, ethnic cleansing of the West Bank, and illegal attacks on neighbouring states - all armed, funded, and shielded from accountability by colonial Western powers, led by the US.

This is where the Apartheid Free Zones initiative comes in.

Apartheid Free Zones are a new initiative that will help to transform our local communities into spaces of solidarity with the Palestinian struggle for freedom, justice and equality.

By pledging to support the global Boycott, Divestment and Sanctions (BDS) campaign that aims to help Palestinians to win their freedom, and publicly declaring themselves to be an Israeli Apartheid Free Zone, shops, restaurants, businesses, community organisations, trade unions and other groups, and even local councils can make an important statement.

AFZs are a grassroots initiative, building from the bottom up, with the ultimate aim of making all of Ireland an Apartheid Free Zone.

Across the world, spaces such as cafes, retailers, community centres and cultural institutions are declaring themselves to be Israeli Apartheid Free Zones. They are pledging to publicly support the boycott of Israel.

As more and more businesses and organisations within a city, town, village or community declare themselves to be Apartheid Free Zones, it will help to build a real and deep culture of solidarity within the community.

A business or organisation that wants to be an Apartheid Free Zone commits to supporting the principles of the BDS movement, to boycotting Israeli products and institutions, and international companies that profit from Israeli human rights abuses, and to publicly declaring that it is an Apartheid Free Zone.

Apartheid Free Zones allow all kinds of organisations – from a community group to a business to a municipal council – to show their support for the Palestinian struggle for their basic rights, and encourage individuals to build support among organisations in their community.

In Ireland, hundreds of businesses, spaces and other groups have declared themselves to be Apartheid Free Zones, and the number grows every day.

Israeli **new potatoes** are often seen in the spring before Irish potatoes are available. Carrots are also exported from Israel.

TIVALL: **Tivall** is an Israeli company that produces vegetarian foods.

SABRA: **Sabra** is an Israeli company that sells hummus and other dips. Its parent company, the Strauss Group, provides financial support to the Israeli occupation forces.

Israeli-grown herbs, such as **basil, dill, tarragon, parsley, sage, rosemary, mint, chives** and others are commonly sold.

These goods are widely available in big chainstores such as **Dunnes Stores, Tesco, Marks & Spencer, Supervalu, Aldi** and **Lidl** – as well as often unknowingly delivered to restaurants, cafes, takeaways, etc by wholesalers who don't inform customers of their place of origin.

COCA-COLA: The BDS Movement is supporting the organic boycott of **Coca-Cola** due its Israeli franchisee operating facilities in an illegal Israeli settlement, and its subsidiary Tabor Winery sourcing grapes from vineyards in illegal settlements. However, we recognise that some AFZs are not able to cut ties with Coca-Cola due to, for example, general deals with breweries or refrigeration suppliers; but when possible, AFZs are asked to #BoycottCoke and its associated brands such as **Costa Coffee, Deep RiverRock, Fanta, Fruice, Innocent, Powerade, Schweppes, SmartWater, and Sprite.**

Homeware, hardware and agri products

SODASTREAM: **Sodastream**, manufacturer of an appliance for home-made carbonated drinks, is actively complicit in Israel's policy of displacing the indigenous Bedouin-Palestinian citizens of present-day Israel in the Naqab (Negev) and has a long history of racial discrimination against Palestinian workers.

STANLEY/BLACK&DECKER PLASTICS: Most **Stanley/Black&Decker Toolboxes, plastic organisers** and **plastic sawhorses** are made in Israel.

KETER: **Keter** exports a wide range of large plastic products from Israel. These include shelf storage bins, garden sheds, outdoor storage boxes, dog kennels and composting bins.

PALRAM: **Palram** is an Israel-based manufacturer of Polycarbonate and PVC products such as greenhouses, roofing, gazebos and sheds.

ROBOMOW: **Robomow** is an Israeli company that manufactures robotic lawnmowers.

TAMA: **Tama** is an Israeli agribusiness manufacturer, producing agricultural netwrap, baler twine and related products sold internationally under the Tama brand.

OFFERTEX: **Offertex** is a textile manufacturer based in the illegal Barkan industrial zone settlement, with a track record of exploiting Palestinian workers.

Beauty and clothing products

REEBOK: **Reebok** is boycottable for signing a sponsorship agreement with the Israel Football Association, which includes teams based in illegal Israeli settlements on occupied Palestinian land, and advocates, together with the Israeli government, to maintain them. Israel's national team, the public face of the IFA, has dedicated matches, and IFA clubs have sent care packages, to Israeli soldiers committing genocide in Gaza.

DEAD SEA PRODUCTS: Dead Sea beauty products come in many brands including, **Ahava, Dead Sea Magik, GADI21, -417, VivO, Nevo** and **Sea Spa Skincare**. **YesTo**, formerly an Israel-based company which has since 'relocated' to the US, uses **Dead Sea minerals** in many of its products. They can be often found in **Boots, Holland & Barrett, Nourish** and **pharmacies**. In addition they are often marketed by on stalls at large shopping centres.

Any theft by the Israeli state or companies of natural resources from the Palestinian section of the Dead Sea constitutes War Pillage under the terms of the Geneva Convention. **Ahava** is one company that is explicitly guilty of this, being based in the illegal settlement of Mitzpe Shalem.

MOROCCANOIL: Despite the misleading name, **MoroccanOil** is an Israeli company that manufactures argan oil-based hair care products.

PEER PHARM: **Peer Pharm Ltd**, and its subsidiary brands such as **Spa Pharma, Arganicare, MediSkin, VitalDerm, Mineralium, Frulatte, Kreogen, Hyaluxir**, and **Hemp Elements**, are Israeli companies.

CLOTHING BRANDS: **Ronen Chen, Kedem Sasson** and **Alembika** are Israeli women's fashion brands that can often be found in boutique fashion outlets.

ZARA: **Zara** is a Spanish-owned fashion brand that has deep economic ties with apartheid Israel, where the brand operates dozens of stores and has chosen to help fashion-wash genocide and apartheid.

Pharma and Healthcare

TEVA: Teva is an Israeli pharma company, specialising in generic drugs, and is a leading supplier of prescription drugs in Ireland. For most Teva products there are alternatives if you ask your pharmacist – if there is no alternative, just remember Nelson Mandela's maxim that "a boycott is a tactic, not a principle".

SUDOCREM: **Sudocrem**, for many years a quintessentially Irish brand, was bought out by Teva in 2016. Not long after, it announced that it was closing its Irish factory and relocating. **RATIOPHARM** and **ACTAVIS** are two further Teva subsidiaries.

OPTICAL CENTER: Optical Center is an optician chain, owned by Laurent Levy, a French-Israeli citizen who lives in Jerusalem and invests heavily in Israel's economy.

Children's Toys

AMAV: The Israeli brand **AMAV** market a range of “activities” type craft boxes (plastic) and Art Easels for children. These are available at major toy retailers.

BABY & TODDLER TOYS: TINY LOVE and **HALILIT** are Israeli brands that make baby toys, while **EDUSHAPE** is an Israeli educational toy brand.

Tech, Music, and Online Tools & Services

INTEL: US multinational **Intel** is boycottable due to its decades-long role as the largest international investor in apartheid Israel, including operating a major plant at Kiryat Gat built on land of an ethnically cleansed Palestinian village, and for continuing to materially support Israel's war economy.

DELL: Dell Technologies is boycottable for supplying servers and services to the Israeli military under a US-funded contract and for operating R&D activity linked to settlement expansion and displacement of Indigenous Palestinian Bedouin in the Naqab. During Israel's genocide in Gaza, CEO Michael Dell also donated \$350 million in shares to Israel.

MICROSOFT (XBOX & SURFACE): Microsoft is boycottable due to Microsoft's provision of Azure cloud and AI services to the Israeli military. Current BDS and worker-led campaigns call for boycotting Xbox, Microsoft gaming services, and Surface devices (laptops, headsets, accessories), and for avoiding other Microsoft products where reasonable alternatives exist.

SIEMENS: Siemens is another complicit multinational company that is building the EuroAsia Interconnector, a subsea cable that will link Israel's electricity grid with Europe's, allowing illegal settlements on stolen Palestinian land to benefit from Israel-EU trade of electricity.

HP: Hewlett-Packard, although not an Israeli company, is boycottable due to the company's deep role in helping entrench the occupation of Palestine and associated human rights abuses.

MOTOROLA SOLUTIONS: Similarly, while also not an Israeli company, **Motorola Solutions** (*not Motorola Mobility*, which is a separate company owned by Lenovo) is boycottable as it provides surveillance in Israeli illegal colonial settlements, profiting from this violation of the Geneva Conventions.

GOOGLE (Pressure Target): Google is a BDS ‘pressure target’ due to its role in Project Nimbus, a \$1.22 billion contract providing cloud computing, data storage and AI services to the Israeli government and military, infrastructure used to run lethal AI systems central to Israel's genocide in Gaza. BDS calls for pressure campaigns against Google, including boycotts where reasonable alternatives exist; when possible, individuals and AFZs are encouraged to “de-Google” by integrating alternatives (such as different email or workspace tools), without the expectation of abandoning essential services overnight.

AMAZON (Pressure Target): Amazon is a pressure target because of its participation in Project Nimbus, supplying cloud and AI infrastructure to the Israeli government and military, and for profiting from surveillance technologies used against Palestinians. AFZs and individuals are encouraged to use alternatives to Amazon where possible, order directly from suppliers, and boycott Amazon-owned products such as Ring cameras.

CISCO (Pressure Target): Cisco is a pressure target due to its complicity in Israel's crimes of apartheid and genocide through its illegal operations in illegal Israeli settlements, discriminatory policies, long-standing partnership with the Israeli military, and serial acquisitions of Israeli companies complicit in human rights violations.

WIX & DEVIANTART: The 'DIY-website' company Wix is headquartered in Israel, and Wix is the parent organisation of the online artistic platform DeviantArt which it acquired in 2017.

ELEMENTOR: Elementor is an Israeli-owned WordPress builder.

WAVES: The audio plugin development company Waves is a joint US-Israeli venture.

MYHERITAGE: The ancestry research and DNA testing website MyHeritage.com is headquartered in Tel Aviv.

CONNECTTEAM: Although officially headquartered in New York, Connecteam is an employee management app based in Israel.

MONDAY.COM: Monday.com is another Israel-based work management platform.

FIVERR: The controversial online marketplace Fiverr is headquartered in Tel Aviv, while its Corporate Office is based in the Israeli Embassy in Washington DC.

Security

NETWORK SECURITY: Network Security home alarm systems use tech from the Israeli company Risco.

PHONEWATCH: PhoneWatch uses Israeli-made Crow Group alarm systems.

CHECK POINT: Check Point is an Israeli cyber security group with deep ties to the Israeli state and military, with founders and leadership drawn from Israeli military intelligence, including the notorious Unit 1800. It is closely intertwined with the Israeli military and security services and works in partnership with some of Israel's biggest arms companies.

AUDICODES: AudioCodes is an Israeli communications technology company that sell VoIP technology.

Tourism and hospitality

BOOKING.COM | AIRBNB | EXPEDIA: Airbnb, Booking.com and Expedia all offer rentals in illegal Israeli settlements built on stolen Palestinian land, and are listed in the UN database of businesses implicated in Israel's illegal colonial settlement enterprise.

As noted in the BDS Movement's '**No Room for Genocide**' campaign toolkit, AFZs registered with these platforms that cannot viably switch to a more ethical platform, it is recommended to use your post-booking confirmation email to express your pro-Palestinian solidarity. This email, which usually explains logistical information and house rules, can include a short message affirming your position, which would welcome guests from diverse backgrounds while deterring alleged war criminals.

Tourism and Hospitality AFZs are also encouraged to support the BDS Movement's wider No Room For Genocide campaign, a way in which ethical hospitality and tourism-affiliated businesses can take action to support the Palestinian BDS call and ensure accountability for Israel's genocide in Gaza.

For **more information** on this campaign see: www.tinyurl.com/bdsnrfg

FATTAL HOTELS: In Ireland, the **Leonardo**, **NYX** and **G Hotels** are all operated by the **Fattal Group**, an Israeli-owned international hotel chain whose owner founder is an open cheerleader for the Gaza genocide and hosted parties for serving Israeli soldiers.

Insurance and Finance

AXA: Multinational insurance and financial services giant **AXA** holds \$150.43 million –US\$78.87 million in shares and US\$71.56 million in bonds– in companies that are arming Israel during its genocide against Palestinians in Gaza, including Boeing and General Dynamics.

ALLIANZ: Multinational insurance giant **Allianz** has deep financial ties to Israel's military-industrial complex, including being a principal shareholder in and insurer of Elbit Systems, a major supplier of weapons and surveillance technology to the Israeli military. Since October 2023, Allianz has invested almost €1 billion in Israeli 'war bonds' through its asset management arm PIMCO and has increased its holdings in companies arming Israel, with at least €7.3 billion held in bonds and shares linked to the genocide.

BARCLAYS: **Barclays** has major financial ties to arms companies supplying weapons and military technology used in Israel's attacks on Palestinians, and acts as a primary dealer for Israeli government bonds, helping Israel raise funds to sustain apartheid and its assault on Gaza.

Vehicles and Machinery

CAT, JCB, VOLVO, HYUNDAI: Although none are Israeli companies, **Caterpillar, JCB, Volvo** and **Hyundai** supply the machinery used by Israel when it demolishes Palestinian homes, structures and farmlands in Gaza, the West Bank, Jerusalem and the Naqab (Negev) desert. In addition to machinery, **Caterpillar also markets shoes, bags, tools, children's toys and other consumer products** under its brand name.

Others

RE/MAX: RE/MAX markets and sells property in illegal Israeli settlements built on stolen Palestinian land, thus enabling Israel's colonisation of the occupied West Bank, including East Jerusalem.

DISNEY+: Disney+ is boycottable for producing and promoting films that glorify Israel's apartheid and genocide, including Marvel's Captain America: Brave New World starring Shira Haas and Disney's Snow White starring Gal Gadot, both of whom have acted as cultural ambassadors for Israel. Disney and Marvel are further implicated through reviving characters with direct ties to Israeli state propaganda, contributing to the dehumanisation of Palestinians.

TEXACO: Chevron, which owns the global **Texaco** brands, is Israel's largest fuel supplier and a major extractor of fossil gas claimed by Israel in the Eastern Mediterranean. Although Texaco-branded petrol stations in Ireland (north and south) are not owned or operated by Chevron, boycotts of Texaco-branded outlets are intended to apply reputational pressure, as the brand remains commercially tied to Chevron's corporate image and intellectual property. In Ireland, Texaco stations are operated by Valero, a company that is itself complicit through supplying military jet fuel to the Israeli Air Force, meaning boycotts strike against this double line of complicity.

ORGANIC TARGETS: These are companies targeted by grassroots boycott campaigns in some countries, not formally initiated by the BDS movement, but supported by BDS because their Israeli branches or franchisees have openly supported apartheid Israel and/or provided material or in-kind support to the Israeli military during the current genocide. In addition to **Coca-Cola, ZARA** and **Wix** outlined above, at present these targets include **McDonald's, Burger King, Papa John's, Pizza Hut,** and **Domino's Pizza.**

Going even further as an AFZ

This list mainly concentrates on the current (February 2026) priority targets of the Palestinian-led BDS Movement, which are strategically focused on a relatively smaller number of carefully selected companies and products for maximum impact, along with the Israeli products, tech, and services that are most commonly found in Ireland.

It is not an exhaustive list of every single complicit company or product – but if you wish, you can continue your AFZ journey by ensuring you have no ties with any other corporations and institutions that are complicit with Israel's regime of settler-colonialism, military occupation, apartheid and genocide.

While there is no comprehensive database of all the companies involved in Israeli violations of Palestinian human rights, the following are important and reliable resources – but boycotting every single complicit entity is not a requirement for becoming an Apartheid Free Zone!

- The UN database of companies involved in Israel's illegal settlements;
- The UN Special Rapporteur on Palestine's 2025 report 'From Economy of Occupation to Economy of Genocide'
- The Don't Buy Into Occupation list of financial institutions and companies involved in Israel's illegal settlements;
- The AFSC investment screen and divestment list;
- The Who Profits database;
- The Boycott Bloody Insurance 'Ensuring Genocide' report

You can find links to all these on the Apartheid Free Zones Ireland website here:

www.apartheidfree.ie/links/

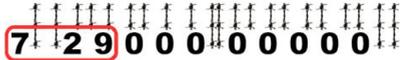
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The Israeli barcode starts with the numbers '729'

although it doesn't necessarily appear on all Israeli products so be sure to check the label for country of origin.



Supermarket products



Examples of produce exported by these, and other, companies include: Oranges, grapefruits, peppers, avocados, grapes, figs, passion fruits, sharon fruits, dates, potatoes, hummus, basil, dill, tarragon, parsley, sage, rosemary, mint, chives and other herbs.



Homeware, Hardware & Industrial products



Examples of products exported by these, and other, companies include: Plastic sawhorses, plastic toolboxes, shelf storage bins, greenhouses, roofing, gazebos, garden sheds, outdoor storage boxes, dog kennels, composting bins, netwrap, and lawnmowers. Israel is also a major exporter of industrial plastics.

Pharma, Beauty, Toys and Clothing Products



Other BDS Movement Priority & Organic Targets



Tech, Music, and Online Tools & Services



Vehicles, Machinery and Security Products and Services



Financial and Insurance Services



Tourism and Hospitality Services



Tourism and Hospitality AFZs are also encouraged to support the BDS Movement's wider No Room For Genocide campaign, a way in which ethical hospitality and tourism-affiliated businesses can take action to support the Palestinian BDS call and ensure accountability for Israel's genocide in Gaza. See: www.tinyurl.com/bdsnrg