

CALL TO ACTION

The BDS movement calls on you to mobilise in Geneva on 29 November for the International Day of Solidarity with the Palestinian People.

The ceasefire signed on 10 October is violated daily by Israeli bombardments and the blocking of most humanitarian aid. In Gaza and the West Bank, Palestinians continue to survive in inhumane conditions: hunted down, monitored, arbitrarily shot, detained and tortured. The heavily militarised Gaza Strip is cut in two by a 'yellow line' drawn by Israel to control and terrorise the Palestinian population. Today, continued international mobilisation is of paramount importance.

Recent statements by several countries, aimed at recognising the State of Palestine and proposing a pseudo-settlement of the 'conflict,' fail to acknowledge either the genocidal nature of the war against Gaza or Israel's criminal responsibility for crimes against humanity, occupation and apartheid. A 'Palestinian State' is a hollow formula without the real self-determination of the Palestinian people. **NO PEACE WITHOUT JUSTICE.**

Despite massive mobilisations around the world, Israel continues stepping up its attacks on Gaza, the West Bank, and Lebanon. This would not be possible without the unwavering complicity of its allies, foremost among them the United States, Britain, Germany, France, Switzerland and all complicit companies and institutions.

As a reminder, the International Court of Justice (CIJ) recognised the plausibility and risk of genocide perpetrated by Israel against the population of Gaza in January 2024. It reminded signatory states, including Switzerland, of their obligations to prevent and not contribute to the perpetuation of this genocide. On 19 July 2024, the highest legal authority of the United Nations deemed the occupation of the West Bank illegal. Israel had until 18 September 2025 to end its occupation. States have the obligation to impose a military, diplomatic, and economic embargo against the Israeli state and to take measures against all institutions and companies that collaborate with the Israeli military and apartheid system. By refusing to enforce this, complicit states allow impunity to reign at the expense of international law.

BOYCOTT, DIVEST AND SANCTION

Israel is more isolated than ever on the international scene but is doing everything it can to whitewash its image, including a \$45 million advertising deal with Google. Now, more than ever, we need to increase pressure from BDS to ensure that the genocide truly ends and that Israel is held fully criminally responsible.

In Geneva, we must pressure our political representatives to take concrete action. This must begin with the termination of the State's contracts with HP and Microsoft, two companies blacklisted by the United Nations whose technology actively contributes to genocide. Following a victory at the Geneva State Pension Fund, we must systematise the norm of non-complicity and push CAP-Prévoyance, the pension fund in Geneva, to divest from Israeli bonds. Let us continue to pressure other accomplices, such as UBS, ELBIT SUISSE, AXA, Mepha Teva, and Allianz. To counter the normalisation of the terrorist state,

we must also denounce its participation in sporting and cultural events—for instance, by calling on UEFA to exclude Israel. These campaigns, conducted in a coordinated and unified manner, represent a real lever for action from within our own countries to undermine the genocidal and apartheid regime in Israel, as was done in South Africa.

Long live solidarity with the Palestinian people, freedom, equality, justice, and self-determination from the sea to the Jordan River!