

TO: Congress of the United States
House of Representatives
Committee on Oversight and Government Reform
FROM: Daniel Birnbaum, CEO SodaStream International
DATE: July 28, 2015

SUBJECT: SodaStream Written Testimony on the Impact of the BDS Movement

Background

SodaStream International is headquartered in Israel and publically traded on the NASDAQ. SodaStream is the world's leading manufacturer and distributor of Sparkling Water Makers, which enable consumers to transform ordinary tap water into sparkling water and flavored sparkling water at home. SodaStream products are available at more than 70,000 retail stores across 45 countries, including 13,500 retail stores in the United States. More than 20 million consumers around the world use our products which are manufactured in 11 wholly-owned facilities around the world, include one in Pennsauken New Jersey. However, our largest manufacturing facility is in the Mishor Adumim industrial zone of the West Bank. In this facility, until recently, we employed a total of 1,200 people including 500 Palestinians, 350 Israeli Arabs and 350 Israeli Jews. Unfortunately, we've announced the closure of this facility on October 29, 2014, and its relocation to the new employment park "Idan HaNegev" located in Israel within the 1967 borders. We are currently midway in process of relocating to this new facility which is anticipated to be complete by October of this year.

SodaStream pioneered the home beverage category and has challenged the traditional way of consuming sweetened bubbly beverages in disposable bottles and cans. By enabling consumers to put bubbles in tap water using a reusable bottle, and to add natural flavors or juice, we are contributing every day to the reduction of millions of bottles and cans from our waste cycle and we're helping millions of consumers around the world drink healthy bubbly water instead of sweet soda. Although we've more-than quadrupled our revenue in the past 8 years and have become the largest sparkling water brand in the world, what my team and I are mostly proud about is that we've been able to have an important impact on society. We are proud to have created a work environment in our factories where Jews and Arabs, Israelis and Palestinians, work together in peace and harmony. I believe that during the past several years, SodaStream has been the largest private employer of Palestinians in the West Bank and I consider it a personal blessing to have the privilege to provide work and sustenance to 500 Palestinian families in an employment-stricken region.

We have been acclaimed by many as an example of co-existence and an inspiration for peace:

Senator George Mitchell who visited us in October 2013 referred to SodaStream in the media as a "glimmer of Israel-Palestinian cooperation"; Alan Dershowitz wrote in the Harvard Crimson on December 19, 2014 that "I have visited the SodaStream factory and spoken to many of its Palestinian-Arab employees who love working for a company that pays them high wages and provides excellent working conditions. I saw Jews and Muslims, Israeli and Palestinians, working together and producing an excellent product that is both healthy and economical"; Actress Scarlett Johansson said in a statement to Huffington Post on January 24, 2014, "SST is a

company that is not only committed to the environment but to building a bridge to peace between Israel and Palestine, supporting neighbors working alongside each other, receiving equal pay, equal benefits and equal rights"; Following a visit to the SodaStream factory on June 2014, Governor Huckabee is quoted saying "SodaStream does more for peace than US, Israeli, Palestinian diplomats".

SodaStream as a BDS Target

SodaStream has been the primary target of the Boycott, Divestment and Sanctions (BDS) Movement and its affiliates since my early days with the company in 2007. At that time, SodaStream was a relatively small and unknown company with total revenues of about \$90 million. In 2014 we reported revenues of \$512 million.

We were the perfect target for the BDS. Our rapid expansion into many markets (from 13 countries in 2007 to 45 countries by 2011); The successful listing of the company on NASDAQ in 2010; The rapid increase in revenue (from \$90 million in 2006 to \$547 million in 2013 then falling to \$512 in 2014); The highly visible Super Bowl advertising (in 2013 and 2014) including the association with celebrity actress Scarlett Johansson in 2014; The high visibility of our products in 70,000 stores around the world; And of course the undisputed fact that our primary facility is situated in the industrial park of Mishor Adumim, in the West Bank; All of these made us the perfect target for BDS.

Our financial success fueled the deceitful claims about "profiting from the occupation" which was at the very core of the BDS boycott of SodaStream (see Code Pink "Who Profits" report in Appendix page 64).

Initially, we were targeted in the European Union where European governments and NGOs provided start-up and ongoing funding to the BDS and its affiliates (see Appendix pages 23, 59-61). European regulators also provided encouragement, which was manipulated as apparent substantiation to the claims of our supposed "illegality".

While there is no existing explicit regulation against importation from the West Bank, recently 17 member countries of the EU have issued a statement recommending not to do any business with West bank companies and are pushing for EU regulations to label West Bank products. It is worth noting that Israel is singled out here because there is no such obligation to label product imported into EU from any other origin country, certainly not from any other disputed areas in the world.

Here are a few examples where European courts and regulators have established that our activity is against "International Law":

1. The "Brita Case" resolved on 25 February 2010 in the German high court in Hamburg, is a landmark case. The German customs landed a precedential victory in the decision that the West Bank is not included for purposes of the Trade Agreements between Israel and the EU. As a consequence, the importer of our products into Germany (Brita GmbH) was required to pay millions of euros of duties dating back more than a decade. This case holds precedent in the entire EU and SodaStream has not benefitted from the Free

Trade Agreement with Europe for many years, more than a decade. The interpretation of the court has been manipulated as substantiation to the BDS and their activists that Israeli production on the West bank is against international law.

2. On July 4, 2014, members of 17 EU states have issued a statement against doing business with West Bank products. This statement establishes the illegality of our products and advises member EU states not to conduct any sort of business with Israeli products and services from the West Bank. The statement quotes the Irish Ministry of Foreign Affairs as follows:

"Financial transactions, investments, purchases, procurement as well as other economic activities (including in services like tourism) in Israeli settlements or benefitting Israeli settlements, entail legal and economic risks stemming from the fact that the Israeli settlements, according to international law, are built on occupied land and are not recognized as a legitimate part of Israel's territory..."

This statement was issued by the member of the following EU states: UK, France, Germany, Spain, Italy, Portugal, Austria, Malta, Ireland, Finland, Denmark, Luxemburg, Slovenia, Greece, Slovakia, Belgium and Croatia.

Following the growing popularity of the BDS in Europe, encouraged by European governments, regulators, courts, media and NGOs, we have witnessed an escalation in both scale and global scope of BDS philosophy during the last two years. The message has spread throughout the world, even to far away Japan and New Zealand, as well as here in the United States. The hate rhetoric has evolved from sporadic incidents of few activists and marginal groups to become more mainstream, not only among our retail customers. We are experiencing a notable increase of activity also in the banking and investment community, in churches, in humanitarian NGOs, in regulatory and government bodies (especially in Europe), even in law enforcement, among celebrities and business leaders, and certainly in the college campuses and on the streets of our cities, including here in the United States.

What is BDS?

As you may know, the Boycotts, Divestment, and Sanctions (BDS) movement is an umbrella organization of marginal groups that are motivated by an anti-Israel political agenda. The movement was founded in 2005 by Omar Barghouti, an Arab who was born in Qatar, grew up in Egypt, and moved as an adult to Ramallah. BDS use tactics of political warfare against Israel, including spreading false accusations of "war crimes" and the "exploitation of human rights" as well as comparisons to "apartheid" South Africa. BDS's ideology is grounded in the hate for the Jewish state, founded upon blatant lies and half-truths, gaining growing appeal around the world among so-called liberal individuals, religious institutions, liberal student organizations, labor unions, human rights advocacy groups, media, and even governments. Ironically, many of the loudest voices in the BDS and its affiliates are Jewish voices, a fact that sometimes provides the misperception as if the Jews are admitting their own guilt which therefore supports the legitimacy of the claims against the "evil Zionists". This may tip the scales in the battle of words where individuals, particularly less-educated individuals, need to take sides in a faraway conflict that resides now on their campus or streets.

BDS seeks the elimination of Israel as a Jewish state

As stated on the BDS websites and as often quoted by their leaders and affiliates, the BDS and its campaign seeks to end the “occupation and colonization of all Arab lands” and promote the right of “Palestinian refugees to return to their homes and properties.” These goals undermine the fundamental right of the Jewish people to self-determination. The BDS openly declare their opposition to a peaceful resolution of a two-state solution.

At first, BDS leaders were smart enough to ride the global anti-settlement movement and called for boycott of Israeli products made in the West Bank. But these days after securing support from all corners of the globe toward this specific issue of the West Bank, the BDS no longer conceal its true agenda and openly calls for the boycott and ultimately for the destruction of Israel. This is evident in statements by their leaders and activists, by videos that BDS is uploading to YouTube, and in other publications controlled by them (see examples in the Appendix pages 61-62).

Here are a few statements by BDS leaders:

1. Co-founder of the BDS Omar Barghouti:
 - In an email interview with the Forward Magazine in 2009: “The BDS is a comprehensive boycott of Israel, including all its products, academic and cultural institutions, etc.” He admitted that focusing on the settlements first is, indeed, the easiest way to garner support.
 - “The current phase has all the emblematic properties of what may be considered the final chapter of the Zionist project. We are witnessing the rapid demise of Zionism, and nothing can be done to save it, for Zionism is intent on killing itself. I, for one, support euthanasia.”
 - “Good Riddance! The two-state solution for the Palestinian-Israeli conflict is finally dead. But someone has to issue an official death certificate before the rotting corpse can be issued a proper burial and we can all move on...”
2. As'ad Abu Khalil, a central BDS activist in the U.S. (2012): “Justice and freedom for the Palestinians are incompatible with the existence of the State of Israel.”
3. Pro-BDS author Ahmed Moor: “OK, fine. So BDS does mean the end of the Jewish state... I view the BDS movement as a long-term project with radically transformative potential... In other words, BDS is not another step on the way to the final showdown; BDS is The Final Showdown.”

BDS Funding (according to NGO Monitor website, Appendix pages 23, 59-61):

This BDS campaign is financed and supported extensively by foreign governments, as well as foundations and religious charities, which provide frameworks for anti-Israel political influence. Most of this money comes from Europe, usually involving taxpayer funds funneled through secret processes to organizations that operate under the banners of promoting human rights,

humanitarian aid, democracy and peace. One highly visible NGO that has a long history of funding and supporting the BDS is Oxfam.

European Union: The EU is the largest governmental funder for NGOs active in the Arab-Israeli conflict, including some of the most radical and politicized groups. Under the guise of human rights, democracy, and good governance, EU support is transferred to Israeli, Palestinian, and European NGOs that promote anti-Israel BDS.

Governments: Individual governments, primarily but not exclusively from Europe, transfer millions annually to pro-BDS groups. In many instances, this is in direct contradiction to the foreign policies of these countries, which explicitly oppose boycott efforts and support a two-state solution.

Foundations: Private foundations contribute millions of dollars and euros to NGOs from across the globe for BDS campaigns. This funding is sometimes supplemented by government funds, occasionally unknowingly. As there are limited legal requirements for public reporting of private donations, in many cases, there is no information regarding the funding provided by foundations.

Religious Charities: In distributing funding to NGOs, religious charities claim to fight poverty, distribute development aid, and operate in the spirit of good deeds and improving the world. Instead, by funding BDS, they are conducting divisive political campaigns that increase tension and do not promote peace and mutual understanding. This betrays the important and universal values they claim to embrace. Many times, these campaigns embrace anti-Semitic theological themes.

BDS Infrastructure

Many groups are associated with the BDS. Some of these include Code Pink, Adalah, The Coalition of Women for Peace, Jewish Voice for Peace and many others. Funding for the BDS is equally diverse. According to NGO Monitor, funding for the BDS and its affiliates comes from Oxfam (UK branch, Dutch branch), Governments of Ireland, Norway, Spain, Belgium, UK, Sweden, Japan, the European Commission, European Union, Bread for the World (German NGO), UNICEF, Save the Children (Sweden), Swiss Interchurch Aid, Canadian Catholic Church (CCODP), Amnesty, Christian Aid and more.

BDS Tactics

BDS is not an established organization or movement, but rather comprised of dozens of non-governmental organizations (NGOs) and radical activists. They utilize the threat of political, economic, academic and cultural isolation as a means of pressuring Israel, and seek to have this idea penetrate the public and political discourse, as a means of influencing governments and businesses to adopt BDS tactics. The BDS network of activist organization is reminiscent of the structure of terror organizations such as al-Qaeda and ISIS. They too have a network of affiliated, sometimes loosely affiliated, organizations acting on their behalf, creating a convoluted infrastructure that is difficult to track and hold accountable for funding and prosecute infractions. They act outside the law. One exception has been in France where the court has defended SodaStream against the BDS.

According to NGO Monitor, BDS is the main component of the “Durban Strategy,” which was adopted by dozens of NGOs at the 2001 UN Conference against Racism held in Durban, South

Africa, which crystallized the strategy of delegitimizing Israel as "an apartheid regime" through international isolation. Other tactics of the Durban Strategy include "lawfare" campaigns against Israeli officials in international courts; lobbying international bodies, including the UN, EU, US and criminal courts; publishing false reports and accusations of "war crimes," "ethnic cleansing," and "apartheid"; organizing provocations such as flotillas and violent demonstrations under the guise of humanitarian operations and human rights.

BDS prioritizes its targets based on the potential it sees to generate a greater amount of public attention and media exposure. The BDS will target high-profile companies as well as celebrities, particularly musicians scheduled to perform in Israel. Accordingly, the BDS seek to act where there is a camera and where media, particularly social media, may be activated to amplify their message and seem bigger than life. Additionally, they seek to take credit for every and any stumble in our business (such as a poor earnings period, the closure of a store or the cancellation of a PR event) which they then leverage to fuel their plight, recruit additional activists and funding for what appears like a growing and successful movement (Appendix 16, 34, 58).

One of the most disturbing tactics used by BDS is the disguise of the lies and half-truth propaganda within the appearance of an academic dissertation. This reminds us of the classic anti-Semitic propaganda document known as "The Protocols of the Elders of Zion". This document is an anti-Semitic hoax that purported to describe a Jewish conspiracy for global domination. The document was first published in Russia in 1903 was translated into multiple languages, and disseminated internationally. According to Wikipedia, Henry Ford funded printing of 500,000 copies that were distributed throughout the US in the 1920s. And Adolf Hitler was a major proponent. It was studied, as if factual, in German classrooms after the Nazis came to power in 1933, despite having been exposed as fraudulent by The Times of London in 1921. The "Protocols of the Elders of Zion" was an ideological foundation leading up to the Holocaust and the killing of 6 million Jews.

I can't help but make the comparison to the incredible document disseminated by the "Women's Coalition for Peace" and "Code Pink", both BDS affiliates, who published their so-called research document "Who Profits from the Occupation?" which was repeatedly quoted as fact and authority by BDS and by retailers, regulators and media who challenge us in regards to our legality and morality. Interestingly, this same group "Code Pink" has publicly supported the terror organization Hamas (see Code Pink report "Who Profits" in Appendix page 64 and Hamas association on page 62).

The BDS have turned the art of lying into a science. They have refined the machinery of hate and deception. They deliberately and consistently, manipulate people by spreading and documenting and repeating complete lies and half-truths. They use catchy hateful terminology (such as "apartheid" and "racial cleansing"), religious symbols (such as church organizations), lawfare (such as quoting "International Law" and pursuing frivolous legal action and campaigns against Israeli officials in international courts; lobbying international bodies, including the UN, EU, US and criminal courts; publishing false reports and accusations of "war crimes"), Intellectual platform utilizing propaganda such as the Code Pink "Who profits?" report disguised as an academic dissertation (published by the Woman's Coalition for Peace), the intimidation of people and companies who trade with Israeli, and the targeting of universities to

gain a foothold among the young generation and others who seek to embrace a social cause – any social cause. The BDS conduct this skillful manipulation under the guise of “human rights” but really they have one clear goal – to de-legitimize and ultimately destroy the only Jewish homeland which provides a safe sanctuary for the remnant of the Jewish people.

Referring to a short-lived boycott of our products at the Harvard University Dining Services, Dershowitz wrote “The students who sought the boycott of SodaStream invoked human rights. But it is they who are causing the firing of more than 500 Palestinian workers who would like to continue to earn a living at SodaStream. As a result of misguided boycotts, such as the one unilaterally adopted by the Harvard University Dining Services, SodaStream has been forced to move its factory to an area in Israel where few, if any, Arabs can be employed. This is not a victory for human rights. It is a victory for human wrongs.”

In practice, the BDS campaign has little success on the ground, but its effectiveness lies in its ability to penetrate the public and political discourse and blur the lines between legitimate criticism of Israel and the complete de-legitimization of Israel in the international arena.

BDS Attacks on SodaStream

BDS modus operandi against SodaStream has been quite simple. The activists reach out to senior executives at our retail customers with a letter or a request for a meeting. The messenger will provide so-called documentation and evidence of the “illegality” of SodaStream, often citing the false claims and the support of apparently credible entities such as a church organization, a government, the EU or “International Law”. Often the approach to a retailer is accompanied by a social media or written letter bombardments by BDS activists. In many cases, these activists will also picket outside of these retail stores and enter the stores causing havoc by repeatedly vandalizing our products and throwing them on the floor, shouting and intimidating passerby shoppers. On many occasions our products have been damaged or stickered with grotesque images accusing SodaStream of war crimes such as ethnic cleansing (see examples in Appendix pages 24-33 from Carrefour in France, Fnac in France, Big-W Australia, Target NY, Cliffs Variety in San Francisco). Of special significance is the case of violent protest against a wholly-owned environmental concept store in Brighton UK which was targeted by BDS activists, twice a week, for over two years (Appendix page 31). During this period the police made numerous arrests, the media provided ample coverage, and British Parliament members, specifically Green Party representative Caroline Lucas, literally supported the violent attacks upon SodaStream (Appendix pages 56-57). In celebration of the ultimate closure of this store on June 29, 2014 our UK office in Cambridge was taken over by hooligan activists with smoke grenades in what would appear reminiscent of a terrorist attack (Appendix page 17).

When managers of retail stores are being targeted, the threatening behavior is often escalated to the most senior levels of management as well as to their public affairs executives who are often intimidated and, in response, demand clarification from SodaStream regarding the legality and morality of its practices. See Appendix for examples of demands from retailers: London Drugs, Canada (page 35), Silvan, Danske and Coop Supermarkets in Denmark (pages 39-41), Coop and ICA Sweden (pages 42-47), Staples Norway (pages 51-52).

In some cases, the retail partner just wants to exit this conflict and get back to their ordinary business and they will ask to terminate their business relations with SodaStream. This happened

at John Lewis UK and at Silvan Denmark. Additionally, there have been several events from which SodaStream was denied participation. These include: the sponsorship of the 2015 International Festival of Comics in France (Appendix page 50), the renting of a venue for a July 2014 press event in Tokyo (Appendix page 58), and conducting business with Trieste Municipality in Italy (Appendix page 54) where we lost agreed installations of municipal water fountains worth millions of Euros.

Perhaps the most significant impact of the BDS upon our business came from the Nordics, specifically from Sweden, where our household penetration is the highest in the world (one in every 4 homes uses a SodaStream and our brand awareness exceeds 80% in Sweden). The largest Swedish retailers, ICA and Coop, cited international law and the “illegality of our production in the occupied West Bank”. On 23 August 2011 a letter from ICA’s Purchasing Director states “ICA has business relations with suppliers, not countries. There is, however, a number of reasons for us to be cautious regarding purchase of goods produced on occupied land” (Appendix page 46). The brainwash of the BDS propaganda machine was so effective in Sweden that a dialogue was futile. Following intense pressure from Nordic media and retailers who pleaded to with us to relieve them of the mounting political pressure and threatened us with cessation of all business, we agreed in 2011 to source all products for the Nordic markets from factories outside the West Bank. As a consequence, we began sourcing product from China (the “mother of human rights”) and were repeatedly audited by our retail customers to ensure that no screw or bolt originated from the West Bank which would contaminate our products. The irony of this is that if we could have sourced product for the Nordics from our Mishor Adumim factory, we could have employed approximately 150 additional people and in so doing sustained about 1,500 additional Palestinians (10 dependents per one worker).

The BDS has launched attacks and social media campaigns on any of the celebrities and companies we have worked with during the past years. For protection of privacy, I will not name them but one highly visible and public incident involved our then spokesperson, Scarlett Johansson, who appeared in our 2014 Super Bowl commercial. Ms. Johansson was the victim of public bullying by Oxfam, whom she represented around the world for nearly a decade. Oxfam issued a threatening statement on their website quoting BDS rhetoric about the illegality and immorality of SodaStream's activities. Following this, Ms. Johansson issued a statement to the Huffington Post in which she clearly reiterated her commitment to SodaStream and her conviction that our work is indeed on solid moral and humanitarian grounds, specifically by providing equitable employment to people. Ultimately Ms. Johansson resigned from her work with Oxfam. During this debacle, I have researched the connection between Oxfam and BDS and discovered the various funding of BDS coming from various Oxfam offices. Ironically, an organization that is supposed to be helping to fight poverty has clearly demanded SodaStream to send its 500 Palestinian workers into unemployment in order to serve a political cause represented by the BDS. An interesting commentary around this debacle came from Canadian Labor Minister, Jason Kenney, said on January 31, 2014, who said in a TV interview following a visit to Israel: “I didn’t know that Oxfam was involved in crazy politics like this... I thought they were gonna help poor people, not marginalize Israelis and make Palestinians unemployed. So, I’m dropping Oxfam as a charity and picking up SST as their customer”.

SodaStream has also been publically chastised and boycotted by several large church organizations. These include the United Methodist Church, The Presbyterian Church of America,

and the United Church of Canada who said in July 2013 public statement: "As the settlements are a violation of international law, the UCC believes it is unethical and irresponsible for any company to operate in a settlement... We will invite our 3 million members to refrain from purchasing SodaStream products... we will also initiate action with Canadian retailers who carry SodaStream products and ask that these products be removed from shelves".

How SodaStream Dealt with the BDS Boycott

At SodaStream we hold ourselves to the highest moral standards. Because we had, and still have, conviction that we are doing the right thing, we did not change our ways. Increasingly, we became aware of the importance of our work as a symbol of hope and optimism, an inspiration and proof that coexistence can prevail in our troubled region. Personally, I felt that I am defending not only the employment and wellbeing of thousands of Palestinians but also that I am bearing together with my team a sort of crusade to retain hope that peace and justice will prevail. We opened our factory doors for the world to see.

We decided years ago that we will not give up on any retail partner due to intimidation. We sent representatives on many occasions around the world to meet with these retail executives and we invited executives and media, often at our own expense, to get a firsthand impression of our operations in Israel. In some cases, retailers even sent third-party auditors to evaluate our practices. Our West Bank factory was literally an "open house" to global media. In January 2014 during the Scarlett Johansson-Oxfam debacle, we hosted 160 journalists in one day, providing them free reign of the factory floors and encouraging them to talk to any one of our 1,200 workers in search of human rights violations. I am not aware of a single case of someone who saw the factory, spoke to our employees and continued to demand that we cease operations and send our people into unemployment. I am pleased that as a result of our active and transparent communications policy, all retail partners continued to work with SodaStream with a few exceptions mentioned above.

Business Impact on SST

It is hard to establish the direct impact of the boycott upon our business. Nevertheless, the BDS credit themselves for our recent decline in sales, especially in the US (where sales have fallen 42% from 2013 to 2014), our sharp decline in our share price (from a high of \$79 to the current \$19), and lastly for our decision to relocate our primary factory from Mishor Adumim to inside the 1967 Green Line at Lehavim. While our factory move is part of a global restructuring of operations, we do not believe that the boycott had any material effect on the performance of our business. However, the BDS has been a constant nuisance that required our attention in order to prevent business damage. With only two minor exceptions, and thanks to the steps we have taken to assure our retail partners that all BDS is saying are all lies, we have not lost retail partner to the boycott. Certainly, there are consumers who decided not to grab one of our products because of BDS propaganda.

But there is absolutely no doubt that our reputation as individuals and as a company was compromised because of our association with the lies and allegations directed at us from the BDS. Here's just one example. A few weeks back we have appointed a prominent US head hunting agency to conduct a search for the role of General Manager for our North America business, based in New York. Last week I received the following note from our headhunter:

"Daniel, we've been getting emails like these below, and wanted to get your thoughts on them:

"Careful David. Bad brand, shaky ethics, uses Palestinian labor on West Bank, pays no Israeli taxes, all bad news last year. Bad guy. Sorry, answer is no."

And here's another email...

"David - More than of few of my friends in your network commented about why you'd represent these guys. I wouldn't go near a company like this. Ethics are more important than ever these days. One of the reasons I left banking. Seen enough."

True Goal of BDS

Following our experience of 8 years, we learned that BDS is focused on de-legitimizing the State of Israel as a whole, not just the West Bank, and in order to achieve this, BDS is willing to sacrifice the Palestinians themselves. Let me repeat that, because this is the most important aspect there is to know about the BDS. It is an anti-Semitic Israel-hating organization that is using the Palestinians as a proxy to achieve its vicious goal and bring an end to the Jewish State.

SodaStream should be embraced as an example

The Palestinian employees at SodaStream are a great example indicating how cynical the BDS is and how its actions, in contrast to its stated agenda, actually cause direct damage to the Palestinians who work with us by sending them potentially into unemployment and poverty. Furthermore, by sacrificing this unique incubator of peace, they are also destroying the industrial seeds of the economy of the future Palestinian state.

For 8 years, our Mishor Adumim facility in the West Bank has been an island of peace. A place where Palestinian Arabs, Israeli Arabs and Israeli Jews work together in harmony under the principles of equal pay, equal benefits and equal opportunity. We respect each other, bake bread together in our cafeteria, celebrate each-others' holidays, and even become friends. We like to say that we build bridges, not walls. In fact, within this factory, we proved that peace can happen and will happen among our peoples. Our 600 Palestinian employees were treated exactly the same as the rest of our employees. They received Israeli wages, which are 3-4 times higher compared to the wages paid in the West Bank, and that's if they are lucky enough to find a job given the 30% unemployment rate in the Palestinian Authority. They received social benefits, including Pension, and health benefits that would be the envy of the most progressive companies in America. We purchased health insurance from The Phoenix Insurance company that covers the employees and their immediate family members (on average 10 per household). This insurance includes organ transplants, overseas treatments, medications that are not included in the national health basket, home physician visits, mental health and psychotherapy, emergency dental and more, all with zero co-pay. This health program is particularly important because we do not want to rely on the social health infrastructure in the towns our employees reside in.

So, when BDS called for shutting down the plant in the West Bank, in practice, they wanted all of our 500 Palestinian employees to be fired. It is important to realize that, on average, there are 10 family members relying on each of our Palestinian workers. So, SodaStream was responsible for feeding 5,000 Palestinians. As always, the BDS claimed credit for anything they could and

they celebrated when SodaStream announced that it was shutting down the factory in the West Bank (Appendix page 16).

Thankfully, with the help of the Israeli Government, we were able to secure temporary work permits for some of our Palestinian workers who are already working with us in our new Lehavim plant in the south of Israel, inside the 1967 borders. Because we are now located adjacent to the large Bedouin city of Rahat, we are also able to employ hundreds of Bedouins, providing them with precious jobs and helping to develop a local economy. We are particularly proud that we are already employing about 100 Bedouin women, many of whom are in the workforce for the very first time.

So, now that we are out of the West Bank, does BDS stop chasing SodaStream? Of course not. Now, they claim that we are stealing Bedouin natural resources, specifically land and water. This is particularly ludicrous (see Appendix pages 14, 24). In fact, the mayor of the Bedouin city of Rahat, Sheik Talal El-Garnawi went to great efforts to persuade the Israeli Government as well as SodaStream to establish our new plant in this particular location. In a letter provided in the Appendix (page 67-68), he writes "SodaStream is today a symbol of hope and cooperation to all of the regions' residents, displaying real involvement and care for the community in which it operates. We would like to stress that despite occasional hateful allegations in some media, there is no dispute, and there has never been a dispute, regarding the land on which the factory was built or regarding water or any other resources in the region."

You see... The BDS caused damage to the Palestinians when our factory was in the West Bank and now they are trying to do the same to the Bedouins. Once again, BDS exemplifies just how cynical and hateful it really is.

My recommendation to Congress

When thinking about the BDS, I must say that we all hold dear to our hearts the values of freedom, including freedom of speech. But there is that fine line beyond which words can kill. And if ever words could kill, it is the words of the BDS and their supporters. I encourage you to fight the BDS with every legal means you have in order to not only protect free trade among nations but in order to protect justice and contain hate and destruction while it still can be contained.

I have no doubt that the general public, and perhaps members of this committee, will read or hear of the BDS rhetoric about so-called atrocities committed by the State of Israel toward the Palestinians in the West Bank, in Israel and in Gaza, all providing moral justification for the BDS activity. We hear of the mounting support for the BDS from all corners of society from universities to NGOs, governments, the media, celebrities and sometimes friends and family. This perception and sadly, this emerging reality, of broadening appeal for the BDS hate-rhetoric is all part of the BDS master plan. To eliminate the State of Israel in stages -- first by garnering support first for the anti-occupation plight -- and second, for the anti-Israel plight and the elimination of the two-State solution which is the only pragmatic path to peaceful coexistence between Israel and the Palestinians, and which this House largely supports.

And now a more personal note. On behalf of myself and my children, and on behalf of my 2,500 colleagues at SodaStream including 350 Palestinian employees and 500 Israeli Arabs I wish to

thank you. I thank you on behalf of the people of Israel, on behalf of the citizens of the world who treasure the values of freedom and justice and who value life over death. I thank you on behalf of my 86 year-young father, Ervin, the boy who bid farewell to his aunts, uncles and cousins and 4 grandparents – all 30 of them – as they were led to the gas chambers of Auschwitz in April 1944; that 13 year-old boy was embraced and kissed one last time by his loving grandpa Eliezer, who then whispered words forever etched in his heart “Ich will leben, mein kind, Ich will leben” – I want to live my boy, I want to live. And then with a deliberate shove he added “jetzt geh schon” – now run! And so he did. Dad ran into hiding and survived the war. You see, Dad is done running. We all are. We’ve been running for 2,000 years since the destruction of the ancient Jewish Kingdom of Judah by the hands of the Roman empire. We’ve been running from crusaders and deadly pilgrimages, from pogroms and blood libels in Europe and from Islamic Jihadists throughout the centuries. Now Dad is home. And there really is only one true home for a Jew. That home is the ancient homeland of Israel. We will ensure there will be not another holocaust. And we will do whatever we can to ensure that our 13-year-old children run no more.

I humbly take this opportunity to thank you each as the representatives of the United States of America for helping us and helping the entire world contain evil values and misguided people from challenging our freedom and the security and existence of my family and of the State of Israel. On behalf of all of us, I thank each of you.

This concludes my prepared statement. I will be happy to further assist this committee and answer any questions to the best of my ability.

BDS Billboards: SodaStream is a product that Kills!

http://bds-belgium.be/sodastream-un-produit-qui-tue

SodaStream, un produit

BDS BELGIUM

La réponse

ACCUEIL VIDEOS A PROPOS CONTACT

BDS BELGIUM BOYCOTT D'ÉPARGNE SANCTION

SodaStream, un produit qui tue!

sodastream
UN PRODUIT QUI TUE

**ATTENTION! CE PRODUIT EST ILLÉGAL!
UN PRODUIT ACHETÉ = UNE FAMILLE
MASSACRÉE**

Ici, on vous propose des sirops, des machines «Sodastream» pour gazéifier l'eau. Elles sont étiquetées «ISRAËL», alors qu'elles viennent d'une colonie **ILLÉGALE**: Maale Adunim implantée dans les territoires Palestiniens, en Cisjordanie. La Coalition des Femmes Israéliennes pour la Paix vous demande de boycotter ces produits qui sont issus de crimes de guerre, car il est interdit à une puissance occupante d'exploiter à son profit des territoires qu'elle occupe (4ème Convention de Genève). **NE SOYEZ PAS COMPLICES DE CES CRIMES DE GUERRE!** Un procès s'est tenu en Allemagne, et a condamné

l'importation de ce produit fabriqué dans des colonies.
La colonisation israélienne ne cesse de s'étendre en Palestine. Les palestiniens sont extirpés de leur terres,

ENGLISH TRANSLATION:

**Attention! This product
is illegal! One product
bought = One family
massacred**

Source: <http://bds-belgium.be/sodastream-un-produit-qui-tue>

BDS website: SodaStream is on Stolen Bedouin Land

SodaStream

sodastream

**2.9 BILLION FEWER
PLASTIC BOTTLES
ON EARTH**

AND COUNTING



SHOP SODASTREAM NOW

>> 1 FAMILY. 5 YEARS. 10,657 BOTTLES AND CANS.
IMAGINE IF EVERY FAMILY SWITCHED FROM SUPERMARKET
SOFT DRINKS TO SODASTREAM. IT COULD MAKE A
GREENER WORLD.

sodastream

**500,000 ISRAELI SETTLERS ARE
LIVING ON STOLEN PALESTINIAN
LAND.**

AND COUNTING



BOYCOTT SODASTREAM NOW

>> 65 YEARS. 5 MILLION PALESTINIAN REFUGEES.
IMAGINE IF EVERYONE STOPPED BUYING SODASTREAM AND
OTHER PRODUCTS FROM SETTLEMENTS ON STOLEN PALESTIN-
IAN LAND. IT COULD HELP END COLONIZATION AND ETHNIC
CLEANSING.

One of Israel's most visible brands, SodaStream sells home carbonation drink machines and greenwashes Israel's colonization policies as 'environmentally friendly'. The company operates in an illegal Israeli settlement in occupied Palestinian territory, in violation of international law.

SodaStream plans to open a plant inside Israel close to Rahat, a planned township in the Naqab (Negev) desert, where Palestinian Bedouins are being forcefully transferred against their will. SodaStream, as a beneficiary of this plan, is complicit with this violation of human rights.

A number of retailers have stopped selling SodaStream as a result of BDS pressure.

Source: <http://www.bdsmovement.net/make-an-impact>

BDS website: “As in the boycott against apartheid South Africa, the BDS calls for a boycott of all Israeli products... regardless of whether they are grown inside Israel..”

Does the BDS movement call for a boycott of all Israeli products or just products and companies from illegal Israeli settlements?

As in the boycott against apartheid South Africa, the BDS movement calls for a boycott of all Israeli products. For example, we call for a boycott of all Israeli fruit and vegetables, regardless of whether they are grown inside Israel or in an illegal Israeli settlement.

We campaign for divestment from Israel, Israeli banks and corporations, as well as from international companies that participate in Israel's crimes. The BDS movement pressures public bodies not to award contracts to companies that participate in Israel's human rights violations.

BDS also aims to pressure governments and international organisations to impose sanctions and a military embargo on Israel.

BDS campaigns have already persuaded major companies and investment funds to divest from companies that participate in Israeli crimes such as Veolia, G4S, Alstom, Africa-Israel and Elbit Systems. Veolia and G4S have reacted to campaign pressure by saying they will end some aspects of their support for Israel.

Source: <http://www.bdsmovement.net/make-an-impact>

BDS Pamphlet: In celebration of factory closure, UK, October 30, 2014
Distributed by BDS activists outside of the SodaStream UK offices

It's time to burst the bubble

SodaStream is an Israeli company whose UK operations are based in Fen Ditton. Local residents need to know about the destruction of Palestinian life, land and water resources it leaves in its wake.

SodaStream claims its products are made in Israel, but this is a lie. SodaStream's main production facility is built on stolen land on the West Bank in defiance of international law, and its treatment of its Palestinian workforce is deeply exploitative.

We're here to celebrate a huge victory for the Boycott, Divestment, Sanctions campaign against apartheid Israel as SodaStream announce plans to close their factory in the Occupied West Bank.

We're also here to make it clear to SodaStream, other Israeli companies and the Israeli state, that the Boycott movement won't be thrown off course as a result of empty gestures like this. SodaStream's new factory is being built with the help of a \$20m grant from the Israeli government. If you support SodaStream by buying their products, you offer implicit support for the crimes Israel is continuing to commit against Palestinians in Gaza and the Occupied West Bank.

SodaStream's announcement shows that the boycott, divestment and sanctions (BDS) movement is increasingly capable of holding corporate criminals to account for their participation in Israeli apartheid and colonialism. BDS campaign pressure has forced retailers across Europe and North America to drop SodaStream, and the company's share price has tumbled in recent months as our movement has caused increasing damage to the SodaStream brand. Any suggestion that SodaStream is employing Palestinians in an illegal Israeli settlement on stolen Palestinian land out of the kindness of its heart is ludicrous. The idea that their closure of the factory is not the result of mounting international support for the boycott movement is equally ludicrous.

Even if this announced closure goes ahead, SodaStream will remain implicated in the displacement of Palestinians. Its new Lehavim factory is close to Rahat, a planned township in the Naqab (Negev) desert, where Palestinian Bedouins are being forcefully transferred against their will. SodaStream, as a beneficiary of this plan, is complicit with this violation of human rights.

SodaStream is a corporation on the run. It recently announced its net income was down 42%. As long as the Palestinian people are subjected to the war crimes in Gaza and the constant abuse of their Human Rights in the Occupied West Bank, Israeli companies can expect to see their performance heading in the same direction.

Violent Attack on SodaStream Office in Cambridge UK



Brand Ambassador Scarlett Johansson targeted heavily for spokesperson role

Scarlett attacked by Oxfam with ultimatum to dump SodaStream
30 January 2014

Scarlett Johansson steps down from Oxfam ambassador role

Avengers star attracts wrath of activists after appearing in ad for company with West Bank settlement factory

Scarlett Johansson has [quit her ambassador role with Oxfam](#) following [criticism over her decision to star in an advertising campaign for SodaStream](#), the fizzy drinks company which owns a factory in an Israeli settlement in the West Bank.

In a statement, Johansson said she was ending her relationship with the humanitarian group over "a fundamental difference of opinion".

"Scarlett Johansson has respectfully decided to end her ambassador role with Oxfam after eight years," the statement said. "She and Oxfam have a fundamental difference of opinion in regards to the boycott, divestment and sanctions movement. She is very proud of her accomplishments and fundraising efforts during her tenure with [Oxfam](#)."

Source: <http://www.theguardian.com/film/2014/jan/30/scarlett-johansson-oxfam-quits-sodastream>

Scarlett's Statements 24 January 2014



Source: http://www.huffingtonpost.com/2014/01/24/scarlett-johansson-sodastream-statement_n_4661945.html

An advertisement for SodaStream. On the left is a photo of Scarlett Johansson drinking from a SodaStream bottle. To the right of the photo are five quotes about SodaStream's presence in a West Bank settlement. The SodaStream logo is in the top left corner, and the name "Scarlett Johansson" is in large blue letters at the top right.

sodastream **Scarlett Johansson**

SodaStream's presence in a West Bank settlement offers a "bridge to peace".

SodaStream settlement operation helps Palestinian communities by "supporting neighbors working alongside each other."

SodaStream's Israeli and Palestinian employees are "neighbors" with "equal rights".

SodaStream uses its location in a West Bank settlement to foster "economic cooperation and social interaction".

Working with Oxfam taught her to appreciate how SodaStream helps Palestinians take pride in "the quality of their product and work environment."

Source: <http://conservativepapers.com/news/2014/01/31/scarlett-johansson-cuts-ties-with-oxfam-over-bds/>

Subsequent Press Coverage



Source: <http://blog.palestine-studies.org/2014/03/15/scarlett-johansson-sodastream-and-oxfam-international/>



Source: <https://electronicintifada.net/blogs/abraham-greenhouse/new-york-post-reports-scarlett-johansson-sodastream-statement-never>

BDS website – Statement about Scarlett Johansson

**BDS**
MOVEMENT
FREEDOM JUSTICE EQUALITY

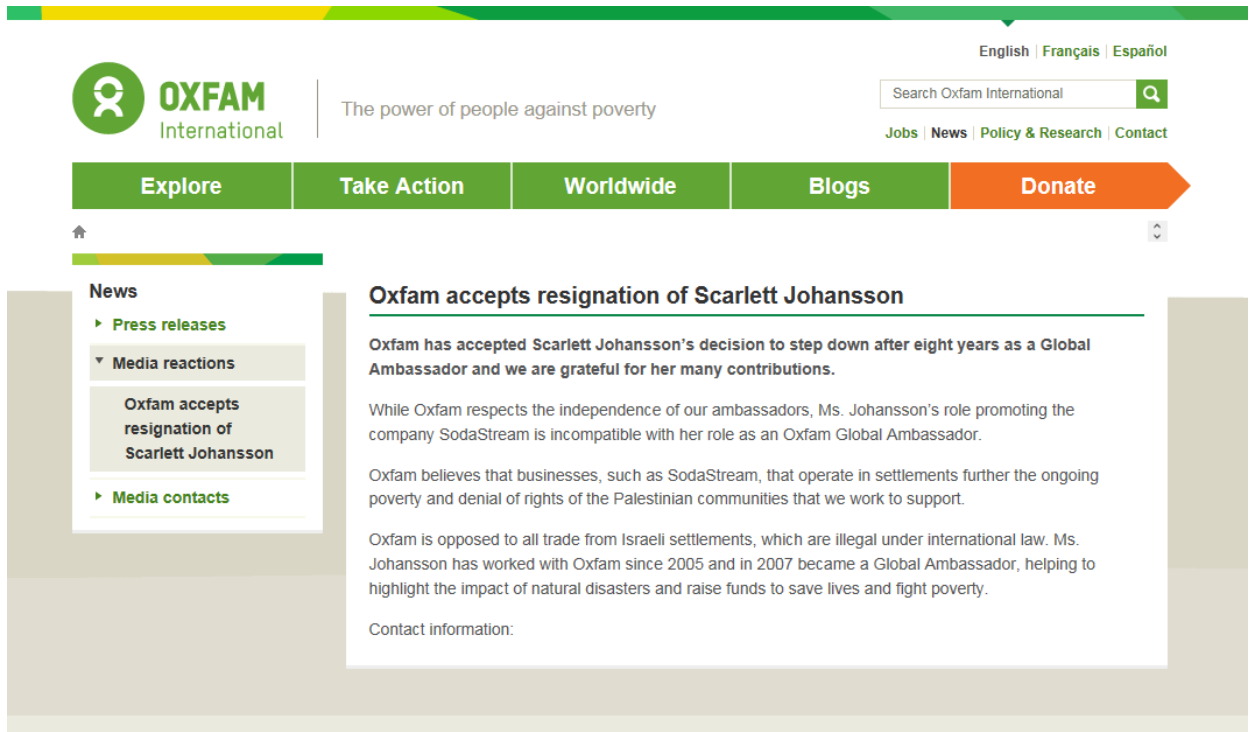
Submit Content 

LEARNNEWSANALYSISSTATEMENTS

NEWS
Palestinian civil society to Oxfam: “match words with action”, break ties with Scarlett Johansson
Posted on **January 27, 2014** by Palestinian BDS National Committee

We rebuke Johansson’s condescending remarks that SodaStream is “building a bridge to peace between Israel and Palestine”. This position seems to come directly from the company’s propaganda textbook and has been consistently refuted by Palestinians.^[4] It is not for Johansson to lecture Palestinians on what is good for them. Palestinians are not employed in Israeli settlements as a matter of freewill; they are subjects to a captive economy, which settlements have been a key component in decimating,^[5] and they have largely lost their lands and sources of income due to Israel’s occupation and colonization.

Oxfam accepts resignation of Scarlett Johan



The screenshot shows the Oxfam International website. At the top, there is a navigation bar with the Oxfam logo and tagline 'The power of people against poverty'. Language options (English, Français, Español) and a search bar are on the right. Below the navigation bar are five main menu items: Explore, Take Action, Worldwide, Blogs, and Donate. The 'News' section is active, showing a list of news items. The first item is 'Oxfam accepts resignation of Scarlett Johansson'. The article text states that Oxfam has accepted Scarlett Johansson's decision to step down after eight years as a Global Ambassador. It also mentions that Oxfam respects the independence of its ambassadors and that Ms. Johansson's role promoting SodaStream is incompatible with her role as an Oxfam Global Ambassador. The article further states that Oxfam believes businesses like SodaStream, which operate in settlements, further the ongoing poverty and denial of rights of the Palestinian communities. It also mentions that Oxfam is opposed to all trade from Israeli settlements, which are illegal under international law. Ms. Johansson has worked with Oxfam since 2005 and in 2007 became a Global Ambassador, helping to highlight the impact of natural disasters and raise funds to save lives and fight poverty. Contact information is provided at the bottom of the article.

English | Français | Español

Search Oxfam International

Jobs | News | Policy & Research | Contact

Explore Take Action Worldwide Blogs Donate

News

- Press releases
- Media reactions
- Oxfam accepts resignation of Scarlett Johansson**
- Media contacts

Oxfam accepts resignation of Scarlett Johansson

Oxfam has accepted Scarlett Johansson's decision to step down after eight years as a Global Ambassador and we are grateful for her many contributions.

While Oxfam respects the independence of our ambassadors, Ms. Johansson's role promoting the company SodaStream is incompatible with her role as an Oxfam Global Ambassador.

Oxfam believes that businesses, such as SodaStream, that operate in settlements further the ongoing poverty and denial of rights of the Palestinian communities that we work to support.

Oxfam is opposed to all trade from Israeli settlements, which are illegal under international law. Ms. Johansson has worked with Oxfam since 2005 and in 2007 became a Global Ambassador, helping to highlight the impact of natural disasters and raise funds to save lives and fight poverty.

Contact information:

Source: <https://www.oxfam.org/en/pressroom/reactions/oxfam-accepts-resignation-scarlett-johansson>

Oxfam funds BDS

Organization	NGO	Total	Year
Oxfam Novib (Dutch)	Yesh Din	95,976 NIS	2013
		75,000 NIS	2012
	Bimkom	535,025 NIS	2013
		300,900 NIS	2012
	Coalition of Women for Peace (BDS)	406,300 NIS	2013
		348,203 NIS	2012
		524,039 NIS	2011
	Adalah	507,330 NIS	2012
Oxfam Great Britain	Gisha	€105,000	2012-2013
		35,992 NIS	2013
		58,236 NIS	2013
		232,197 NIS	2012
	Coalition of Women for Peace	63,906 NIS	2012
Oxfam	Association for Civil Rights in Israel (ACRI)	29,824 NIS	2011
		14,780 NIS	2013

Year of latest available data at the Israeli Registrar of Non-Profits (Rasham Amutot).
Source: The Amuta for NGO Responsibility R.A. (ר"ע) #580465508, NGO Monitor

Organization	NGO	Total	Year
Oxfam Novib (Dutch)	Palestinian Centre for Human Rights	Not transparent	2012
	Popular Aid for Relief and Development	Not transparent	2011
	Teacher Creativity Centre	\$161,888	2011/12
	Al Juzoor	\$84,597	2011
	Women's Centre for Legal Aid and Counseling (WCLAC)	Not transparent	2012
	Association Najdeh	Not transparent	
	Culture and Free Thought Association	Not transparent	
	Palestinian Agricultural Relief Committees	Not transparent	
	Palestinian Medical Research Society	Not transparent	
	Women's Affairs Centre	Not transparent	
	Muwatin	Not transparent	
Oxfam GB	MA'AN Development Center	£845,000 (in 6 grants)	2012

Source: The Amuta for NGO Responsibility R.A. (ר"ע) #580465508, NGO Monitor

BDS Video Campaigns



NY, USA 8 July 2015 - Target Store Flashmob



Source: <https://www.youtube.com/watch?v=Hia6hrvqkqw>



**Melbourne, Australia 19 April 2013 Big-W:
“Burst the Bubble of Israeli Apartheid”**



1

Burst the Bubble of Israeli Apartheid - Boycott SodaStream

19 April, 2013
Melbourne, Australia



2

“Don’t buy SodaStream, it operates on stolen land...”



3

...“SodaStream is a product of ethnic cleansing”

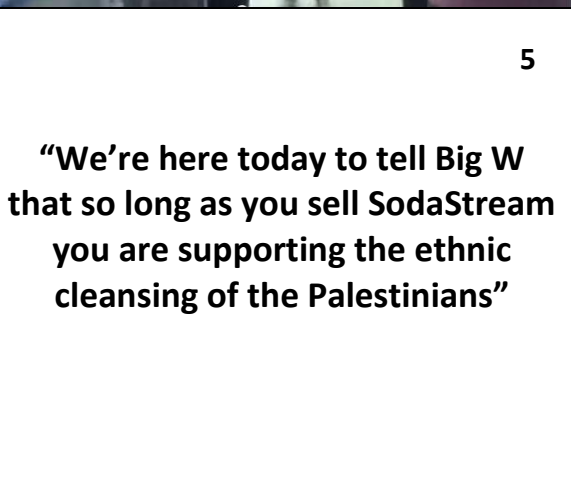


In Australia, SodaStream is stocked by the following retailers:

Woolworths, K Mart, David Jones, Coles, Harvey Norman, Big W, Foodworks, The Good Guys, IGA, Retrovision, Betta Electrical and Domestrix.

Support the Palestinian BDS call:

- *Boycott SodaStream products;
- *Ask your local retailer to destock SodaStream



5

“We’re here today to tell Big W that so long as you sell SodaStream you are supporting the ethnic cleansing of the Palestinians”



DON'T BUY SodaStream

SodaStream's products are regularly mislabelled as being from Israel, when they are in fact from the Occupied West Bank.

SodaStream is also currently building a new factory in the Negev desert where the Israeli state ethnically cleansed more than 90,000 Palestinian Bedouin in the wake of the 1948 Palestinian Nakba.

So while the Israeli state has continued to systematically ethnically cleanse Palestinian Bedouin from the Negev, SodaStream has received a \$AU6.31 million construction grant from Israeli Ministry of Trade and Industry in order to build their new factory on stolen Palestinian Bedouin land.

Source: <https://www.youtube.com/watch?v=qegS4iXeQ2c>



Marseille, France 20 December 2014
“Carrefour and SodaStream are Killers”



Source: <https://www.youtube.com/watch?v= cKSwq33WNs>



Paris, France 13 September 2014: Fnac St. Lazare



Demonstrators shouting:
"FNAC complice, SodaStream Assassins!"



Demonstrator: "Why don't you remove
illegal products?"
Employee: "I am calling the police"



Source: <https://www.youtube.com/watch?v=qCfXxL4TYwM>



Zurich, Switzerland 28 June 2014:
“Day of Action Against SodaStream”



Source: <https://www.youtube.com/watch?v=yfcMG2NQ-To>



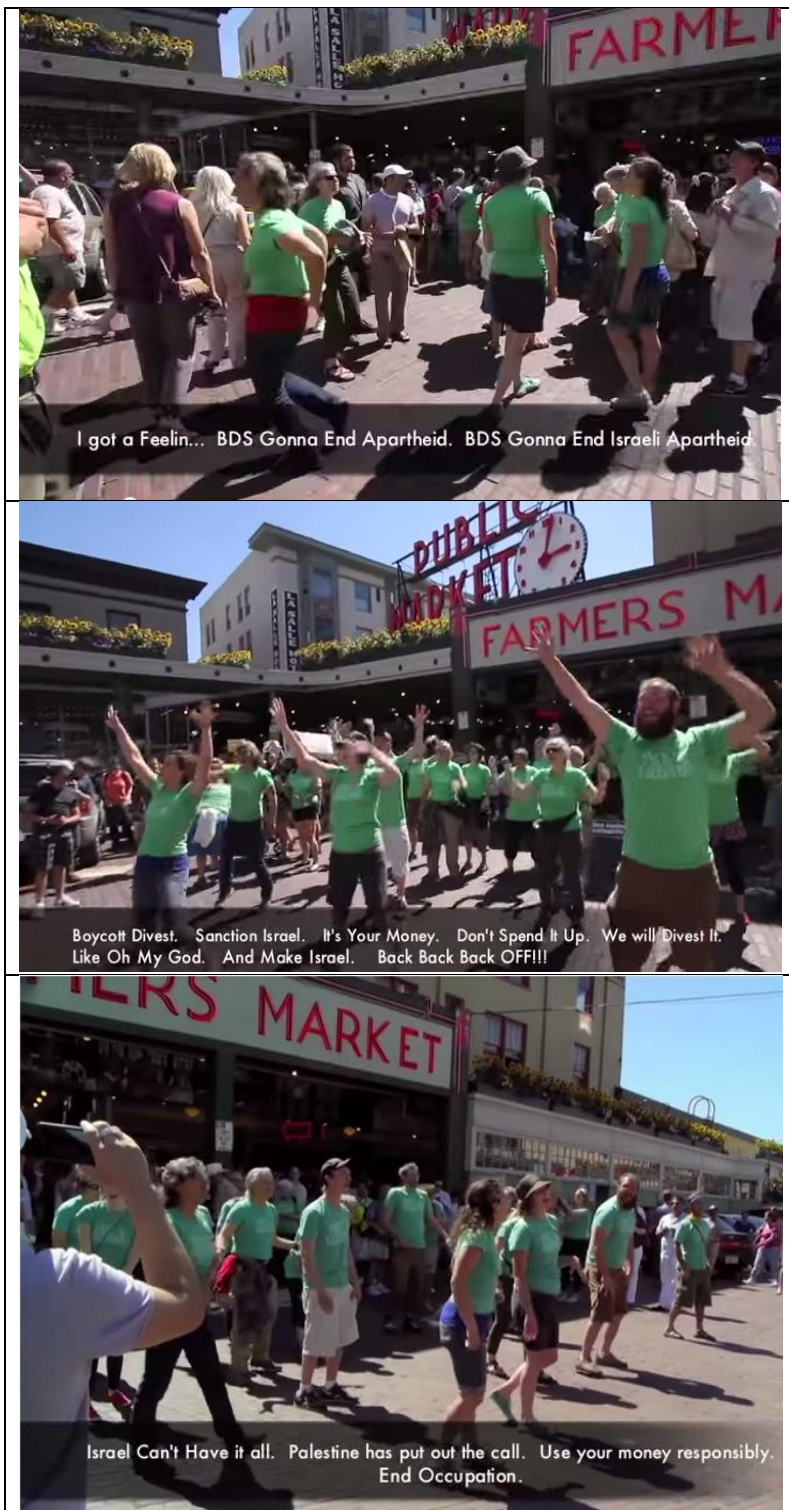
**San Francisco, US December 2012:
“Demonstration Inside Cliff’s Variety Store”**



Source: <https://www.youtube.com/watch?v=2s-6iK7sxZs>



Seattle, US 3 August 2011: Flashmob



Source: <https://www.youtube.com/watch?v=PO4JPseAAMg>



Brighton, UK December 2013:
“Twice-a-Week Violent Campaign Against Eco-Stream for 2 Years”



Storeowner: “You cannot intimidate customers as they walk in”

Storeowner: “I’ll be showing this to the police”

Cameraman: “He just spat in my face”

Source: <https://www.youtube.com/watch?v=h8Uh4VvK1kl>

Brighton, UK 30 September 2013 – Protest Against EcoStream



Source: <https://www.youtube.com/watch?v=BqZ4jkD3rrY>



London, UK 23 February 2015 – BDS Call for Academic Boycott



Source: <https://www.youtube.com/watch?v=V6yhFf2Gk7Y>



France July 2014: BDS In-Store Campaign by “Melh al-ard”



Source: <https://www.youtube.com/watch?v=twhzlcRBmts>

BDS Activist Blog Celebrates Closure of EcoStream in Brighton



Wednesday, 2 July 2014

Brighton's Sodastream Shop is Forced to Close

A Magnificent Victory for BDS

Source: <http://azvsas.blogspot.co.il/>

Canada – Soda Stream letter to London Drugs



BY EMAIL

2 pages

Airport City, May 29th, 2013

Wynne Powell,
President and CEO
London Drugs
12251 Horseshoe Way
Richmond, BC, V7A 4X5
Canada

Dear Mr. Powell,

Our Canadian office has brought to our attention that you are facing pressure (mails, picketing, etc..) from sympathizers to the Palestinian cause. They are asking your company to stop purchasing our products, because some of them are manufactured in the West-Bank, in Mishor Adumim, an industrial zone located 15 kms from Jerusalem, in the so-called "Zone C" existing in accordance with the Oslo agreements signed between Israel and the PLO.

Template letters to retailers, are a tool commonly used as part of a global campaign emanating from the BDS (Boycott, Divestment and Sanctions) a pro-Palestinian organization which has on its agenda the delegitimization of Israel. Such letters have been circulating all over Europe for years and now in North America. BDS tries unsuccessfully to convince leading retailers to boycott our company, using so-called "*concerned customers*".

We have faced similar boycott attempts in the U.S and in Europe, where pro-Palestinian activists linked to the BDS, have tried to use the business arena to push their political agenda. Thankfully, all of our retailers recognize that these people are a fringe group that represents neither their customers, nor the Palestinian people, therefore none of our retailers in the 45 countries we export to, have ever caved-in to this political pressure.

SodaStream is not part of the problem, it is part of the solution. We are very proud to employ in the Mishor facility 500 Palestinian workers to whom we pay a salary of 4-6 times what they would get in Palestine, where unemployment is 30%. In addition we provide them – according to the Israel law which is equal to all workers – with medical coverage and health insurance, and full pension. Boycotting SodaStream and Israel in favor of Palestinian partisan demands, will not bring peace and welfare to the region, on the contrary.

Canada - London Drugs Response to SodaStream

De: **Wynne Powell** WPowell@londondrugs.com
Objet: RE: Letter to Mr. Wynne Powell
Date: 2 décembre 2013 17:34
À: **Maurice Silber** maurices@sodastream.com
Cc: **Rob Felix** RFelix@londondrugs.com, **Marta** marta@sodastream.ca, **Leon Paul** LeonP@sodastream.com, **John Keenan** john.keenan@theargus.co.uk, **msilber**@silbermail.com, **Clint Mahlman** cmahlman@londondrugs.com, **Wendy Hartley** wendyhartley@telus.net, **John Pickersgill** john.pickersgill@trimor.ca

WP

Thank you for this definitive information. This gives us some tools to deal with these protestors. Without this information it allows incorrect positions to be assumed by the public against us as a retailer.

I would suggest that you send this type of information quicker at the beginning of any protest activity.

The store location of ours they are targeting is the one of our highest profile stores with the best media coverage potential. Our brand has one of the highest trust ratings in the Province of British Columbia so we cannot risk this standing in the community.

We will continue to try to put this into perspective for the public.

Again thanks for getting this to us.

Yours truly,

Wynne

G. Wynne Powell, CPA, FCGA
President & CEO
London Drugs Limited & London Group of Companies

Canada – United Church of Canada (UCC) Letter to SodaStream



Daniel Birnbaum, CEO
SodaStream
Gilboa Street POB 280
70100 Airport City
ISRAEL

May 28, 2013

Dear Mr. Birnbaum:

Re: SodaStream production facility in Mishor Edomim

As the settlements are a violation of international law, the UCC believes it is unethical and irresponsible for any company to operate in a settlement. We ask therefore that SodaStream make a public commitment to end production in Mishor Edomim. Failure to make such a commitment by July 31, 2013 will result in the UCC initiating a public boycott in Canada of all SodaStream products. In this action, we will invite our 3 million members and adherents to refrain from purchasing SodaStream products and initiate an information campaign in Canada which details the origins of SodaStream products. We will also initiate action with Canadian retailers who carry SodaStream products and ask that these products be removed from their stores.

We would like to hear your views on this issue and would welcome a meeting with you by telephone. We are also sending a copy of this letter to the President and CEO of SodaStream Canada, Marta Mikita-Wilson, and will also invite her to be part of a dialogue with the UCC. We would like this conversation with SodaStream to focus on the need to remove all SodaStream operations from the settlements.

In SodaStream's corporate responsibility statement, the company states that "we will continue to do what we can to improve our environment and make a positive difference in our world." We hope that positive difference includes respect for international laws relating to the settlements. We look forward to your response.

Sincerely,

A handwritten signature in black ink, appearing to read "P.K. Talbot".

Patti Talbot,
Team Leader, Church in Partnership

Canada – SodaStream Reply to United Church of Canada (UCC)

3250 Bloor Street West
Suite 300
Toronto, Ontario
Canada

July 4, 2013

Dear Patti,

I'd like to respond to your letter of May 28th. Before I tell you about the work we do to promote peace and help people, I must say that we find it unfortunate that you threaten our company with a boycott if we do not abide by your demand and at the same time you claim that you want to engage in a "dialogue" with us. Nevertheless, we at SodaStream, are proud to be doing the right thing and refuse to succumb to pressure from political groups with dubious cause.

I must call out for your information, that your letter includes inaccuracies which resemble the BDS rhetoric. Allegations such as the so-called violation of the IVth Geneva Convention, or the ruling of the ICC or the ICJ, are debatable political issues which I will not address here, because I represent the Israeli government no more than I do the Palestinian Authority.

We are a part the Israel civil society opposed to war and to the occupation. *"War is too serious a matter to entrust to military men"* said Georges Clemenceau, but let me add *"and to politicians"*, they proved they failed on both sides to resolve the Middle-East conflict.

We at SodaStream believe there are other ways how to resolve this conflict. We build bridges, not walls. We have created a platform for Palestinians and Israelis, men and women, to work together at equal terms, and to know each other as human beings. Indeed it's a unique place, so SodaStream is not part of the problem, it is part of the solution.

Denmark – SodaStream Letter to Silvan regarding decision to terminate business ties

Airport City, June 30th, 2014

Dear Mr. Lauridsen

Our Danish office has informed us of your decision to terminate your business with SodaStream. Based on the e-mail you sent, your decision seems to be motivated in part by insufficient sales results, but also because *"you do not want to participate in the political debate that continually occurs and that you currently face at Facebook around the production of our products"*

While the commercial results can be addressed and we are ready to look at it together with your team, we believe that the second reason is based on biased facts presented to you as a result of political pressure exercised by a few activists.

Please consider the following points:

1. The SodaStream products we delivered to you were manufactured in Israel (within the Green Line) or China. None of the SodaStream products supplied to Silvan or elsewhere in the Nordics are manufactured in our West-Bank facility. The issue you have raised is therefore not an issue being faced by Silvan.

Silvan Response to SodaStream

Dear Mr. Silber

Thank you for your letter, that I am replying on behalf of Mr. Lauridsen.

For Silvan it is important always to optimize the shelf space in our stores. Looking at our sales of Sodastream it has been extremely difficult for us to gain a satisfactory level of margin. Therefore we have chosen to use the space for other, and hopefully better products in terms of margin.

Mentioning the different political statements, that we have received, was only to make you aware of, what is going on in our market. Silvan does not take part in this, or other, political debates.

Med venlig hilsen / Kind regards

Thomas Juul

Indkøbs- og Marketingdirektør/Purchasing and Marketing Director

SILVAN Kæden

Daugbjergvej 15
DK-8000 Århus C

Denmark – SodaStream Letter to Danske Supermarket regarding origin of products and connection between Dan Watch and BDS

Fra: Maurice Silber [<mailto:maurices@sodastream.com>]
Sendt: 23. januar 2015 09:05
Til: Maia Lindstrøm Sejersen; Christian Hartmann
Cc: Ole Kristensen; Michele Fitzwilliams; Maurice SILBER
Emne: Denmark - Danske Supermarked

Dear Maia, Dear Christian,

Our Danish subsidiary has brought your exchange of mail with Dan Watch to our attention and has asked for our statement, which we are happy to provide:

Before addressing the issue which is of your concern, let me first underline that Dan Watch who claims to be an independent NGO, has totally aligned with the views of the BDS (which stands for **Boycott, Divestment, Sanctions**) a global extremist and discriminatory Palestinian organization with an agenda of hate against the State of Israel. They are trying to use the present situation in the Middle-East to push their political agenda into the business arena to influence retailers to delist our products, which are being lawfully imported into the EEC. Dan Watch is therefore far to be a credible source of information when it comes to report about Middle-East issues in general, and about Sodastream in particular. Despite several requests from Frederik Johannisson, we have always declined any communication with him, so that all information you may have received from Dan Watch is totally biased and has to be treated as such. We therefore regret that you have engaged discussions with Dan Watch, since you are being fed with untrue facts.

As to your specific concern, we reconfirm that **none** of our products sold in the Nordic counties are manufactured in our West-Bank plant of Mishor Adumim. All products delivered to the Nordics, are manufactured either in China, or in **Alon Tavor, Ashkelon**, and more recently in our new plant in **Lehavim**, (which is replacing the site of Mishor which will close soon) these 3 mentioned sites being located within the international borders of Israel.

On a different scale of importance, I'd like to bring this issue in the regional context: while major humanitarian crisis occur now in the Middle-East, over 250.000 people have been murdered in Syria, Christians and Kurds are being massacred in surrounding countries, etc the only topic which seems now to matter to Dan Watch is to deal with an alleged "illegal plant" of SodaStream in the West-Bank, which is due to close soon No further comments needed

We hope to have provided you with full clarifications, feel free to contact me directly if necessary,

Sincerely yours
Maurice SILBER
Advisor to the CEO | Tel. : [+972 58 425 9495](tel:+972584259495) | <http://sodastream.com>.

Denmark – SodaStream Intercompany Correspondence with Respect to Retailer COOP confrontations with politicians

Hello again I hope that my mails going forward will be on a different topic ☺

The Israel boycott is escalating, Coop is being confronted and bullied in the media and from selected politicians now.

I have just talked to Anna Lise from Coop and she needs to have some documentation from us with regards to the production and logistics of the products being sold in her stores.

Can we show her the 3rd part audit and if so does the file contain documentation of where the products are being produced build and distributed from ?

I understand that we have had the similar case with Claes Ohlsson recently – if that is correct then maybe you can share how you solved this.

Med venlig hilsen / Best regards,

Tanja Larsen

SodaStream Denmark

Virkeholm 3B

2730 Herlev, Denmark

Phone: +45 43 600 609 / Mobile: +45 30 319 440 / Fax: +45 43 600 605

Mail: Tanja.larsen@sodastream.dk / Web: www.sodastream.dk

Sweden – SodaStream Letter to COOP regarding Origin of Products



July 03, 2011

Per Bjorkman, CEO
Empire Sweden AB
Ostermalmgatan 87A
SE-114 58 Stockholm
Sweden

By email

Re: Production of Soda-makers for Coop

Dear Per,

I hereby confirm that the Soda-makers that you sell to Coop in Sweden are produced in SodaStream's factories that are not in disputed territories.

Furthermore, as of July 2011 we completed transition of all remaining models of Soda-maker for the Swedish market to factories outside of the disputed territories, and therefore there is no cause for any restrictions on sale of all models of Soda-maker to Coop.

Yours sincerely,

Leon Paull
Distributor Channel Manager

Sweden – COOP email to SodaStream Regarding Origin of Products

From: Per Björkman [mailto:per.bjorkman@empire.se]
Sent: Wednesday, July 20, 2011 10:45 AM
To: Leon Paull
Cc: Jonas Holmström; Jonas Laroussi; kare jensen; Daniel Gustafsson; Catharina Merner
Subject: COOP is stopping purchasing SST
Importance: High

Hi Leon,

Coop has been under immense pressure from the Palestinian groups the last few days and decided to completely discontinue buying SodaStream machines. The stop will be in place until, as they write in their release, a third party check has been done to verify land/place of origin.

It's out in the media now: http://www.svd.se/nyheter/inrikes/coop-stoppar-inkop-av-laskmaskin_6332470.svd

We are preparing a new statement, building on the old one, with new information.

We need to have the origin verified as soon as achievable.

Per

Sweden – SodaStream Intercompany email regarding COOP

From: Leon Paull
Sent: Wednesday, July 20, 2011 12:10 PM
To: Daniel Birnbaum; Daniel Erdreich; Ophir Golan; Yossi Azarzar (yossia@sodastream.com); msilber@silbermail.com; Yonah Lloyd; Eyal Shohat
Subject: FW: COOP is stopping purchasing SST
Importance: High

Coop Sweden have publicly announced that they are suspending purchases of machines, pending an independent verification that the machines do not come from Mishor. This is despite that they have a written guarantee from us that their machines are produced in China. Am discussing next steps with Per.

Below is the news item from one of the Swedish daily paper's website:

Coop stop buying soda machine

July 19, 2011 at 18:22, Updated: 19 July 2011 at 19:05

Food chain Coop has halted purchases of kolsyremaskinen Sodastream pending an independent review of where and how production takes place.

It has previously been revealed that parts of kolsyremaskinen were manufactured in occupied territory in the West Bank.

According to Coop, there are guarantees that all production takes place in China, but consideration must under Coop sort out the issue once and for all. The machines that are in stock will continue to be sold.

Leon Paull
Distributor Channel Manager

Sweden – SodaStream Letter to COOP regarding Origin of Products



Per Björkman
CEO and Chairman, Empire AB

August 15, 2011

Dear Per,

This is to clarify the origin of the products that we supply to you for Coop. In line with our commitments to Empire and to Swedish retailers, including Coop, I am hereby announcing that we have completed the work to shift production so that, as of early September 2011, none of our products sold to Coop originate in the West Bank.

Let me be very specific here for the avoidance of any doubt or confusion. For more than a year already, nearly all our machines sold to Sweden have been of production origin outside the disputed West Bank, either "Made in China" or "Made in Israel". The origin is determined in accordance with the EEC law regarding rules determining country of origin. However, recently, also as articulated in a letter from Mr. Fiskers to me, Coop asked that all parts be made from outside the West Bank. This is an entirely different expectation but one which we had already been working toward.

As we understand the sensitivity and as we all wish to end this entire issue once and for all, I deployed all available resources as a matter of priority to seek production solutions to satisfy the request from Coop and from other Swedish retailers. Among other things, we diverted production from Israel to China, we acquired and expanded a new facility in Northern Israel (Alon Tavor) in May 2011, and we embarked upon the construction of a new primary facility in southern Israel (in Lehavim, near the Intel facility) in July 2011. All these have been publically announced.

I am pleased to inform you today, that we now have a solution for our last "component", our carbonation bottles, which will be produced in Israel outside the disputed territories starting early September. We are moving production equipment from Mishor to Rishon Letzion at this time.

This completes the mission to manufacture outside of the West Bank all parts, in addition to the formal "Country of Origin", for all SodaStream products sold to Coop.

Sweden – COOP Response to SodaStream

Dear Mr Birnbaum

Thank you very much for your letter of earlier today. You are correct that we are currently engaged in a rather difficult situation regarding your products; a situation which has caused us some inconvenience in terms of negative media attention, customer reactions etc.

The owners of Coop, or the KF group, have taken a clear decision as not to market and sell products manufactured or produced on territories which are regarded by the United Nations and/or the Swedish government as occupied. Please allow me to stress that whatever opinion one has about this decision is not really the issue; the decision stands and is a clear directive on our commercial business.

The actual status of this case, as of today, is that we have asked the Managing Director of your agent, Empire to provide us with a satisfactory guarantee that no parts of the products that we buy from you are manufactured or produced in the territories regarded as occupied.

I wish to be very clear on the fact that the more comfort this guarantee will provide to us the faster we are able to return to a normal merchandising of your products. I am sure you fully appreciate the self-interest you and your company have in assisting Empire with this. Further, I am also sure that you will recognize the considerable trust that we put into your certification if we re-open normal commercial relations.

Sweden – ICA letter to SodaStream regarding Manufacturing Location

Mr. Daniel Birnbaum
SodaStream International

Göteborg 2011-08-23

Dear Mr Birnbaum,

thank you for your letter.

ICA has business relations with suppliers, not countries. There is however a number of reasons for us to be cautious regarding purchase of goods produced on occupied land.

The Swedish Ministry for Foreign Affairs recommends that Swedish companies act with great caution when commencing business on occupied land. ICA is also one of the signatories of the UN initiative Global Compact, which encourages companies to avoid conflict areas such as occupied land. Furthermore, our guidelines state that ICA should be restrictive in buying products from occupied land.

The measures we have taken in this matter are in no way different from the number of supplier mappings we carry out daily to ensure that we have correct information regarding the production of goods in our stores.

The information received from Soda Stream and Empire Sweden AB has ensured us that production of machines and bottles intended for ICA, that are today produced in Your factory located in Mishor Adumin on the West Bank, will be produced in a factory in Israel at the start of 2012. This is a production change we welcome.

With my best regards,



Claes Andersson
Assortment & Purchasing Director, ICA AB

Sweden – SodaStream Response to ICA

Claes Andersson
Assortment and Purchasing Director
ICA
171 93 Solna
Sweden

August 25th, 2011

Dear Mr. Andersson,

Thank you for your letter of August 23.

SodaStream is a non-political manufacturer and we certainly understand and respect your approach in conformity with the Swedish Foreign Ministry recommendations and the UN Global Compact initiative. As stated in my letter, we are sparing no effort to enable such conformity and I thank you for being receptive to the changes we have already implemented.

We trust that this issue now belongs to the past and that we are back to business. In fact, SodaStream and Empire look forward to a fantastic Christmas with ICA, as part of the biggest Nordic activity that we have ever done.

I would like to take this opportunity to invite you to Israel. This will be an opportunity for you to see for yourself where we source product and I also think it will be interesting for you to get a firsthand impression of the humanitarian issues and activities that SodaStream is promoting. You will see that ICA and SodaStream share many of the same values.

With my best personal regards,



Daniel Birnbaum
CEO, SodaStream International

Sweden – SodaStream to Ahlens

TO: Mr. Thomas Axén
Axstores
Cc: Mr. Mats Gärdsell
Åhléns

Airport City, August 16th, 2011

Dear Mr. Axén

Our Swedish importer, Empire, has brought to my attention that Åhléns has decided to stop ordering our products because of negative, and biased media coverage.

I am very concerned by such a decision, not only because I do personally care about our Swedish operations, as we consider your group of companies as a strategic partner, but also because of the reasons which seem to exist behind such a decision.

We have recently faced similar situations in Germany and in France, where small pro-Palestinian activist groups have tried to use the medias and our business partners to push their political agenda. These groups do not do justice to the people they claim to represent, as they are destroying jobs given to the Palestinian workers who are given a honorable living, and causing the transfer of those jobs to China.

None of the European retailers have given-in to these "maneuvers" which claim to protect the consumer and the "Palestinians rights". I do hope that your company will not react differently than all other European retailers, once you will examine the facts we will present to you, as these reports in Sweden are incorrect. SodaStream is also engaged in a series of humanitarian activities to help the Palestinian people, and we will bring these to public attention.

We will address this negative media campaign against us very shortly, and I have asked my closest advisor, Dr. Maurice Silber, who is now in Stockholm, to have a personal meeting with you as early as possible, to update you on the issue so that you benefit from both sides of the story. I would appreciate if your office could set up a meeting for him very shortly. My secretary will make the arrangements with your office.

With my best personal regards.



Daniel Birnbaum
Chief Executive Officer
SodaStream International

Sweden – SodaStream Letter to Ahlens

Ms. Antonia Ax:son Johnson
Axel Johnson AB
Villagatan 6
100 41 Stockholm, Sweden

BY FAX & EMAIL
+46-8-20 65 10

Airport City, September 14th, 2011

Dear Ms. Johnson,

I write you with regard to Åhléns' decision to stop working with our company.

In my letter of August 16th to Mr. Thomas Axén, I noted the danger of making decisions based on political motivations. As said, our firm has recently faced many boycott attempts in Europe. They were all resolved successfully when we explained to our partners how pro-Palestinian activists push and manipulate public opinion with half truths and sometimes outright lies in order to achieve their political agenda. To my surprise, my letter was never answered.

Åhléns, to this date, is the sole retailer in Europe which agreed to bend to the Palestinian's demands of a boycott of Israel. A very recent poll we conducted in Sweden showed that the biased campaign against SodaStream in the Swedish media produced no negative reaction among consumers. As you may already know, the campaign was fueled by a pro-Palestinian, politically involved, so called "journalist" and relayed in Sweden by TV4, for which they afterwards apologized.

We are the world leader in our category of products, and would have expected to be able to conduct discussions in an open and frank manner, prior to Åhléns' decision. I have offered to send to Sweden my closest advisor, Mr. Maurice Silber, to discuss the matter with your senior management, but my offer has been ignored. I find it more-than troubling that Åhléns took this business decision within the context of a failed attempt to boycott SodaStream in Sweden, without hearing the other side.

**France – Open Letter to Organizer of International Comics Festival
Sponsored by SodaStream from 21 January 2015**

ANGOULEME : DROP SODASTREAM!

AN OPEN LETTER TO FRANCK BONDOUX, DIRECTOR OF THE INTERNATIONAL
FESTIVAL OF COMICS AT ANGOULEME

We, cartoonists, illustrators, writers, editors, distributors, translators, critics and workers in the comic book industry, alongside people of conscience from countries all over the world, re-affirm our February 2014 call for the Angoulême International Comics Festival to drop all ties with the Israeli company Sodastream. Furthermore, we urge the Angoulême Festival, and all festivals, conventions, and celebrations of comics and cartooning art in which we participate, to reject any partnership, funding, or co-operation with any Israeli company or institution that does not explicitly promote freedom and justice for Palestinians, as well as equal rights and equality for Israeli Jews and Palestinians, including the Israeli government and its local consulates, so long as Israel continues to deny Palestinians their rights.

Today, the Sodastream company proudly boasts of its factory's location in the illegal settlement of Ma'ale Adumim, which makes it complicit in the crime of military occupation. However, even if Sodastream, thanks in part to the pressure campaign launched last year, moved its manufacturing to the Negev (where Palestinian Bedouins are facing eviction from their ancestral lands by Israeli government's Praver Plan) it, and other Israeli companies and institutions, are part of a system built on the mass ethnic cleansing of Palestinian communities and sustained through racism and discrimination. It, and other Israeli companies, contribute to the economy of a state which conducted a brutal military assault against a civilian population in Gaza in the summer of 2014, resulting in over 2,100 deaths, including over 500 children.

Norway – SodaStream Email to Staples

De: **Maurice Silber** maurices@sodastream.com
Objet: Letter to Mrs. Kristoffersen - answer to response
Date: 23 décembre 2013 18:34
À: hilde.kristoffersen@staples.no



Dear Mrs. Kristoffersen

This situation is very unfortunate. If you examine the attachments to this email, it would be difficult to believe that nobody in your organization agreed to a boycott of our products. You now speak about a decision taken to phase out our products, but only a few days ago, we received an email from you stating the opposite.

I understand you are on Christmas leave, and I am sure you don't have all the available pieces of information at hand. I strongly urge you to take another look at this, and I look forward hearing from you so we can find a positive outcome to this issue.

Mrs. Kristoffersen, your boycott decision is currently spreading around the world (over 10 pages only today on Google and counting - please see attachment). As things stand, the more time passes, the more difficult it will be to revert the media impact of your boycott, and I believe we should talk this over together as soon as possible, before we lose control.

Sincerely yours,

Maurice SILBER

Advisor to the CEO | Tel. : +972 58 425 9495 | <http://sodastream.com>

Norway – Staples Reply to SodaStream

From: Brita Staal [<mailto:Brita.Staal@staples.no>]
Sent: Monday, December 23, 2013 2:42 PM
To: Maurice Silber
Cc: Hilde Merethe Kristoffersen
Subject: SV: Letter to Mrs. Kristoffersen

Dear Sir,

Please find this reply to your letter, sent on behalf of Hilde Merethe Kristoffersen.

Thank you for your letter and information.

Our merchants decided to phase out the products due to poor sales, and as noted by the Product Manager "the phase out of products was started long before we were familiar with the other aspects". The decision was not taken based on political influence, and as noted in dialogue with your representative Hege Berthelsen earlier this fall we do not wish to take stand to any political aspect of this case. We have been informed from different organizations and customer about this, alongside information from Hege – and we are thankful for the information from all sides, however; it is unrelated to our decision. Please know that our decision to phase out products is not a boycott, but a decision to phase out products with low turnover here in Norway.

Please accept our apology if the merchants were unclear.

On behalf of
Hilde M Kristoffersen
Managing Director
Staples Norway AS

Norway – SodaStream Letter to Staples regarding Business Termination



BY EMAIL

2 pages

Airport City, December 23rd, 2013

Mrs. Hilde M Kristoffersen, CEO
Staples Norway AS
Per Krohgs vei 1 Karihaugen,
NO-1001 Oslo

Dear Mrs Kristoffersen,

Our Norwegian office has informed us of your decision to terminate your business with us. We were highly surprised by this news which came-in on Friday, one day only after we had received an invitation for a meeting in January to discuss further cooperation and development opportunities between our two companies.

Based on the e-mail we received, your decision is the result of *"noise made by medias and by some of your customers"*, which in fact relates to Norsk Folkehjelp - an NGO which regrettably adopted a one-sided line in the Middle-East conflict, as well as to some supporters of the BDS who have been sending template letters to your company.

We believe that your decision has been taken based on biased facts presented to you. Please consider that:

- The products we deliver to you are manufactured in Israel (within the Green Line) and not in the West-Bank.
- We employ over 550 Palestinians in one of our plants located in Zone C of the West-Bank in accordance with the Oslo Accords. These workers, employed at equal conditions with their Israeli colleagues, feed over 4,000 of their dependents. By building bridges between the people of this troubled region, and providing them with honorable jobs, we are part of the solution, not of the problem. We therefore wonder what positive impact a boycott - which could potentially put these jobs in jeopardy - would have on the very people Norsk Folkehjelp claims to protect.

Many European retailers have been approached by groups or NGOs linked to the BDS. Like you, they have been pressured to conduct a similar boycott, but none of them have ever caved in to such demands. More recently the Chairman of one of the leading retailers in the UK when faced with the same type of pressure, declared: *" We are a non-aligned company that sources products from all over the world including Israel, and we intend to continue to source from Israel. Furthermore we do not discriminate against or boycott companies that obey the law and respect the rights, interests and well-being of their employees, their communities and the environment. While we are aware of the complex nature of the situation in the West Bank, we believe international bodies such as the United Nations, working with national governments, are better placed than retailers to resolve these issues"*

Norway/USA – ADL Letter to Staples International Chairman



Imagine a World Without Hate®

December 23, 2013

Mr. Ronald L. Sargent
Chairman & Chief Executive Officer
Staples
500 Staples Drive
Framingham, MA 01702

Dear Mr. Sargent:

We were contacted by representatives of SodaStream, an Israeli company whose products are available in Staples in the United States and internationally.

The company reported to us that a representative of Staples in Norway informed them it was discontinuing the sale of SodaStream products due to pressure from proponents of a highly politicized campaign to coerce retailers to boycott products from Israel. While a representative of Staples Norway has since written to SodaStream saying that the decision to remove the products was due to "poor sales" and not to political considerations, anti-Israel activists in Norway have claimed victory, saying Staples Norway has acceded to their demands.

The campaign by these harshly anti-Israel activists is not new, nor has it been particularly effective. It is unfortunate that these activists have targeted retailers who carry Israeli made goods, including SodaStream products, attempting to politicize and demonize anything produced in Israel. Such campaigns clearly do little to promote peace and reconciliation in the region, and instead further the activists' agenda to tar the State of Israel.

We appreciate that SodaStream continues to be sold in Staples stores in the United States. However, we respectfully urge you to encourage your team in Norway to reconsider its decision, or at least make publicly clear that the decision to discontinue SodaStream products had nothing to do with the fact that they are manufactured in Israel.

Italy – SodaStream Intercompany Correspondence regarding Trieste Municipality Termination of Business

De: **Marco Celli** marcoc@sodastream.com
Objet: ADRIATICA ACQUE and the municipality
Date: 23 septembre 2014 16:21
À: **Maurice Silber** maurices@sodastream.com, **Ilan Margolis** ilanM@sodastream.com
Cc: **Yoram Evan** YoramE@sodastream.com, **Petra** petra.schrott@sodastream.it

MC

Hi Maurice and Ilan,

unfortunately all my efforts to solve the problem with Adriatica Acque has not had good result.
They decided officially to stop work with us. In fact ,due to the BDS problem and for the reaction of Trieste Municipality, they lost 70 installations of houses of water and they do not want to continue with these Crusades. They already found another Italian supplier. If you want to contact them directly, below you can find the phone number and the name of the Owner.

FABIO MASSARO: +39 335 1249419

Marco Celli

General Manager

Italy – Oxfam Cuts Ties with SodaStream Brand Ambassador

Oxfam Italy cuts ties with Paola Maugeri over involvement with Sodastream

Posted on **October 26, 2012** by **BDS Italia**

<http://bdsitalia.org/index.php/english-menu/509-cs-oxfam-eng>

The campaign targeting Sodastream marketing initiatives continues to achieve results. Sodastream, a private Israeli company producing home carbonation systems, is object of international boycott campaigns highlighting the company's illegal activities: the main production facilities are located in the Israeli settlement of Mishor Adumim, built illegally in the occupied Palestinian territories in violation of international law and human rights.[1]

Italy – Rome Retailers Boycott SodaStream

NEWS

Rome retailers boycotts SodaStream

Posted on December 11, 2013 by BDS Italia

J'aime 111 Tweet 58

26

In Rome, on December 7, for the Italian “**National Boycott Sodastream Day**”, 20 activists from the boycott, divestment and sanctions (BDS) campaign organized an action against the sale of Sodastream products at a retailer of the Expert appliance chain. Sodastream is an Israeli company producing home carbonators in an industrial plant located in an Israeli settlement in the occupied Palestinian territories.

Inside the store, two activists feigned interest in purchasing Sodastream products, while a third, playing the role of an informed consumer, explained to the customers as well as the shop owners that buying Sodastream products mean supporting Israeli Apartheid and occupation imposed on the Palestinian people. The performance concluded as the other activists entered wearing Christmas hats, carrying flyers and stickers and singing an anti-Sodastream version of *Jingle Bells*, in Roman dialect!

UK – Letter from Caroline Lucas, MP for Brighton, to SodaStream

October 9, 2012

Dear Fiona,

I am writing with reference to Sodastream's Brighton store which is located in my parliamentary constituency. Earlier this week I issued a statement supportive of the peaceful protests taking place but do want to distance myself from calls for the shop to close down. The retail sector is a key part of our local economy and I am keen to ensure that green businesses in particular are welcomed to the city.

I do though, want to add my voice to those calling on Sodastream, and its parent company Sodaclub, to act in accordance with international law, particularly in relation to its presence in Zone C. Whilst I appreciate that under the terms of the Oslo agreement this area was designated under complete Israeli control, this was a temporary designation and Israel has continuously breached various terms of the agreement. Moreover, there is consensus under international law that Zone C is illegally occupied and this is also the official position of the EU, UK, US and the UN. Zone C includes illegal settlements like Ma'ale Adumim, where I understand Sodaclub's manufacturing plant is based, and over 86.4% of which has been expropriated from private Palestinian land owners according to some reports. Israel's flouting of international law in this respect has been well documented, as has the extent to which they use eg special tax incentives to support the growth of business on occupied land. Sodaclub's presence, therefore, seems to run contrary to its stated support for human rights and ethical practices.

I am aware that the company has made statements about its employment of Palestinian staff and would like to ask if these staff are accorded full workplace rights or, in common with other Palestinian workers in occupied Palestine, denied basic rights such as the right to organise? From what I have seen firsthand from visits to the area, illegal settlements are **destroying the Palestinian economy and denying it any opportunity to grow in the future.** Sodastream and Sodaclub may well have good intentions but by operating in Zone C they are doing more harm than good.

I hope you will do what you can to distance yourself from the illegal occupation of Palestine and rethink the decision to locate a key manufacturing plant in Zone C. I would urge the company to withdraw its implicit support for Israel's illegal occupation and to no longer manufacture drinks and other products in settlements like Ma'ale Adumim.

I look forward to hearing from you.

Best wishes,

Caroline

UK – Response from SodaStream to Caroline Lucas



Japan: BDS prevents SodaStream's promotional event on 23 July, 2014



Source: BDS Website

http://www.bdsfrance.org/index.php?option=com_content&view=article&id=3256:victoire-bds-sodastream-japon-annule-la-l-boutique-soda-r&catid=38:sodastream&Itemid=91&lang=en

Organizations Active in Leading BDS Campaigns and Their Government Funders

Name of the Organization	Government Funders	Main Campaigns
Who Profits (Israel-registered non-profit)	Indirect government funding from the Netherlands, Ireland, Germany and Norway	Manages the main database for BDS activists, which includes information about over 250 companies and the allegations against them.
Al-Haq (Palestinian Authority)	Direct government funding from Belgium, Spain, Switzerland, the Netherlands, Denmark, Sweden and Ireland. Indirect government funding (through aid agencies) from the UK, Sweden, Germany and the UN	Leads BDS and “lawfare” campaigns in the PA.
Trocaire (Ireland)	Direct government funding from Ireland and the EU	Funds organizations active in BDS campaigns, promotes cultural boycotts, funded a “right of return” conference, lobbies to label Israeli products.
War on Want (UK)	Direct government funding from the UK and Ireland	Leads BDS campaigns in the UK including against purchasing Israeli drones, campaigns against the G4S security corporation, promotes the “right of return.”
CCFD-Terre Solidaire (France)	Direct government funding from France	Leads BDS campaigns in France, campaigned against Orange, promotes “right of return.” CCFD-Terre Solidaire also funds other NGOs involved in BDS.
Sabeel (Israel-registered non-profit)	Indirect funding from Sweden and the Netherlands	Promotes BDS in churches around the world, uses antisemitic theology, promotes “Liberation Theology” and presents the suffering of the Palestinians as similar to the suffering of Jesus, campaigns against Soda Stream
ICCO - Christian aid agency in the Netherlands	80% of their funding is received directly from the Dutch government	Leads BDS campaigns in the Netherlands, a signatory of the “Kairos Palestine” document that calls for boycotting Israel and denies the

Appendix: BDS Funding

		historical Jewish connection to the Land of Israel, campaigned against the Dutch pension firm, campaign against banks, campaigns to label Israeli products. ICCO also funds other NGOs involved in BDS.
Oxfam Novib (The Netherlands)	65% of their funding is received directly from the Dutch government	Leads BDS campaigns in the Netherlands, product labeling, campaigns against companies that contribute directly or indirectly to the security barrier, campaign against Soda Stream. Oxfam Novib also funds other NGOs involved in BDS campaigns.
Dan Church Aid (Denmark)	Direct government funding from the EU, UN, Denmark, Spain and Norway	Signed a document promoting sanctions and labeling of Israeli products. Dan Church Aid also funds other NGOs involved in BDS campaigns.
Students for Justice in Palestine (United States)	Funding unknown	Leads BDS campaigns on US college campuses, calls for anti-normalization, promotes “right of return.”
Jewish Voice for Peace (United States)	Funding Unknown	Leads BDS campaigns in the US, promotes BDS on US college campuses, promotes “right of return.”

For more details information on the Organizations: http://www.ngo-monitor.org/ngo_index.php?letter=A

For more detailed information on the Funders as per organization : http://www.ngo-monitor.org/article/ngo_leadership_in_boycott_and_divestment_campaigns

Source: NGO Monitor, http://www.ngo-monitor.org/ngo_index.php?letter=A

Quote	By	Position	Reference
(views BDS as a) “comprehensive boycott of Israel, including all its products, academic and cultural institutions, etc” but shows flexibility for “the tactical needs of our partners to carry out a selective boycott of settlement products, say, or military suppliers of the Israeli occupation army as the easier way to rally support”	Omar Barghouti	Founding member of BDS; founding committee member of the Palestinian Campaign for the Academic and Cultural Boycott of Israel (PACBI)	The Forward, 16 Sept 2009
“Ultimately, BDS aims to turn Israel into a pariah”	Omar Barghouti		The BDS Movement at 10: An interview with Omar Barghouti, Mondoweiss, 9 July 2015
“Good Riddance! The two-state solution for the Palestinian-Israeli conflict is finally dead. But someone has to issue an official death certificate before the rotting corpse is given a proper burial and we can all move on and explore the more just, moral and therefore enduring alternative for peaceful coexistence between Jews and Arabs in Mandate Palestine: the one-state solution”	Omar Barghouti		Relative Humanity, the Essential Obstacle to a Just Peace in Palestine, 12 Dec 2003
“...you cannot reconcile the right of return for refugees with a two state solution. That is the big white elephant in the room and people are ignoring it – a return for refugees would end Israel’s existence as a Jewish State.”	Omar Barghouti		Boycotts work: An interview with Omar Barghouti, The Electronic Intifada, 31 May 2009
“Finkelstein rightly asks whether the real aim of BDS is to bring down the state of Israel. Here, I agree with him that it is. That should be stated as an unambiguous goal.	As-ad AbuKhalil	Leading BDS Activiest, Lebanese-American professor of	Alakhbar, 2 Feb 2012, A Critique of Norman Finkelstein on BDS

There should not be any equivocation on that subject. Justice and Freedom for the Palestinians are incompatible with the existence of the state of Israel.”		political science at California State University, Stanislaus; maintains a blog, <i>The Angry Arab News Service</i>	
“...I’d like to respectfully correct the misconceptions of any Jews and Palestinians who do not think that granting civil equality to Palestinian Israelis means the end of the Jewish State.” “OK fine. So BDS does mean the end of the Jewish State.” “But I view the BDS movement as a long-term project with radically transformative potential. I believe that the ultimate success of the BDS movement will be coincident with the ultimate success of the Palestinian enfranchisement and equal rights movement. In other words, BDS is not another step on the way to the final showdown; BDS is The Final Showdown.” “Ending the occupations doesn’t mean anything if it doesn’t mean unpending the Jewish state itself.”	Ahmed Moor	Leading BDS activist, Palestinian-American who was born in the Gaza Strip; PD Soros Fellow, co-editor of After Zionism and co-founder and CEO of liwwa.com	Mondoweiss 22 April 2010, DBS is a long term project with radically transformative potential; http://mondoweiss.net/2010/04/bds-is-a-long-term-project-with-radically-transformative-potential.html

Reports: Hamas Gave Code Pink Red Carpet Treatment During Gaza Visit; Code Pink Wore Hamas Gear

Posted by Jim Hoft on Tuesday, July 22, 2014, 10:46 AM



The news media, especially the Washington Post, is giving the so-called antiwar group Code Pink **prominent coverage** for the **protests against Israel** during its current defensive war with Hamas in Gaza.

What the Post and the rest of the media don't report is that Code Pink is allied with the Hamas and has "diplomatic" relations with the terrorist group.

In June 2009 Code Pink made a trip to Hamas-controlled Gaza. According to reports by two participants, Code Pink had such a close relationship with Hamas that the terrorists literally rolled out the red carpet for Code Pink and that a Code Pink leader wore a Hamas hat at a meeting with Hamas.

Code Pink: Who Profits, published in March 2011

Source: <http://www.whoprofits.org/content/production-settlements-case-sodastream>

Reports

PRODUCTION IN SETTLEMENTS: THE CASE OF SODASTREAM MAR 2011

Using SodaStream as a case study, a new report by Who Profits discusses key issues in industrial settlements. SodaStream is a manufacturer of home beverage carbonating devices, whose main production site is in the Edomim Industrial Zone. The report provides an extensive overview, including the identity of the manufacturer, the confiscation and trade in settlement products.

The report shows how the success of SodaStream and other companies which produce in settlements is based, at least in part, on the structural advantages that these companies enjoy, such as tax incentives, lax enforcement of regulations, as well as additional governmental support. The report also exposes the manner in which the company conceals the fact that its products are manufactured in a West Bank settlement by using the Made in Israel label. The company, therefore misleads consumers to believe that its products are manufactured in Israel rather than in occupied land.

The business of SodaStream is growing rapidly. Its products are sold in 39 countries and can be found in retail stores like Macy's, Bed Bath and Beyond, Bloomingdale's, Coop, Carrefour and Migros. On November 8, 2010, the company has gone public and its shares are traded on NASDAQ. The SodaStream devices are especially popular in Sweden; the company has recently announced that it has sold more than 1 million devices there.

The report provides an unprecedented insight into the internal considerations of a settlement producer, weighing consumer boycotts and possible negative publicity against the economic benefits of operating from a settlement. By its own admission, SodaStream states that calls for boycott are indeed a "risk factor" and a cause for "rising political tensions and negative publicity". However, the company declares that moving its factory out of the settlement would require the expenditure of resources and, more importantly, "limit certain of the tax benefits for which we are currently eligible." These benefits stem from the fact that the Israeli government provides economic incentives, including tax deductions, for businesses operating in West Bank settlements.



The Case Against Boycotting SodaStream

By ALAN M. DERSHOWITZ December 19, 2014

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I write to commend President Faust's [decision](#) to investigate the unilateral action of the Harvard University Dining Services to boycott SodaStream products.

I have visited the SodaStream factory and spoken to many of its Palestinian-Arab employees, who love working for a company that pays them high wages and provides excellent working conditions. I saw Jews and Muslims, Israeli and Palestinians, working together and producing an excellent product that is both healthy and economical.

The SodaStream factory I visited was in Ma'ale Adumim—a suburb of Jerusalem that Palestinian Authority leaders acknowledge will remain part of Israel in any negotiated resolution of the conflict. I was told this directly by Palestinian president Mohammad Abbas and by former Prime Minister Salam Fayyad.

Accordingly, although the factory is in an area beyond the Armistice lines of 1949, it is not really disputed territory. Nor does it pose any barrier to a two-state solution. Moreover, Israel offered to resolve its conflict with the Palestinians in late [2000](#) and early 2001 and in [2008](#), but the Palestinian Authority did not accept either offer. Had these generous offers been accepted, the dispute would have ended and Ma'ale Adumim would have been recognized as part of Israel. So the Palestinian leadership shares responsibility for the continuation of the conflict and the unresolved status of the area in which SodaStream operates. Punishing only Israel—and Israeli companies—for not resolving the conflict serves only to disincentivize the Palestinian Authority from accepting compromise solutions.

The students who sought the boycott of SodaStream invoked human rights. But it is they who are causing the firing of more than 500 Palestinian workers who would like to continue to earn a living at SodaStream. As a result of misguided boycotts, such as the one unilaterally adopted by the Harvard University Dining Services, SodaStream has been forced to move its factory to an area in Israel where few, if any, Arabs can be employed. This is not a victory for human rights. It is a victory for human wrongs.

I have no doubt that some students and other members of the Harvard community may be offended by the presence of SodaStream machines. Let them show their displeasure by not using the machines instead of preventing others who are not offended from obtaining their health benefits. Many students are also offended by their removal. Why should the views of the former prevail over those of the latter? I'm sure that some students are offended by any products made in Israel, just as some are offended by products made in Arab or Muslim countries that oppress gays, Christians and women. Why should the Harvard University Dining Service—or a few handfuls of students— get to decide whose feelings of being offended count and whose don't?

In addition to the substantive error made by HUDS, there is also an important issue of process. What right does a Harvard University entity have to join the boycott movement against Israel without full and open discussion by the entire university community, including students, faculty, alumni and administration? Even the president and provost were unaware of this divisive decision until they read about it in the *Crimson*. As Provost Alan M. Garber '76 wrote, "Harvard University's procurement decisions should not and will not be driven by individuals' views of highly contested matters of political controversy."

Were those who made the boycott decision even aware of the arguments on the other side, such as those listed above? The decision of the HUDS must be rescinded immediately and a process should be instituted for discussing this issue openly with all points of view and all members of the university community represented. The end result should be freedom of choice: those who disapprove of SodaStream should be free to drink Pepsi. But those who don't disapprove should be free to drink SodaStream.

Alan M. Dershowitz is Felix Frankfurter Professor of Law, Emeritus, at Harvard Law School.



July 21, 2015

To:
The Congress of the United States
House of Representatives
Committee on Oversight and Government Reform

Dear members of the House of Representatives,

We are writing to you in regards to the *SodaStream* factory at *Idan HaNegev* industrial park.

Idan HaNegev Industrial Park is a joint initiative and partnership between three municipal authorities: the city of *Rahat* (Israel's largest Bedouin city), *Bnei Shimon* Regional Council and *Lehavim* Local Council. The park's main objective is creating jobs and income opportunities for the region's residents, and principally for the Bedouin community.

The park was built on public land owned by the State of Israel (Israel Land Authority) close to one of the area's largest traffic routes and adjacent to the city of *Rahat*.

After years of planning and developing, the park was finally launched four years ago. *Soda Stream* was one of the first companies to take interest in the park, the first to build its factory, and is today already employing hundreds of workers from the region – mainly from the city of *Rahat*.

Soda Stream's decision to move the company's main factory to *Idan HaNegev* was a major catalyst for the park's marketing, and all remaining lots were sold rapidly – more than half of them to Arab entrepreneurs from the region.

Soda Stream is today a symbol of hope and cooperation to all of the region's residents, displaying real involvement and care for the community in which it operates.

We would like to stress that despite occasional hateful allegations in some media, there is absolutely no dispute, and there has never been a dispute, regarding the land on which the factory was built or regarding water or any other resources in the region.

We are proud and delighted about the building of the *Soda Stream* factory at *Idan HaNegev*. We see the company and its employees as strategic partners in our efforts to develop and advance our region and to create sustainable solutions to the challenge of unemployment in the Negev as a whole and in the Bedouin community in particular.

Respectfully yours,

Talal El-Garnawi

Sigal Moran

Mayor of the city of Rahat

Mayor of Bnei Shimon Regional Council

