



# End Israel's apartheid

## Activist TOOLKIT

Following the publication of our report, *Israel's Apartheid against Palestinians: A cruel system of domination and a crime against humanity*, we are calling on all activists to take part in our campaign to end Israeli apartheid. At this early stage in the campaign, our focus is on increasing recognition that apartheid is taking place. There is a vital role for activists in raising awareness in your local area.

### We want you to take part

We are calling on activists and groups to raise awareness about the situation imposed by the Israeli government, and to support the Palestinian people. We have suggested some solidarity actions below and created materials for you to use, but please be as creative as you wish.

Whatever action you take, share it on social media to spread the message – tag **@AmnestyUK** and use our hashtag **#EndIsraeliApartheid**

Also, let us know about it and send photos and videos so we can collate and upload them – email us at [activism@amnesty.org.uk](mailto:activism@amnesty.org.uk)

### When you take Action...

#### Do

Ensure you are well-briefed on Amnesty's campaign asks and stay on message with our position and findings.

- Read our [report](#), [Q&A](#) and [press release](#)
- Watch our video explainer (15 minutes)
- Take our free online education module, *Deconstructing Israel's Apartheid Against Palestinians* (90 minutes) [academy.amnesty.org](https://academy.amnesty.org)
- Stay up to date with the latest developments and progress of this [campaign](#)

#### Don't

Use national, ideological, political or religious flags and imagery at any event or in a stunt.

### ACTION IDEAS



# HERE ARE 4 IDEAS FOR ACTION

## 1

### #BakeForPalestine

Palestine is renowned for its delicious food. Raise awareness of the oppression Palestinians are living under by hosting a #BakeForPalestine event. The concept is simple: cook some traditional Palestinian food, invite people to enjoy it, and discuss our [report](#).

We have produced a How to [#BakeForPalestine](#) guide with two easy recipes, Mana'eesh za'atar, Palestine's celebrated flatbread, and sweet Anise date cookies, plus suggested discussion questions. You can also support Palestinian farmers by buying their products, including some of the recipe ingredients, from the [Amnesty shop](#). See more Palestinian [recipes here](#).

## 2

### Host a film screening

Show a film to your group giving insight into Israel/Palestine and the people living there, and hold a [Q&A](#) or discussion about the film and issues afterwards. Here are some film recommendations:

**5 Broken Cameras** (2011) Free on [YouTube](#)

Over five years, Palestinian farmer Emad Burnat bravely chronicles his village's peaceful resistance against the Israeli army's attempt to encroach on their land. Winner of a 2012 Sundance Film Festival award.

**200 Meters** (2020) [Netflix](#)

The dramatic story of a Palestinian father separated from his son by the Israeli wall in Tulkarm in the Occupied West Bank.

**The Present** (2020) [Netflix](#)

This Oscar-nominated short film follows a Palestinian man who, with his young daughter, tries to buy his wife an anniversary gift in the occupied West Bank.

**To Shoot an Elephant** (2010) Free on [YouTube](#)

About the harsh reality of bombardment of Gaza by Israeli forces during the 2008-2009 conflict.

**The Stones Cry Out** (2013)

Free on [Vimeo](#) with a login

A film about Palestine's Christian community, their history and their persecution.

**The Wanted 18** (2014) [Amazon](#)

An animated documentary shows the efforts of residents in Beit Sahour, West Bank, who start a local dairy during the first Intifada, and hide their herd of 18 cows from Israeli security forces when they are declared a security threat.

**Gaza Surf Club** (2016) Rent on [YouTube](#)

Ruled by war, resilient young people take to the waves in defiance as Gaza faces a constant state of emergency.

## 3

### Organise a media stunt

On 21 March, Amnesty International UK held [a stunt outside the Israeli Embassy](#) where we changed the street name to Apartheid Avenue while Palestinian activists defiantly danced a dabke. Why not carry out your own stunt action to generate local media attention? You can be imaginative here, for instance:

- Create the word 'Apartheid' using Lego, balloons, bricks or another material and take a photo or video of you demolishing it.
- Run or cycle a route spelling out the words 'End apartheid' using a [fitness app](#).

For both stunts, upload a photo or video to social media and send to local press with information on our campaign asks (see our Do section above).

## 4

### Hold an event

- Use our 15-minute explainer [video](#) to introduce the issues, and discuss findings and what action you can take.
- Give a presentation about our report, which you can [download here](#).
- Check out the Bake for Palestine [guide](#) for some starter discussion questions.

## How to get in touch

If you have any questions or want help planning your event, please email [activism@amnesty.org.uk](mailto:activism@amnesty.org.uk)

[www.amnesty.org.uk](http://www.amnesty.org.uk)