

END ISRAELI APARTHEID – STUDENT LED CAMPAIGNS

Palestinians have been calling out apartheid for decades and in February 2022, Amnesty joined those calls with a report setting out how the system operates. Consensus is now emerging that Palestinians are living under apartheid: Israeli organisations, international organisations and a growing number of UN experts, politicians and newspaper editorials support what Palestinians have been saying all along. It's time to bring this system of apartheid to an end.

Apartheid

Apartheid is a crime against humanity. It is defined in the Rome Statute, the Apartheid Convention and the International Convention of the Elimination of Racial Discrimination. Apartheid is committed where one racial group is systematically dominated and oppressed for the benefit of another racial group.

To learn more about Israeli apartheid against Palestinians, see:

- Israel's Apartheid Against Palestinians full report: bit.ly/4463ODQ
- Israel's Apartheid Against Palestinians 16p briefing: bit.ly/3YpNooP
- Q&A document: bit.ly/3qf2rFi
- 15 Minute video: bit.ly/3s5w0cK
- 90 Minute course: bit.ly/45oIQ46

How can I help dismantle Israeli apartheid as a student?

There are many steps your society could take on campus to challenge Israel's system of apartheid or to help Palestinians in their campaign against apartheid.

This document is designed to help students develop campus-led campaigns that will support Palestinians in their efforts to end apartheid.

Campus-led campaigns

Key ingredients of a campaign include:

- **Objectives** – this is the change you want to achieve through your campaign. Everything you do in your campaign should contribute to meeting your objectives.
- **Strategy** – this is where you identify who you need to influence, what/who influences them, allies, what challenges you might face and what opportunities exist
- **Tactics** - these are the specific things you will do to advance your strategy and meet your objectives – for example, hosting events, organising a petition, lobbying a decision maker

You will probably need to dedicate a few hours – possibly more than one meeting – to developing your strategy. For more guidance on developing your strategy, download our campaign planning strategy template: <https://bit.ly/campaignstrategyplanning>.

AMNESTY STUDENTS: CAMPUS-LED CAMPAIGN CASE STUDY

Kent's Amnesty society set an *objective* to get their Student Union to pass a motion in support of Stop Killer Robot's Freedom of Life pledge. To achieve this, they set out a *strategy* to persuade the SU that the university's involvement in weapons production was unfavourable with its student body. They adopted several *tactics* to achieve this, including raising awareness of the university's complicity in weapons production (see the robot they built!) and then getting students to sign a petition that they could present to the SU's Board of Trustees for leverage.

© University of Kent Amnesty Society



Objectives

Any campus-led campaign needs a clear objective. Once you have a clear objective, you can develop a strategy and agree some tactics you will carry out to achieve your objective.

Possible objectives for a campus-led campaign

Below is a non-exhaustive list of possible objectives for your campaign. This is just to stimulate ideas – there are many more things you could focus on, and some will be specific to your university.

If your university is taking steps that actively support apartheid you might want to campaign against your university's actions, for example:

- If your university has links (e.g. as a funder of research or through investments) with businesses that, for example, operate in illegal Israeli settlements in the occupied West Bank or produce arms and security equipment that is exported to Israel, your objective may be for the university to sever ties with those companies. Have a look at how your university scores on the University Complicity Database: palestinecampaign.org/university-complicity-database. NB: Amnesty does not advocate for a boycott of Israeli companies but we do campaign for a ban on products from Israeli settlements in UK markets and for the regulation of companies in the UK to prohibit their operation in settlements or trade in settlements goods. We also campaign for the suspension of exports to Israel of all weapons, munitions and other military and security equipment, including the provision of training and other military and security assistance.
- If your university is implementing regressive policies such as preventing talks about Israeli apartheid or human rights abuses against Palestinians, your objective may be to change the university's policy

If your university is not actively contributing to Israel's apartheid through business relationships or other means, there may be progressive things your university could do to help Palestinians, such as:



- Including material on Israeli apartheid and Palestinian human rights in relevant degree syllabuses. Most arts or humanities degrees could look at Israeli apartheid in one way or another. E.g. History degrees could look at Palestinian history, International Law and International Relations could look at legal issues around apartheid and other human rights abuses, arts degrees could include study of Palestinian art/literature.
- Stocking Palestinian produce in the student union or campus shops, for example Zaytoun products, which you can buy on the Amnesty shop online: amnestyshop.org.uk/products/zaytoun/
- Taking a strident position opposing Israel's apartheid by, for example, twinning with a Palestinian university

This is not an exhaustive list of possible objectives – just a few ideas to get you thinking.

Strategy

Once you have agreed an objective, you need to agree a strategy. A good exercise to carry out to agree a strategy is a technique called 'power mapping.' Consider all the different people and groups on campus. Who is the ultimate decision maker that you need to influence? What influences them? Are there any groups that you could ally with (e.g. Palestine solidarity groups)? Are there any groups that could oppose your campaign? If so, how will you address that?

For more information on power mapping, see: commonslibrary.org/guide-power-mapping-and-analysis/. Put aside a few hours with your group to run this exercise and draft a strategy – this is a great way to spend a weekly meeting!

Tactics

There are a range of tactics you can use in pursuit of your campaign objective. We have made a few suggestions below but this is just to stimulate ideas. Be creative!

- Partner with other likeminded societies and groups – e.g. anti-racism societies, feminist societies, Palestine solidarity societies. Make sure you do your due diligence and check out these groups before approaching them – have a look at their social media and other publications to see if they've said anything discriminatory or against Amnesty policy. You can access our due diligence template for activists here: <http://bit.ly/duediligencetemplate>. If you need more support with due diligence checks contact students@amnesty.org.uk.
- You can always check with us by emailing activism@amnesty.org.uk if you are unsure before partnering with another organisation.
- Put posters and stickers around your university raising awareness of Israeli apartheid and your campaign. We have a range of End Israeli Apartheid stickers and posters available to order for free by emailing students@amnesty.org.uk.
- Events – these could be panel events with expert speakers or cultural events showcasing Palestinian art, food, music etc. The Pal Art collective is a collective of UK-based Palestinian artists

that Amnesty often works with. Contact them on info@palartcollective.com to ask about artists/musicians etc attending an event.

- Online events – invite Palestinian students to speak at an online event about how Israeli policies prevent Palestinians’ from accessing education – the Right to Education campaign at Birzeit University has a pool of speakers for events like this. Contact them on: right2edu@birzeit.edu. There are other Palestinian universities you could contact too.
- Social media / press stunts – be creative – come up with visually striking ways of illustrating how apartheid affects Palestinians with a view to getting a photo or video that will be shared widely on social media and reported on in the university magazine and local press. Contact students@amnesty.org.uk for help with press releases.
- Direct advocacy with the decision maker – setting up meetings with the decision maker you need to influence to discuss your campaign. You might find it helpful to get your SU on board for added pressure on decision makers!
- If you need to escalate your campaign, you can try using civil disobedience tactics. There are a range of nonviolent civil disobedience tactics that activists can use – for example, occupying campus space, arranging walk outs of lectures/seminars, using chalk paint or other temporary paints or dye to create art or paint a message where it can’t be ignored. To discuss civil disobedience tactics or for advice on risk assessments, contact students@amnesty.org.uk.

CIVIL DISOBEDIENCE: CASE STUDY

Activists used civil disobedience to fight against Russia’s prohibition of the Pride flag at the 2018 World Cup. The activists made a 'hidden flag' by co-ordinating football t-shirts in the colours of the Pride flag.

© The Hidden Flag



We hope this document is useful for you as you develop your own campus-led campaigns to End Israeli Apartheid. Please get in touch with us on students@amnesty.org.uk if you have any questions and to keep us updated as you develop and implement your campaign.