

## Settler colonialism

### Why we are boycotting SodaStream!



**SodaStream is an ethically unacceptable product** because it benefits from land grab, exploitation of resources and the people - and violations of international law by the Israeli occupation.

#### **SodaStream supports the colonization**

because it produces home carbonating devices in the Mishor Adumim industrial zone in the illegal settlement Ma'aleh Adumim in occupied Palestine. Thus the company contributes to the maintenance and expansion of the settlement.

#### **SodaStream discriminates against Palestinian workers**

because Israel does not grant full civil rights to the Palestinians, who also work under poor conditions.

#### **SodaStream claims to be an environmentally friendly company**

however, it participates in environmental exploitation and deterioration, which comes along with Israel's occupation of Palestinian land. The company's alleged commitment to environmental protection is an example of the so-called greenwashing: Being complicit in the violation of Palestinian rights, SodaStream tries to green wash its true goals and policy.

Currently (October 2014), a new production facility is under construction in Lehavim in Southern Israel, an area from which Palestinians were expelled, deprived of their livelihood and concentrated in specially constructed townships. Thus SodaStream benefits directly from the expulsion and the newly created plight of the indigenous population. The company will further benefit from the continuing Israeli policy of occupation, colonization and dispossession and remains therefore a goal of boycott campaigns.

#### **Further information**

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