

HOW WILL THIS AFFECT MY BUSINESS?

Joining this campaign will not only help put pressure on Israel to end apartheid, it can **help your business** too!

Promoting Your Business

Businesses that join the campaign are **added to our AFB Business Listings** where consumers can search to find local businesses to support.



Customer Base

Customers who have signed the pledge to support AFB businesses will choose to shop at your business.



HOW WILL THIS MAKE A DIFFERENCE?

Boycott movements have historically proven effective by working on two fronts: **cultural** and **economic**. Publicly demonstrating commitment to human rights *and* applying economic pressure is one of the most powerful ways communities can fight against systemic violence. We have already started to see several high-profile wins in recent years. Maersk, one of the largest shipping companies in the world, was **forced to cut ties with illegal settlements**. Adidas, Puma, and Reebok all **cancelled their sponsorships** of the Israeli football league. Boycotts work!

JOIN THE CAMPAIGN TODAY!



CONTACT US

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APARTHEID FREE BALTIMORE

A Guide for Local Businesses to Join the Campaign

BOYCOTT TO END ISRAELI APARTHEID



حركة الشباب الفلسطيني

جبهة المقاومة



WHAT IS AFB?

Apartheid Free Baltimore (AFB) is a local campaign based on Boycott, Divestment, Sanctions (BDS), No Appetite for Apartheid (NA4A), and the South African **anti-apartheid movement**. Using similar **economic pressure strategies** as these, we strive to transform Baltimore into a **commercial dead zone** for companies **complicit in occupation and apartheid**.

WHY ARE WE DOING THIS?

As people of conscience, we want to ensure that the spaces in which we participate reflect our values. The goal of our campaign is to pressure Israel to **end its apartheid regime, genocide, and occupation**. Boycott tactics worked to end apartheid in South Africa, and **they can work again**.



JOURNEY TOWARDS BECOMING APARTHEID FREE

Joining the AFB campaign is a **journey** to be embarked upon by businesses, unions, organizations, and our community. Our goal is to **end complicity in apartheid** and build spaces **free from all forms of oppression** by taking steps such as...

- **Signing the pledge** to show commitment towards becoming Apartheid Free
- **Terminating** or committing to not renew **Israeli contracts**
- **Following AFB guidelines** in your stock and supply chain
- **Avoiding** platforming groups that **normalize Israeli apartheid**
- **Displaying an AFB sign** in your store window (optional)

This journey is a **collaborative process** with our community. We want to **hear your feedback** on any logistical concerns you may have and **how we can help you** overcome any challenges to this commitment.

WHICH BRANDS ARE NOT AFB FRIENDLY?

PEPSICO & COCA-COLA

PepsiCo has subsidiaries guilty of **forced displacement** of Bedouins in the Naqab. Coca-Cola Israel operates out of **illegal settlements**.



SABRA HUMMUS

Sabra Hummus proudly donated **care packages to the Golani Brigade** of the IDF prior to being sold to PepsiCo.



For a full list of **complicit companies**, brands to avoid, and **ethical alternatives**, visit our website:

baltimoredsa.org/apartheidfree