



INTERNATIONAL COUNCIL SUPPORTING FAIR TRIAL & HUMAN RIGHTS

Registration No. 2795/2012

OFFICIAL LETTER HEAD OF THE ORGANIZATION

BDS: ADIDAS NO LONGER SPONSOR OF ISRAEL FOOTBALL TEAMS



The Palestinian-led Boycott, Divestment and Sanctions (BDS) movement has said earlier this week that sports brand Adidas is no longer a sponsor of the Israel Football Association (IFA).

The big win came after the BDS movement being boycotting Adidas since 2012 and calling upon others to do the same.

This is not the first time Adidas has ended sponsorship of complicit Israeli entities. Following widespread [protests](#), calls for [boycott](#) and [government condemnations](#), Adidas stopped sponsoring the so-called “Jerusalem marathon,” whose route includes illegal Israeli settlements and encroaches on occupied Palestinian East Jerusalem.

Big win

BDS activists wrote on its [website](#) that Adidas terminated its services to the IFA after a global campaign with human rights supporters around the world asking the German sportswear manufacturer, Adidas, to stop its complicity in the oppression of Palestinian people who live under

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Israeli occupation, and with the ongoing colonization of their land in the occupied West Bank and East Jerusalem.

In March, BDS said, over [130 Palestinian football clubs](#) urged Adidas to end its complicity with the oppression of the Palestinian people by terminating its inclusion of [six teams](#) based in [illegal Israeli settlements](#) (Israeli settlements are considered a [war crime](#) under international law) that perform matches on confiscated Palestinian land across occupied Palestinian territories – which is a policy also considered illegal under international law – in the West Bank.

BDS said that, in June, it handed over to the Adidas headquarters in Amsterdam an [international petition](#) with 16,000 signatures calling on Adidas to drop the IFA.

According to BDS, Adidas – one of FIFA’s [main partners](#) – responded to the petition saying: “We have raised with FIFA the need for them to adjudicate on the question of the Israeli settlement teams, by following the tenets of international law and their human rights policy.”

International human rights groups, [UN experts](#) and about [175 lawmakers](#) have urged FIFA to resolve the issue of Israeli settlement clubs, BDS [said](#). Despite these calls, FIFA has [refused to address the issue](#) saying they will remain “[neutral](#)”.

The struggle continues

Another German sportswear company, Puma, has [replaced](#) Adidas as sponsor of the IFA under a four-year deal.

By sponsoring the IFA, Puma is associating its global brand with Israel’s expanding settlement enterprise, whose illegal land grabs and home demolitions are driving out indigenous Palestinians through gradual [ethnic cleansing](#).

Puma’s [Code of Ethics](#) maintains it has a commitment to human rights and pays “close attention to the concerns expressed by international institutions, non-governmental organisations (NGOs) and representatives of civil society.”

As a signatory of the UN Global Compact, Puma also has an [obligation](#) to make sure that it is “not complicit in human rights abuses.”

International consensus is clear. Israeli settlements are [illegal](#). Puma is exposing itself to global boycott campaigns by conscientious consumers supporting human rights.



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Since the end of March, when [peaceful Palestinians in Gaza](#) began protesting for their UN-sanctioned rights, Israel has [killed](#) nearly 150 Palestinians, including journalists, medics and over 20 children.

More than [50 Palestinian athletes](#) are among the over ten thousand injured by [Israel's shoot-to-kill-or-maim policy](#) in Gaza, leaving many with live changing disabilities, cutting short promising sports careers.

ICSFT condemns all Israeli violations of international law committed against the Palestinian people, as well as those who, directly or indirectly, aid and abet the occupation and human rights violations to continue.

We call on the international community – States and organizations – to put an end to Israel's violations, urging them not to take actions in recognition of the occupation or in any manner whatsoever be complicit in human rights abuses.

As such, we specifically urge both Puma to end its sponsorship of IFA, as long as it is involved in Israel's grave violations of international law and oppression of Palestinians, and FIFA to take actions against IFA for its inclusion of teams based in illegal settlements.