

WJC STRATEGIC PLANNING SESSION
'OPTIONS FOR ACTION'
- DRAFT-

ISSUE	Supporting Israel
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BACKGROUND	<p>The de-legitimization of Israel is a global campaign that is currently accelerating at an alarming speed. This is an organized campaign that has become central in Arab propaganda, in international bodies, and the media. It has taken on the aspects of a full-blown political, economic, cultural war against the very existence of the State of Israel. This onslaught takes many forms: it attacks Israel's legitimacy in the United Nations and other international bodies, and attempts to isolate Israel internationally through what is known as 'BDS' (boycotts, divestment, and sanctions). This campaign is well coordinated, planned, and executed. It exploits the legitimate promotion of an atmosphere of indignation about human rights and takes advantage of double standards of certain hypocritical human rights organizations in order to collectively punish Israelis. This includes agencies of the United Nations, which have been abused and hijacked for this purpose. This struggle is both international and local and being fought in many communities in many countries. Essentially a form of anti-Zionism disguised as a battle for human rights or justice, this camouflage of anti-Zionism has the cover of the United Nations and NGOs purporting to advance the issue of human rights.</p>
OBJECTIVES	Combating the delegitimization of Israel will entail both proactive and reactive measures. Best practices which have already been modeled by some of our communities can be taught to others who may find them useful. It

	<p>is important to reach out to the members of the various groups in society and explain that “boycott” or “divestment” actually signify “blacklist” – thus stopping those who may initially be willing to join a boycott. We should also endeavor to have the delegitimizers exposed and expelled from, and denied membership of, important international organizations. We should insist that countries should adhere to fair standards of equality and tolerance in the treatment of their Jewish communities and in their trade practices towards Israel. We need to educate our community members and others so that they are motivated and willing to engage in this battle. This could take many forms. Jewish communities need to develop a clear and compelling statement of how, when and why criticism of Israel crosses the line into anti-Semitism as well as a statement rebutting the principal contentions of the delegitimizers. Local communities must make full use of Israeli ambassadors and activists, visiting academics, local correspondents of Israeli newspapers, and business and aliyah emissaries. They should be invited to speak in local schools and universities, in synagogues, churches, and be used in dialogue groups.</p> <p>We also need to work hard in maintaining relationships with labor unions and invest in creating relationships with labor union leaders in our communities. Communities must take more responsibility for helping pro-Israel students. Jewish students and others that are sympathetic should focus on and promote on Israel’s fair treatment of its Arab population particularly in comparison to how Arab states treat their minorities. Community leaders should monitor and help fight the abuses of student groups and academic teachers that who would silence pro-Israel speakers such as Israeli ambassadors that come to their campus, and those who harass, ridicule, or intimidate Jewish students.</p> <p>Relationships must be cultivated with mainstream journalists. In order to win the battle for hearts and minds, these must be engaged and be invited to meet with organizations and community groups in order to help them promote an accurate picture of Israel, broaden their knowledge, and reframe how they depict Israel. Efforts should be made to reach out to churches and to groups representing minority to ensure that anti-Israel feeling is not spread.</p>
<p>OPTIONS FOR ACTION</p>	<p>It is important to properly understand this campaign against Israel and to educate communities and others to resist it. To this end, the World Jewish Congress should</p> <ul style="list-style-type: none"> • adopt and circulate the working definition of the EU Monitoring Committee into Racism and Xenophobia, as adopted by the UK parliamentary committee into anti-Semitism, particularly as it relates to statements against Israel. • allocate a budget to enable a serious and sophisticated publication to be urgently prepared and

	<p>disseminated setting out the factual basis for resisting delegitimization, including a comprehensive basis for the rebuttal of the canard that Israel is an “apartheid” State or a colonial power;</p> <ul style="list-style-type: none"> • coordinate and gather information for publication. Both WJC and communities should put together a website that tracks incidents of delegitimization. Weekly updates could be provided by the WJC. <p>In order to fight BDS and ‘lawfare’:</p> <ul style="list-style-type: none"> • Legislation should be enacted that would make BDS illegal. In countries where anti-boycott legislation already exists, it should be enhanced and enforced against any corporation which participates in BDS. • Any products which are subject to BDS should be actively promoted within Jewish communities as part of a “Buy Isreal” campaign. Communities should be encouraged to invest in Israel Bonds. Companies engaging in BDS should be named and shamed. Any labor union endorsing BDS should be named and shamed and its Jewish and other members encouraged to join other unions instead. • Pressure must be applied to international trade organizations (e.g. Mercosur, WTO) to enforce fairness rules with respect to Israel. • “Lawfare” needs to be fought with counter lawsuits and firm resistance. Academic conferences and publications should be monitored urged to bar submissions from anyone who advocates boycotts or sanctions or who promote false charges and slander against Israel. A right of reply should be demanded or, if the criticism of Israel crosses the line into anti-Semitism, a retraction should be demanded . Academic exchange programs with Israeli universities should be encouraged. • NGOs that have become experts in Israel-bashing should be monitored and exposed. It is essential that we create coalitions with potential allies such as women’s groups, minority rights groups, labor unions and others to expose the true human rights abusers. <p>Lobbying the United Nations and related organizations will have to be a crucial part of the WJC’s actions:</p> <ul style="list-style-type: none"> • Efforts should be made to do away with anti-Israel UN agencies, such as the Committee on the Inalienable Rights of the Palestinian People. Advocacy should be directed at reducing funding for anti-Israel bodies. • An effort should be made to empower college students to use their special talents in the new media, including on platforms such as YouTube and Facebook, in order to depict a true picture of modern Israel.
<p>DATE</p>	<p>26 April 2010</p>