#BoycottPuma

Calling PUMA to stop sponsoring Israel Football Association (IFA)

PUMA sponsors Israel Football Associations (IFA) which has football clubs in illegal Israeli settlements – on land stolen from Palestinians.

Take Action

Friends of Al-Aqsa

<https://www.foa.org.uk/campaign/boycottpuma/>

* [[](https://www.foa.org.uk/#Write)Write](https://www.foa.org.uk/#Write)

Write to the CEO of PUMA, Bjørn Gulden

Write to the CEO of PUMA, Bjørn Gulden, urging him to remove PUMA as a sponsor of the Israel Football Association (IFA).

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Edit the suggested letter below before sending.

Dear Bjørn Gulden,

As a customer of PUMA, I am writing to express my concern of PUMA’s role in the illegal occupation of Palestine.

Currently [PUMA sponsors  the Israel Football Association (IFA)](https://www.jpost.com/Israel-News/Sports/Puma-new-designer-for-Israel-soccer-563571), which manages several football clubs in Israeli settlements. Israeli settlements are built on stolen Palestinian land and are illegal under international law. As a sponsor of IFA PUMA is complicit in supporting illegal Israeli settlements and violating international law.

The [United Nations and several Human Rights groups](https://www.hrw.org/news/2017/01/10/fifa-must-take-strong-stance-against-israeli-settlement-clubs) have deemed the Israeli settlements as illegal and a violation of international law. These settlements have a profound impact on Palestinian civilians. Since the settlements began over 50 years ago, Israel has demolished the homes of 27,000 Palestinians, making hundreds of thousands of Palestinians homeless and a displaced people to make way for Israeli communities. These illegal Israeli settlements and forcible displacement of Palestinians are a violation of the Fourth Geneva Convention and are considered a war crime.

As the CEO of PUMA, we request you uphold PUMA’s Code of Ethics which states objectives of complying with national and international trade laws. We hope PUMA’s code of ethics extends to international law.

Further, PUMA’s sustainability objectives includes “embedding Human Rights across our operations and suppliers, and positively impacting the communities where PUMA is present.” As the main international sponsor for the IFA, PUMA is present in the illegal settlements which, violates Palestinian Human Rights and thus contradicting PUMA’s Human Rights objective.

I would like to strongly urge you to discontinue PUMA’s sponsorship of the IFA which has football clubs on illegal Israeli settlements. It is clear that by sponsoring the IFA, PUMA is supporting the illegal settlements and the violating both international law and Human Rights. I hope under your leadership PUMA upholds international law and supports human rights.

Thank you

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