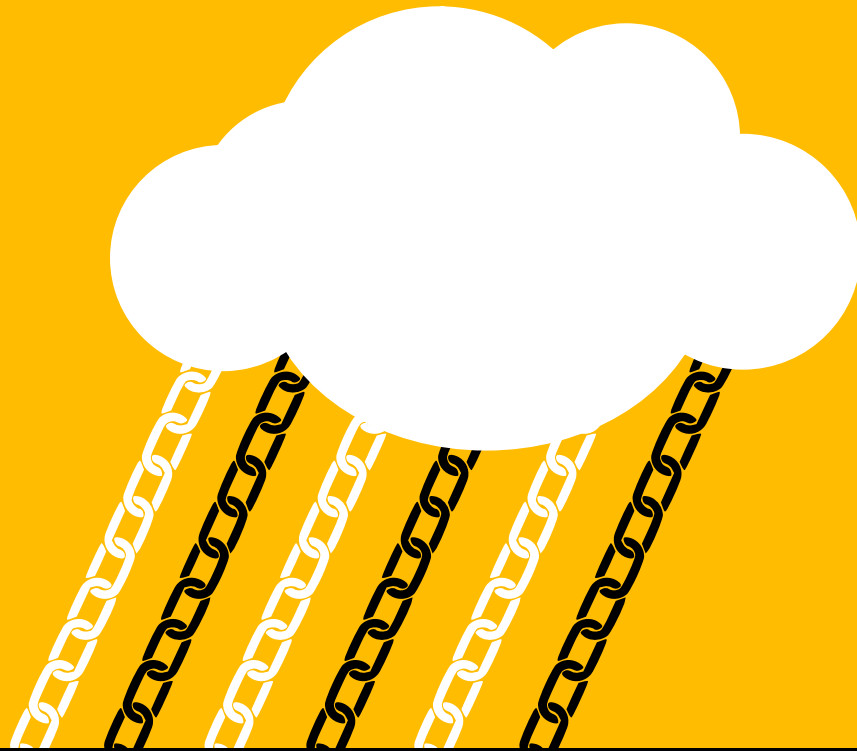
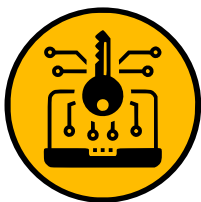




ORGANIZING TOOLKIT

JUNE 2022



1

CAMPAIGN BACKGROUND

2

SURVEILLANCE, DATA COLONIALISM AND BIGTECH

3

JOIN NO TECH FOR APARTHEID CAMPAIGN

1

CAMPAIGN BACKGROUND



PROJECT NIMBUS

In May 2021, as the Israeli military occupation forces bombed Palestinian homes, clinics, and schools in besieged Gaza and threatened to push Palestinian families from their homes in occupied Jerusalem, Amazon Web Services and Google

Cloud executives signed a \$1.22 billion contract to provide cloud technology to the Israeli government and military, known as Project NIMBUS.



NO TECH FOR APARTHEID

By expanding the state's cloud capacity and providing their technology to the Israeli government and military, **Amazon and Google are helping to make Israeli apartheid more efficient, more violent, and even deadlier for Palestinians.** This implies serving and entrenching every Israeli agency – ministries, army, corporations and institutions that constitute the settler colonialism, apartheid and occupation regime and facilitate violence, dispossession and ethnic cleansing against Palestinians.

For instance, Google and Amazon's cloud services may be used to **enable Israel's expansion of illegal settlements** by supporting data collection for the **Israel Land Authority (ILA)**, part of the Israeli government. The ILA uses apartheid policies to expand segregated Jewish settlements while trapping Palestinians in densely populated areas and limiting the growth of Palestinian communities.

After a detailed report exposed how **widespread the use of Israeli NSO Group's Pegasus spyware** is, Amazon Web Services announced that it disabled cloud accounts linked to the latter. Not only was AWS providing these services until **NSO Group** got exposed, it is unclear if these accounts are still disabled; nor is there any guarantee that other spyware technologies are not being supported by AWS cloud services.

Once Google and Amazon become the default **cloud services** for Israel's occupation forces, it is obvious that their complicity with **illegal surveillance of Palestinians** will be absolute.

Similarly, **pervasive Israeli surveillance of Palestinians**, and the tools thus developed which are exported for repression globally as “field-tested,” will be further entrenched with the cloud services. Israeli companies develop numerous technologies for such surveillance, including the notorious **Blue Wolf app** which captures images of Palestinians all over the occupied West Bank and matches them with the database run by Israeli military and intelligence. **Israeli soldiers were rewarded for high numbers of captured photographs** of Palestinians under occupation.

Beyond facilitating Israeli apartheid, both these companies — **part of the Big Tech 5** — are involved in repression and exploitation of their employees, in enabling militarization of our societies and in colonizing our data for their profit.



Civil society groups and people of conscience, including among workers of Google and Amazon, are organizing to **demand that the companies end this contract** and through it, their complicity in Israeli apartheid.

The **No Tech for Apartheid** campaign heeds the call from Palestinian civil society, and together with Google and Amazon workers and shareholders, demands an end to Project Nimbus.

Technology should be used to bring people together, not enable apartheid, ethnic cleansing, and settler-colonialism.

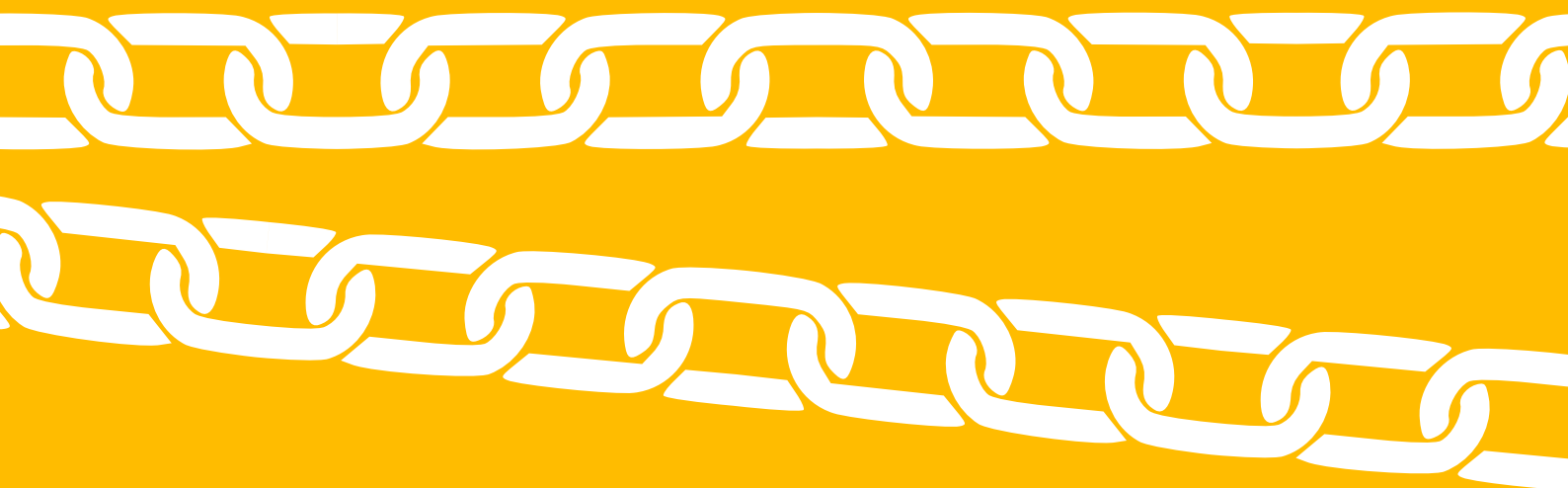
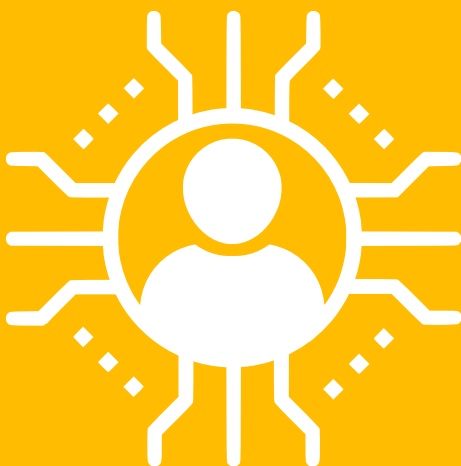
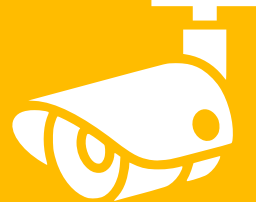




The campaign focuses on building Intersectional alliances – solidarity with the struggles for Palestinian rights and workers rights as well as the **struggle against digital colonialism and militarization of our societies** through technology.

The strategy is to build interlinked, cross-movement pressure.





2

SURVEILLANCE, DATA COLONIALISM AND BIG TECH

Google and Amazon Web Services' **Project Nimbus** would supply the technology and infrastructure necessary to carry out Israeli apartheid and settler colonialism. But we, as users of Google products, are also implicated in this through a different form of colonialism: **Data Colonialism**.



The concept of **data colonialism** attempts to explain the emergence of a new social order based not on the extraction of natural resources or the illegal occupation of land, but on the **appropriation of human life through data.**

This new type of colonialism is entrenching a deep social inequality that is simply incompatible with human freedom and autonomy, just like older forms of colonialism.

To put it simply: where the old colonialism grabbed land, the new one grabs us, our lives, through the medium of data.

Traditional and digital colonialism are different in many ways but share a historical function and that function is to extract, to dispossess, and to establish and entrench structural power asymmetries.



Israel's role in data colonialism resembles its place in traditional colonialism: it plays a subordinate but significant role in the system.



Israel's full scale surveillance of the Palestinian people offers technology of data collection and processing central to the system.



Israel's military has developed the technology and a system on how to channel the technology to the corporate field. It provides expertise for data collection and processing (from spyware to facial recognition, 'user tracking tools' and more).



This technology is central to surveillance capitalism and data colonialism. Its uses range from policing to electoral manipulation, from smart cities to advertising.

3

JOIN THE NO TECH FOR APARTHEID CAMPAIGN

As users of Google products, we unwittingly contribute to data colonialism, which gives Google more power and wealth (we are, as the saying goes, not Google users, but its very product). This also implicates us in the apartheid and settler colonialism faced by Palestinians, which will be further entrenched by the cloud services provided by Google and Amazon.

Nonetheless, as users of Google products, we can also pressure the company to **withdraw from this project**. If Google cares about using its technology to improve lives, as it claims it does, it cannot morally justify helping the apartheid Israel's government and military dispossess the Palestinian people of their rights and property, even as it continues to extract value from us.



University and college campuses are a key target for a company like Google, with its IT services and tools to aid education, more so during the pandemic. They are also important places for the company to recruit talent.

Simultaneously, because campuses **are political spaces with students and faculty constantly engaged in critical questions of justice, rights and equality** on and beyond campus, the **No Tech for Apartheid** campaign can be adopted by organizers in context sensitive and creative ways. Here are some starting points for conversations around this:

ACTION

In institutions where Google is the main IT provider and/or Amazon is the cloud service provider, organizers can **begin by problematizing their presence by raising awareness** that contracting services by Google/Amazon is not an administrative but political decision that has implications on the rights of the users and the exploitative dynamics of our global economy.

In this context, Project Nimbus can be raised **to showcase how Google is facilitating apartheid**, a crime against humanity in international law.

Mobilize student and faculty unions/bodies to challenge Google's and Amazon's complicity:

Build visible and creative protests and exhibitions, informing students about Google's and Amazon's complicity.

Write letters to the company demanding an end to its ties with apartheid.

Join global days of action.

Join digital rights and free software activists to open the conversation on alternatives to big tech, such as free and open-source software.

Campuses are ideal locations for Google and other tech companies to recruit young and talented minds. **Just as Google and Amazon employees who have questioned the companies' decision to serve apartheid, as potential employees, students can also challenge these companies during their recruitment drives.**

Mobilize and build power with other students taking action to disrupt the tech-talent pipeline on university campuses worldwide.



www.notechforapartheid.com/



www.stopthewall.org/digitalwalls/

Design: @palebluedotgoa