



Dear Paola Maugeri,

In Sweden we were pleasantly surprised to hear that your annual visits to our country, which you refer to as your “two months of civility,” were a key factor in developing your respect for the environment and that you admire our sense of ethics and values.

We were, therefore, alarmed to learn that in Italy you have agreed to be a “PR Ambassador” for the Israeli company Sodastream, whose main manufacturing facilities are located in the Israeli settlement of Mishor Adumim, built illegally in the occupied Palestinian territories. This is a very clear violation of international law and human rights, and making matters worse is the fact that Sodastream is drawing a significant profit from it.

The very same sense of ethics and values, which you have expressed your admiration for, has prompted us to not only condemn such unethical and illegal activities, but has also led large sections of Swedish civil society to take concrete steps aimed at pressuring Israeli companies and institutions to end such activities and comply with international law.

Our state pension fund, heeding recommendations from its Ethical Council, divested from the Israeli military firm Elbit due to its complicity in “violations of fundamental conventions and norms”.

The Swedish Trade Union Confederation, representing over 1.5 million workers, supports the Palestinian trade union movement’s calls to boycott Israeli goods from the occupied Palestinian territories. In protest of the 2010 Israeli attack on the Gaza-bound Freedom Flotilla, in which nine human rights activists were murdered, Swedish dockworkers launched a week-long boycott, refusing to handle cargo to and from Israel.

Swedish consumer unions such as KF Väst and KF Stockholm, representing hundreds of thousands of members, approved by an overwhelming majority motions urging a halt to sales of Israeli products.

Engaging in promotional activities for a company whose products include human rights abuses in each and every package is anything but ethical. We therefore wholeheartedly support the call by conscientious consumers in Italy, and urge you to terminate all relations with Sodastream.

We are sorry to have missed you on your recent trip to our country, however we hope to meet with you on a future visit so that we might have a chance to discuss the struggle for universal rights and justice for all.

Best regards,
The Palestine Solidarity Association of Sweden
Anna Wester, Chairman