

AXA Twitterstorm - Social Media Content for Partners

17.00 - 18.00 CET - 24th April

Aim: AXA's General Assembly is on April 27th, 2023. We want to use social media to bring visibility to and raise awareness of AXA's investments in Israeli apartheid. Let's pressure the French multinational to fully divest from the Israeli banks financing Israel's illegal settlement enterprise and the range of other companies it invests in, which are also complicit in Israel's apartheid regime.

Messaging:

- Israel is only able to maintain its regime of occupation, colonisation and apartheid over the Indigenous Palestinian people because of international complicity. Corporations play a key role in this.
- AXA's investments foster apartheid Israel's illegal settlement enterprise.
- AXA is a signatory of the [UN Global Compact](#), yet it doesn't comply with its [principles](#).
- The updated [DBIO report](#) revealed that by August 2022, AXA was invested with **US\$ 15.6M in 4 Israeli banks** -Bank Hapoalim (US\$ 6.53), Leumi Bank (US\$ 5.63M), Israel Discount Bank (US\$ 3.08M) and Mizrahi Tefahot Bank (US\$ 600K) - which help create, sustain and grow illegal Israeli settlements, considered war crimes under international law. All banks are listed in the [UN database](#) of business enterprises implicated in Israel's illegal settlements.
- Moreover, the same DBIO report, ranked AXA **24th in the current DBIO report with a total investment of US\$ 957M** in additional companies directly involved in the colonial enterprise, among them Caterpillar, Volvo Group, IBM, Siemens, Puma, Airbnb and Alstom.
- AXA has not reinvested in Elbit systems since 2018.
- AXA has a global [responsible investment policy](#), including "[sector guidelines](#)" addressing "controversial weapons" and countries that pose a "political risk".
- AXA's RI policy, however, fails to explicitly identify areas of armed conflict, war crimes and serious human rights abuses, such as Israel's illegal settlements and apartheid in the occupied Palestinian territory, as contexts where investment restrictions and exclusions apply.
- AXA has [condemned](#) the invasion of Ukraine and its devastating human consequences since the beginning of the war. AXA has fully enforced all international sanctions and has also stopped underwriting new insurance business (and stopped all renewals) with respect to Russian owned assets located in Russia. AXA has stopped underwriting new reinsurance (and stopped all reinsurance renewals) of Russian insurers. AXA has stopped all new investments in Russian assets.

- Message to AXA: We shall boycott AXA until you stop your complicity in Israeli apartheid and divest from all Israeli banks as well as all companies complicit in apartheid Israel's illegal settlement enterprise.
- Message to supporters/AXA customers: Based on the above information we call on you to boycott AXA services and demand AXA to divest from all Israeli banks as well as all companies complicit in apartheid Israel's illegal settlement enterprise.
- Message to AXA staff and trade unions: Based on the above information, we call on you to help us pressure your management to end AXA's complicity in apartheid Israel's grave human rights violations against Palestinians, demand AXA to divest from all Israeli banks as well as all companies complicit in apartheid Israel's illegal settlement enterprise.

Hashtags: #AXADivest #BoycottAXA #KnowYouCan #BizHumanRights

Twitterstorm:

When: Monday 24 April 2023 - 5pm-6pm CET.

Directions for partners: Please tweet as many of the posts below as often as you can during the allotted two-hour timeframe. Twitter is where we have the most influence, but if possible please schedule posts for other social media platforms too.

Note: Tweetdeck and other websites allow for the scheduling of Tweets in advance for free.

Images: Prepared images to accompany social media posts can be found [here](#).

***Note:** Please tag AXA CEO or regional branches in all accompanying Twitter images. Table of relevant twitter handles can be found below:

@AXAFrance @axabelgium @AXAItalia @AXASegurosEs @AXADeutschland @AXA_Switzerland @AXA_Suisse @AXA_Schweiz @AXA_CZ	@AXA @AXAResearchFund @AXA_Partners @AXA_XL @AXAIM @AXANext @AXAVentures @AXAHealth @AXAMansard	@thomasbuberl - CIO AXA @SoubranneC – AXA chief Group sustainability officer @udecoene – Group Chief Communication, Brand and Sustainability officer at AXA @ksontwitt – Global Head of HR AXA @EmmanuelTZ – Chief People & Comm Officer @bclaveranne – Chief Transformation &
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@AXA_Ireland @AXAUK @AXALuxembourg @AXAAssistanceUS @AXA Life Canada @AXAIndonesia @MYAXAAffin @AXA_PH @AXAMexico @AXAGulf @AXA_Turkiye @AXA_Saudi		Development Officer @DenisDuverne – AXA Group Non-Executive Chairman @sebastienloubry - Partner, Global Head of Business Dev. & Marketing at AXAVentures
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Pre - Twitterstorm posts:

- 🚨 TWITTERSTORM ALERT 🚨

Join us to expose @AXA's hypocritical policies on ethical investments & human rights.

It is no secret that AXA is avoiding its social responsibilities by continuing its investment in Israeli banks - the backbone of Israel's illegal settlement enterprise.



🚨 TODAY 🚨

Join us at 5PM CET/Palestine time for a Twitterstorm exposing @AXA's hypocritical policies on ethical investments & human rights.

Full details and Twitterstorm material: <https://shorturl.ac/79xpe>



- 🔴 1 HOUR TO GO 🔴

Join us in 1 HOUR for a Twitterstorm exposing @AXA's hypocritical policies on ethical investments & human rights.

Full details and Twitterstorm material: <https://shorturl.ac/79xpe>



- 🔴 #AXADivest GLOBAL WEEK OF ACTION ALERT 🔴

Join the #AXADivest Global Week of Action and demand #AXADivest from Israeli banks that are the backbone of Israel's illegal settlement enterprise.

Full details and sample script: <https://loom.ly/pVMnKzU>



Twitterstorm posts:

- Citing its "tradition of human solidarity" @AXA condemned Russia's invasion of Ukraine & dropped all new business & renewals in Russia.

Where is AXA's responsibility towards Palestinians living under Israeli apartheid & occupation?

#ColonialHypocrisyKills

https://loom.ly/W_B_7fg

- #ColonialHypocrisyKills

As Russia bombs Ukraine, @AXA took targeted measures against an illegal invasion.

Yet, despite decades of Israeli apartheid, occupation & repeated massacres in Gaza, AXA continues to invest in Israeli banks financing war crimes.

https://loom.ly/W_B_7fg

- 🚨 SPOILER ALERT 🚨

By financing Israeli banks - the backbone of Israel's illegal settlements enterprise - @AXA is responsible for aiding/abetting or profiting from war crimes and the crime against humanity of apartheid. Write to AXA & demand #AXADivest: <https://loom.ly/pVMnKzU>

Human rights and vigilance officer 🔍

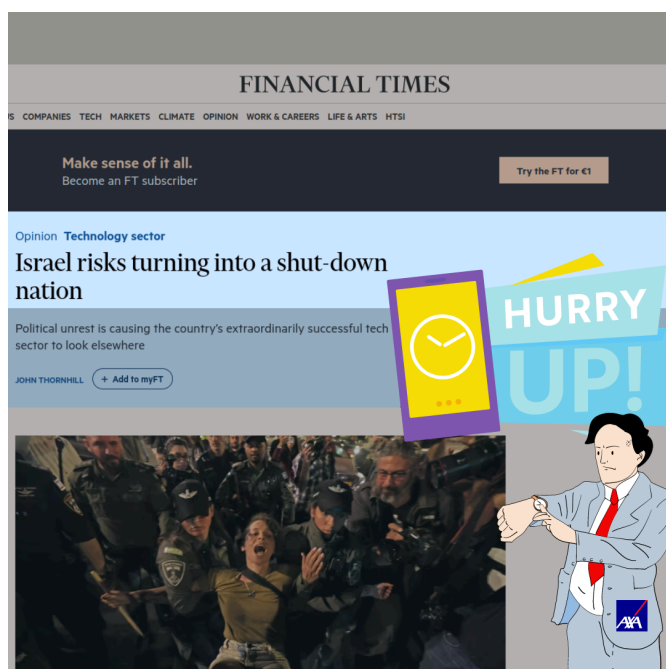
AXA is Hiring!

Job task: conduct an independant Human Rights risk assessment by the end of 2023 which aims to identify most relevant risk to Human rights that the AXA Group should consider in conducting its business and operation

SPOILER ALERT

- With its most far-right, fundamentalist and corrupt gov ever, Israel is increasingly looking like a #ShutDownNation. As a global insurance company with 95 millions clients, @AXA should divest from Israel, not just for ethical and legal reasons.

Read more: <https://loom.ly/JlsfBac>



- The @UN recognizes that the West Bank, incl. East Jerusalem, and the Gaza Strip is the Occupied Palestinian Territory. @AXA, why do you refer to it as "disputed territory"?

Write to AXA and demand it follows its human rights principles/policies: <https://loom.ly/pVMnKzU>

AXA EMAIL TO A CUSTOMER REQUESTING TO CANCEL THEIR AXA POLICY - 2022



“
These investments have absolutely no vocation to finance the expansion of the "disputed territories".

We had been questioned on these investments in March 2016. As always when we are questioned on our investments, we have carefully reviewed the case in the context of our responsible investment policy. We came to the conclusion that these companies did not fall within the exclusion framework of our responsible investment policy.

- Sales Manager at AXA Switzerland

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- @OmarSShakir from @hrw says that businesses operating in illegal settlements can't avoid or mitigate their contribution to severe human rights violations. If @AXA respects its "Human rights & Vigilance plan", it should divest from Israeli banks. #AXADivest

**AXA TO A
SHAREHOLDER
ASKING TO END AXA
SUPPORT TO ISREALI
APARTHEID 2022**



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These investments have absolutely no
vocation to finance activities or
companies subject to international
sanctions

Our investments in Israeli banks do not
aim to finance the expansion of occupied
territories

Denis Duverne, chairman of AXA board of directors

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- Former Special Rapporteur on the situation of human rights in the OPT, [@MichaelLynk5](#), says @AXA should divest from the Israeli banks in order to stop being entangled with gross human rights violations.

#AXADivest

🎬 Video: <https://youtu.be/I5jbL5BHBbs>

- Since 2020, over 10,000 people from around the globe, like Charlotte & Todd, pledged to #BoycottAXA until it divests from Israeli banks financing Israel's illegal settlements.

Push #AXADivest now by refusing to buy @AXA insurance products & cancelling any existing policies.

#KnowYouCan

“
When we bought our flat last year, our mortgage advisor suggested purchasing home and contents insurance from AXA. However, we did not want to support a company that's complicit in Israel's illegal settlements on Palestinian land and promotes apartheid.

It was important for us to show solidarity with the Palestinian people. For this reason, we decided to boycott Axa and go with another provider. We also talked to our mortgage advisor about the reasons for our boycott in the hope to raise awareness about the importance of ethical insurance. ”

- Todd & Charlotte, Edinburgh, Scotland.