

#NoTechForApartheid Partners Update 2/24

1. **Intros in the chat! Name, pronouns, city, organization if applicable (5 min)**
2. **Refresher of strategy** using "buckets of work" and what has moved since Cyber Monday (so a bit less than 3 months) - using slide! **(15 min)**
 - a. **Workers:** 1,100 Google and Amazon workers signed letter - campaign is resonating among tech workers and inspiring future organizing. Alphabet Workers Union has built anti-militarism WG, something that came out of Project Nimbus work.
 - i. **Worker voices getting media traction:** Narrative centering worker voices has been popular in the media. For example, we did a little comms analysis and found: **304,800,000 total views** on mainstream press like the Guardian, NBC News, Business Insider (not including TV appearances)
 - ii. **Retaliation:** Along with Pal Legal, IMEU, & William at the Worker Agency - we've been able to support every step of the way. Investigation ongoing. Workers met with Anna Eshoo (rep for Silicon Valley/Google district) &, Eshoo sent letter. Outpouring of support from co-workers at Google, especially from Alphabet Workers Union. In about 48 hours, almost 500 Google workers [signed an internal petition](#) in support and delivered it to management. **Next step: press article & public-facing petition.**
 - b. **Students (Cutting tech-talent pipeline):** UCLA, Princeton, Columbia student working group have [written pledge](#) (notechforapartheid.com/StudentPledge) and begun to circulate the [pledge](#) among networks. **Next step: public-facing launch & open meeting.**
 - c. **Shareholder strategy (new!):** Historic! First shareholder resolutions ever in Big Tech that name Israeli apartheid and, in some way, raise the question of risk associated with doing business with Israeli apartheid.

- i. 2 resolutions, one at Alphabet and a sibling resolution not officially associated with the campaign at Amazon (project of Open MIC, ICCR, AFSC, IASJ). **Next step: press pieces for shareholder strategy and working with folks at Open Mic, SumOfUs, Athena to GOTV among shareholders if resolutions are accepted.**
- d. **Public-Facing:** Almost 200,000 [microsite](#) views, almost 40,000 emails sent to execs, with a big bump from Cyber Monday! **Next step: get that number up as we head into planning for Global Day of Action**
- e. **Questions, thoughts, feedback?**

3. Plan through May and how to plug in

- a. **Fight back vs. retaliation:** "Google, don't punish workers for standing with Palestinians!." **Asks:** when the article drops, share article. Next day, petition and mini social media toolkit will go live - folks can share petition on social media (if you would like to participate in the petition to share to your list, reach out to JVP who is hosting action - we'll share all names/signers).
 - i. Additional organizations or spaces that we should reach out to once the petition is live?
- b. **Student Pledge:** Public launch is looking like week of March 14th. We'll provide a toolkit to share on social media and with your list if there's interest.
 - i. What other networks -- student networks, grad student networks or grad student unions, etc. -- can you think of or do you have connections to that you'd be able to share with?
 - ii. Any relationships that you hold at any of the key institutions that we should follow up on?
- c. **Comms/Digital WG:** Went through an evaluation process of what's working and what's not and landed on a new #NOTA digital/comms [guidelines](#). There are lots of interesting ways to get creative with upcoming work (for example, workers launching Twitter)

- i. If folks are interested in participating more regularly in a comms/digital WG, can you put your name in the chat so we can follow up? Questions about this?
- d. **Global Day of Action:** Next month, we'll start preliminary planning of actions in major cities & creating digital map for folks who aren't in major cities to plan their own actions (we'll provide action toolkits, etc).
 - i. Any interest in supporting with this planning - can you put your name in the chat so we can follow up? Questions about this?
- e. **Any last thoughts or questions or brainstorm?**

NOTA launch debrief & next steps meeting 10/26

- Intros (5 min)
 - Lau, Dani, Ramah, Doris, Tanya, Taher, Omar, Sumaya, Olivia, Sandra, Mitchell, Mayss, Celine, Sana, Greta, Dov, Rafael, Ayele, Stefanie, Parker, Sarah
 - AFSC document <https://investigate.afsc.org/company/amazon>
- 10/13 Launch debrief (10 min) (Lau)
 - Results:
 - Over 1,000 workers signed on
 - Over 22,000 actions taken @ notechforapartheid.com
 - 20+ significant press hits (thank you IMEU!), unfortunately not as many tech outlets as we'd hoped
 - 52 organizations endorsed
 - Pal Legal letter sent today
 - Conversations with international digital rights groups and BDS groups starting this week coordinated by BNC
 - Mayss, Celine, Omar and Sumaya - follow up
 - Congressional angle with USCPR & JVP Action

- #NOTA master calendar overview - (5 min) (Dani)
 - Worker escalation planning
 - November 29th - Intl Day of solidarity with Palestinian ppl + Cyber Monday
 - Campus work - building with students throughout the fall
 - January/February- Global Day of Action
- November 29th planning & brainstorming (30 min) (Lau)
 - Previous Black Friday/Cyber Monday athena actions
 - Pre-pandemic, in-person actions on Cyber Monday; ^see example of digital action post-pandemic
 - Digital action ideas:
 - (Public-facing) Click-to-tweet tool targeting the CEOs
 - (Public-facing) Stories from Palestinians into graphic series to share
 - (Worker) Twitter storm sign “I’m a Google/Amazon worker and I _____” idea - we may go with a different piece after meeting with worker leaders this week
 - Ines PIPD idea: digital interactive activity such as one star rating to amz/google
 - Stefanie: thinking about Sodastream @ SurLaTable, thinking about where our numbers of ratings could actually make an impact; - could we focus on brick-and-mortar stores (Amazon, Android, etc.) - 1 star ratings on Yelp oor something?
 - Ramah: Facebook log-out campaign happening in next few weeks, thinking about log-out efforts; thinking about past campaign of sending execs direct Google invites that had to be declined continuously
 - Omar: I deleted my prime account a while back, and i dont remember if they let you leave comments about why you're leaving, but if they do what if we coordinate people leaving their concerns in the departing comments?
 - Script leaving Amazon Prime - publishing comments - consumer angle feels important
 - Raf: Back during Queens campaign, we took over flagship store - designed replacement shelf labels that copied branding - educating public; could see something similar taking leadership from Palestinian leaders - stories, etc. in books? Public education and press
 - Alexa/Google Home action -

- Sumaya: Ideas around cancelling accounts/comments - how effective are these tactics actually? Vs. attack their image - lean more towards image focus, or on-site, vs. consumer actions -
 - Lau: would take more than a month to organize review stuff - might be harder to get press - I would lean towards not doing consumer focuses, but could see in the future working towards something like button at bottom of microsite
 - Ayele: very difficult to be effective; we designed something into designed, mimicked graphic; like Google Home/Alexa ; like the idea of merging worker focus with uplifting stories from the ground.
- Mitchell: it's a little vague for folks that aren't super i the weeds about how this technology is actually going to be used - getting more ideas from the workers to tell specific stories about how tech is used in West Bank, Gaza, etc. - surveillance
- Next steps (10 min) (Dani)
 - List swap ask: Asking people to send a kicker mailing to their list to folks who haven't opened the email, or just as a reminder to take action
 - Who wants to join us in planning Nov 29th? Add name in the chat and we'll set a meeting
 - Taher, celine, sumaya, mayss, mitchell, sarah, ayele
 - Meeting every 2 weeks! Drop in when you can!
 - Dates to decide on:
 - Tuesdays @ 12, 1, or 2 PM ET?

Partners Meeting 9/30

- Intros
 - Lau, Stefanie, Sonya, Ryan, Asya, Ines, Parker, Rachel, Olivia, Celine, Myaisha, Mona
- 10/13 Launch updates
 - Google Cloud Next during launch
 - Microsite
 - Organizational endorsements (can anyone support?)
 - Outreach list
 - BDS chapters + intl - Maren
 - Sample email to send to bases for launch
 - Click-to-email list swap

- Press plan
- Worker letter:
 - https://docs.google.com/document/d/1RUJd1pJ606z68pQz07zLK4-fwdyWP0_CWA5T7AgHMvI/edit
- Digital assets - toolkit w graphics
- #NOTA master calendar overview
 - (<https://docs.google.com/document/d/19pt4SGFY2Q1HWjTI61WjLm-QoXgtlbwKY7yqmB095nI/edit>)
 - Google Cloud Next during launch
 - November 29th - Intl Day of solidarity with Palestinian ppl + Cyber Monday
 - Campus work - building with students
 - November-December event - Columbia SJP, SLAP @ Stanford, UC-Davis, Berkeley
 - Digital action idea during the holidays - tactic that anyone anywhere can take - reviewing amazon/google on apple store,
 - January - Global Day of Action
- Next steps
 - Org endorsements
 - Please fill out form!
 - Support with endorsement-collection