Soda Stream Scenario



Soda stream is an Israel company that produces carbonated drinks. Until 2015 the majority of its production was in the West bank settlement of Mishor Adumim.

The Boycott divestment sanctions campaign (BDS) launched a boycott campaign that was to prove very effective.

This campaign lead to a loss of income and forced Soda Stream to move out of the West Bank. 500 Palestinian workers were made unemployed.

Was the decision to Boycott these products right as it forced an Israeli company out of the West Bank or did it create suffering for the Palestinians and was therefore counterproductive?

