



22nd July 2025

Declan Madden
President
Irish Rugby Football Union
10/12 Lansdowne Road
Dublin 4
Ireland.

Dear Declan,

I am writing to you as Chair of The Bloody Sunday Trust to ask that you end the IRFU's sponsorship arrangement with Aviva.

Background to the Request

The UN Special Rapporteur Francesca Albanese's recent report 'From Economy of Occupation to Economy of Genocide' examines corporate complicity in the settler colonial project in Palestine and identifies those entities profiting from the Israeli economy of illegal occupation, apartheid and now genocide.

Under the section headed Enablers, which focuses on the financial and academic sectors paragraph 76 of the report states that global insurance companies-

"invest large sums in shares and bonds implicated in the occupation and genocide, partly as capital reserves for policyholder claims and regulatory requirements, but primarily to generate returns".

The report further states that their, " insurance policies also underwrite the risks other companies necessarily take when operating in Israel and the occupied Palestinian territory, thus enabling the commission of human rights abuses and "de-risking" the operational environment".

A previous report produced by Boycott Bloody Insurance, a UK-based campaign calling on the insurance industry to cut ties with arms manufacturers supporting Israel, had earlier identified five major insurers that are complicit in the genocide in Gaza through their support for a dozen defence companies that aid the Israeli military.

These insurers are Allianz, Aviva, AXA, Zurich Insurance Group, and RSA (Intact), all of which have contributed a total of \$1.7 billion across 15 companies involved in Israeli militarism.

According to the report, Aviva and Allianz respectively account for 51% and 26% of the total investments across the five insurers examined.

These two reports demonstrate that insurance companies play a significant role in the arms manufacturing industry, aiding and profiting from the genocide in Gaza through their investments in companies and weapons manufacturers that provide Israel with equipment in the "full knowledge it was being used to target civilian populations".

Recommendations of the UN Special Rapporteur

In her report the UN Special Rapporteur sets out a number of recommended actions in response to her findings of corporate complicity in the genocide. These include the recommendation that all corporate entities-

promptly cease all business activities and terminate relationships directly linked with, contributing to and causing human rights violations and international crimes against the Palestinian people, in accordance with international corporate responsibilities and the law of self-determination;

It is in line with this recommendation that the Bloody Sunday Trust is asking the IRFU to end the sponsorship arrangement with Aviva if that organisation will not immediately undertake to end all business activities and terminate all relationships directly linked with, contributing to, and causing human rights violations and international crimes against the Palestinian people.

I understand that there will be an internal decision-making process within the IRFU to be followed to implement this action.

However, Palestine is the most important moral issue of our time. Civil society organisations have an important role to play in ending the genocide of the Palestinian people.

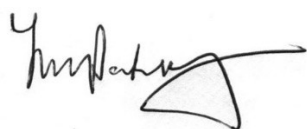
The IRFU is not only a sporting body in Ireland but also an influential social, cultural and community institution in Irish life. It is inconceivable that club members and football supporters would wish the IRFU to reject the recommendation of the UN Special Rapporteur by maintaining a relationship with a company identified by the UN as profiting from genocide.

The leadership you can show on this issue will therefore be transformative, setting a precedent for others to follow.

I am writing in similar terms to the GAA and FAI in relation to their sponsorship deals. I am available to meet to discuss this proposal together with the Trust's solidarity work on Palestine in more detail if you wish.

I look forward to your reply.

Yours etc

A handwritten signature in black ink, appearing to read 'Tony Doherty', with a stylized flourish at the end.

Tony Doherty, Chair

cc: Senator Frances Black