



Commemoration Communications Plan

25th Anniversary of the International Campaign to Ban Landmines

20th Anniversary of the Mine Ban Treaty

2017 is a significant year for the International Campaign to Ban Landmines and for the Mine Ban Treaty community. Commemoration of historic and momentous dates this year will provide an opportunity for all of us to reinvigorate our work for a mine-free world.

October 2017 will mark 25 years since the International Campaign to Ban Landmines (ICBL) was founded. After preparatory work began in 1991, the campaign was established by Human Rights Watch, Vietnam Veterans of America Foundation, Mines Advisory Group, Handicap International, Physicians for Human Rights and Medico International, in New York in October 1992.

18 September 2017 will mark 20 years since the Mine Ban Treaty was adopted, when the international community agreed to end the scourge of landmines once and for all. Following the adoption, on **3 December 1997** the treaty was signed by 122 States; it entered into force on 1 March 1999. To date, 162 nations have formally joined the treaty.

A month after the adoption of the Mine Ban Treaty in October 1997, the ICBL and its then coordinator, Jody Williams, were awarded the Nobel Peace Prize for their crucial role in starting a process that “in the space of a few years changed a ban on antipersonnel mines from a vision to a feasible reality.”

Those remarkable milestones this year will bring added dimensions to our communication and campaign opportunities. ICBL and its members will commemorate the 20th anniversary of the treaty and the 25th anniversary of the campaign with action. While highlighting the success of the campaign and the impact of the Mine Ban Treaty, the campaign will actively bring the reality of landmine-affected communities into the diplomatic arena to ensure States Parties to the Mine Ban Treaty step up efforts to finish the job by 2025.

We will work closely with Austria, the President of the Mine Ban Treaty, which was one of the leaders in the “core group” of governments that led the Ottawa Process in 1996 and 1997 along with Canada, Norway, South Africa and others, to make the most of the commemorations for the treaty.

For civil society, as well as for governments and other actors, the anniversaries should be used as opportunities to show solidarity with mine victims, and to reaffirm commitment for a mine-free world.

Our key aims

- Use the Mine Ban Treaty's 20th and International Campaign to Ban Landmines' 25th anniversaries to take stock of what we have achieved so far and to push for progress towards the goals in the campaign's [Strategy 2017-2021](#).
- Take advantage of the year to tell the international community, media and public why landmines are still a global problem and tell governments to work harder to complete mine clearance, to assist victims, to complete destruction of stockpiles, to fulfil other treaty obligations and to join the treaty.
- Use action not only to celebrate the past, but to make a difference on the ground.
- Partnerships were key in bringing about the treaty, and it remains key to finishing the job. Use the opportunity this year to further strengthen partnerships with governments and other actors sharing the common goal of a mine-free world.

Commemorating with Action

We will work with members to make sure commemorations of the treaty and the campaign contribute to the strategic goals and objectives of the campaign. Campaign members will be encouraged to mark the anniversaries with action, including by holding advocacy events, seminars, special publications, artistic events or exhibits, taking targeted national or global actions, reaching out to the media, conducting social media campaigns and organizing fundraising activities.

To mark 25 years in action

- A [logo](#) is developed to demonstrate the 25 years of advocacy activities of the campaign. The logo will be shared widely so it can be used for all relevant campaign activities and events in 2017.
- We will publish stories, memories and recommendations of some of the most prominent individuals who led, steered, inspired and supported the work of the ICBL and aspire to achieve a mine-free world in their life-time.
- A timeline of the history of the campaign will be produced to help campaigners and supporters trace the story, achievements, changes and challenges of the ICBL since its inception, to date.

To celebrate achievements and to call for further action

- The 20 years of the Mine Ban Treaty's achievements and current challenges will be highlighted and presented to members, supporters and general public in English,

French and Spanish [tbc], in the form of a short video, depicting success and visualizing the call for further action to finish the job by 2025.

- Infographics will be developed to project completion of mine clearance, reduction of mine casualties, and completion of stockpiled destructions and universalization of the treaty by 2025. The infographics will help everyone, especially the less-familiar supporters to understand the impact and current status of the treaty, and the campaign's vision for a mine-free world by 2025.
- Campaigners will be invited to share their memories, historic moments and messages in relation to the eradication of landmines with governments and supporters through social media and other means.

To honor our heroes

- Taking advantage of the commemorations, through communication, media and campaign activities, the ICBL will honor the deminers who have been killed or injured during demining activities. We will also remember those campaigners who contributed to banning landmines and are no longer with us.

To cherish partnerships

- At the intersessional meetings, we will honor the partnerships between civil society, governments and other actors that enabled the international community to ban landmines, by staging a small photo exhibit of historic moments and historic activities.
- At the 16th Meeting of States Parties to the Mine Ban Treaty, in collaboration with treaty leadership, we will celebrate this important landmark to reinvigorate the mine action community to work towards the 2025 deadline; specific plans for the 16MSP will be further developed during the year.

The ICBL website and social media networks will be frequently updated, reviewed and promoted to regularly communicate with partners, supporters, media and the general public the stories of the campaign and campaigners and the challenges facing us to encourage readers to support and take action for a mine-free world.

Mine Ban Treaty: Facts, achievements and challenges

- The Mine Ban Treaty was the first international treaty to ban a weapon of war that had been in widespread use.
- Thanks to pressure created by civil society the treaty did not allow for any loopholes, exceptions or reservations.
- The Mine Ban Treaty was highly unusual in being both a humanitarian and a disarmament treaty. It was the first international treaty to include provisions for victims

of the weapon along the provisions related to the use, production, transfer and stockpiling of the weapon itself.

- The Ottawa Process was so successful in quickly achieving its aims that this process has been used as a model for other lifesaving movements – such as the Oslo Process to ban cluster bombs and the campaign to stop the use of child soldiers.
- Achievements: 80% of the world has joined the Treaty. The stigma on antipersonnel mines holds firm. Over the past 20 years since the Treaty's adoption there has been a dramatic decrease in worldwide use, production, and transfer of antipersonnel mines, the number of casualties reported annually has been massively reduced since the campaign began; more than 51 million mines in stockpiles have been destroyed; large tracts of land have been cleared and 26 states have been declared mine-free. Crucially, any use of antipersonnel landmines is also today widely recognized as being unacceptable, and is resoundingly condemned.
- States Parties to the Mine Ban Treaty have embraced an aspirational deadline of 2025 to complete their treaty obligations.
- Based on these achievements, we know a world without landmines is possible, but the international community must remain fully committed to this goal and continue to work diligently to achieve this by 2025.
- Challenges: 35 states still remain outside of the Treaty and instances of new landmine use, though rare, are reported every year. Some 6,000 people are reported to be maimed or killed by these weapons every year. Some 60 countries and territories remain affected by landmines. Assistance and services for landmine victims are scarce and insufficient in the majority of affected countries.
- Therefore, there is a clear need for all states to join the Mine Ban Treaty and to work hard to fully implement it.

The International Campaign to Ban Landmines: History and achievements

- The ICBL's global civil society movement created a legal and diplomatic precedent that placed humanitarian values above military needs and saved countless lives: we made sure this ban was focused on protecting people, rather than military needs.
- The ICBL is shaped by its hundreds of members in close to one hundred countries.
- From the beginning, the ICBL's strength has been rooted in hundreds of civil society organizations from a vast and diverse range of backgrounds being united under one goal and message: to ban landmines.
- Driven by the voices of survivors, the ICBL used its technical, legal and political expertise to play a major role in drafting the Mine Ban Treaty from the start of the Ottawa Process that led to adoption of the MBT.

- The ICBL, along with the ICRC were considered vital partners in the process and included in all the diplomatic meetings leading up to the Treaty negotiations, and during negotiations themselves. The critical importance of the presence and input of the ICBL and the ICRC was specifically recognized in the preamble of the Treaty.
- The role played by the ICBL in the Ottawa Process was recognized by the Nobel Committee in December 1997 which granted ICBL and its Coordinator the Nobel Peace Prize for changing 'a ban on antipersonnel mines from a vision to a feasible reality' (quote from the Nobel Committee).
- After the treaty's entry into force, the ICBL established an unprecedented independent civil society-based systematic monitoring and reporting regime on universalization and implementation of the treaty – the Landmine Monitor, which has been issued every year since 1999.
- The ICBL has spent 25 years campaigning for a mine-free world and has seen how far the world has come towards reaching this goal.

Campaign tools:

- To access a wide range of excellent resources are available on the issue of landmines and the Mine Ban Treaty, click [here](#).
- To find out why landmines are still a global problem, click [here](#).
- To learn more about the International Campaign to Ban Landmines, click [here](#).
- To learn why the International Campaign to Ban Landmines was co-awarded the 1997 Nobel Peace Prize, click [here](#).
- To watch videos and films on the issue of landmines, the Mine Ban Treaty and the campaign, visit our [YouTube channel](#).
- To see images, including historical images of the Oslo Process pay a visit to our [Flicker page](#).

Key dates – 2017

February

- 16th World Summit of Nobel Peace Laureates, 2-5 February, Bogota
- 2nd Pledging Conference on the Implementation of the Mine Ban Treaty, 28 February, Geneva

March

- 18th Anniversary of entry into force of the Mine Ban Treaty, 1 March

April

- International Day for Mine Awareness and Assistance in Mine Action, 4 April

June

- Intersessional Meetings of the Mine Ban Treaty, 8-9 June, Geneva

September

- 20th Anniversary of Adoption of the Mine Ban Treaty, 18 September

October

- 20th Anniversary of the Nobel Peace Prize award to ICBL and Jody Williams, October
- 25th Anniversary of the International Campaign to Ban Landmines, October
- First Committee meetings of the UN General Assembly, October, New York

December

- Launch of Landmine Monitor 2017 report, 15 December (tbc)
- 20th Anniversary of the Mine Ban Treaty Signing, 3 December
- 16th Meeting of States Parties to the Mine Ban Treaty, 18-22 December, Vienna