



UNIVERSALIZATION GLOBAL CAMPAIGN

We want to use these **coming months to push for further universalization** of the Convention to ensure we have new states joining across all the regions of the world!

What actions will we take?

We are asking all of you to take the 3 following actions in the coming weeks:

1. **Record a short video** message on why states should join the CCM immediately
2. **Target priority states via social media**
3. **Send a letter to embassies** of target states in your country

Please see below for more details on each action.

Which are the priority countries that we should target in the lead up to the 2RevCon?

Based on consultations with campaigners, states, the Swiss Presidency, ISU, partners and stakeholders we have come up with the following list of **29 priority countries** (Signatories are in **orange**):

- **Africa:** Angola, Central African Republic, Djibouti, Democratic Republic of Congo, Eritrea, Ethiopia, Kenya, Liberia, Nigeria, South Sudan, Sudan, Tanzania, Uganda and Zimbabwe.
- **Asia-Pacific:** Bangladesh, Brunei Darussalam, Jordan, Nepal, Oman, Timor-Leste, Vietnam
- **Eastern Europe:** Serbia
- **Latin American & the Caribbean:** Argentina, Bahamas, Barbados, Dominica, Jamaica and Saint Lucia.

While we have defined this target list, you shouldn't feel limited to it, if you have the capacity please target the remaining countries as we want to reach out to all who are still outside the CCM.

Recording a video. What should it include?

Content of the video:

The video that we are requesting from you will include **three parts, the first part is mandatory and the second and third are optional, the entire video should last maximum 60 seconds:**

- **First part:** Say in English and in your own language (if other than English) "Stop Cluster Bombs Now", then choose a country that hasn't yet joined the convention from your region and say "[INSERT COUNTRY] Join the Convention on Cluster Munitions".
- **Second part:** In one word say what the Convention on Cluster Munitions means to you
- **Third part:** Explain in one or two sentences why joining the Convention on Cluster Munitions is crucial - for example the CCM: saves lives; ensures survivors' rights; prevents future tragedies; and supports community livelihoods.

Please follow the instructions below when recording your video:



Before you start recording take into account:

- Please send your video by Friday 10 April latest.
- Where to send your video? media@icblcmc.org.
- Authorization to use your image by the CMC: by sending your video footage you are authorizing CMC to use your image for this universalization campaign purpose.
- Make sure your voice can be heard if you are recording in a public space and that your face is clearly visible and not hidden by shadows.
- If you have a banner or visual with the Stop Cluster Bombs NOW logo, or the CMC or/and your organization's logo, please include it in the background.
- If you have a tripod use it. Shaky videos are hard to watch.
- You don't need a professional camera, a smartphone will produce perfectly good video quality.
- Video should be recorded horizontally for use on FB and on YouTube. If you want to make a second video in vertical format, we can also use these on our Instagram account.
- Video should **be between 30 and 60 seconds, no longer.**

We will publish and share your videos via CMC social media beginning in April and leading up to the 2RevCon to encourage States to join the Convention. We encourage you to share the videos on your own social media as well!

Targeting priority states via social media. How do I do it?

We know that not everyone has the means or wants to appear in a video, and we want to make everyone's voice heard.

We will be posting regular messages via social media and we encourage all to share these as widely as possible with the aim of pushing these governments to join the Convention as soon as possible and before the Second Review Conference (23-27 November). The campaigns advocacy and communications tools will be posted and updated on the CMC website [here](#)

Is there a hashtag and messaging that we should be using in the upcoming months?

The **official hashtags** of the campaign are: **#StopClusterBombsNow** and **#joinCCM**. Please use **both hashtags** in all social media posts that you make around the Review Conference starting from **March 23**, to highlight as much as possible the global call for states to join the [Convention on Cluster Munitions](#).

You can also add to these hashtags, the following calls:

- Save lives
- Ensure survivors rights
- Prevent future tragedies
- Support livelihoods

These should **always go** together with the main calls to ensure a clear and coherent message. For example: Save Lives - #StopClusterBombsNow #joinCCM

Here are some messages for your use. We encourage you to be creative in adapting these messages to your national setting

Key messages



- **#StopClusterBombsNow** [INSERT COUNTRY] join the @ISUCCM #joinCCM
- [INSERT COUNTRY] **#StopClusterBombsNow** and save lives - join the @ISUCCM #joinCCM
- [INSERT COUNTRY] join the @ISUCCM and ensure survivors rights - **#StopClusterBombsNow #joinCCM**
- [INSERT COUNTRY] join the @ISUCCM and prevent future tragedies - **#StopClusterBombsNow** join the @ISUCCM #joinCCM
- [INSERT COUNTRY] join the @ISUCCM and support livelihoods - **#StopClusterBombsNow #joinCCM**

For signatories:

- [INSERT COUNTRY] ratify the @ISUCCM now and join 108 States Parties by 2RevCon **#StopClusterBombsNow #joinCCM**
- [INSERT COUNTRY] when are you going to ratify the @ISUCCM signed over 10 years ago? **#StopClusterBombsNow #joinCCM**
- [INSERT COUNTRY] updates welcome on your @ISUCCM ratification bill - **#StopClusterBombsNow #joinCCM**

For non-signatories:

- [INSERT COUNTRY] accede now and join the 108 States Parties to the @ISUCCM by #2RevCon **#StopClusterBombsNow #joinCCM**
- [INSERT COUNTRY] 10 years on, time to accede to the @ISUCCM ! **#StopClusterBombsNow #joinCCM**
- 108 countries are part of the @ISUCCM. [INSERT COUNTRY] be the next one and **#joinCCM #StopClusterBombsNow**

General messages:

- [INSERT COUNTRY] join the @ISUCCM and help promote international humanitarian law **#StopClusterBombsNow #joinCCM**
- [INSERT COUNTRY] join the @ISUCCM and show how you support rule of law **#StopClusterBombsNow #joinCCM**
- [INSERT COUNTRY] the world has suffered enough from the use of #ClusterMunitions **#joinCCM #StopClusterBombsNow @ISUCCM**
- [INSERT COUNTRY] help prevent future suffering and address the deadly legacy of #ClusterMunition use - **#joinCCM #StopClusterBombsNow @ISUCCM**
- [INSERT COUNTRY] join the @ISUCCM & contribute to achieving @SDGgoals via a #ClusterMunitionFree world **#StopClusterBombsNow #joinCCM**
- [INSERT COUNTRY] step up your efforts to join @ISUCCM before the #2RevCon **#StopClusterBombsNow #joinCCM**
- Is [INSERT COUNTRY] going to be the next country to join the @ISUCCM ? We hope so! **#StopClusterBombsNow #joinCCM**

How do I contact the 29 governments through social media?

Perhaps the most important contact is a government's **Foreign Ministry, we are providing you in the below lines the social media** (twitter and/or facebook) **of the 29 target countries.** Remember **every time you tag them you should also use the two hashtags of the campaign + the country hashtag.** You can also tag the account of the President, Prime Minister, Minister of Defense and/or Minister of Foreign affairs to get more visibility!

Africa:



- **Angola:** [facebook](#), [MFA Twitter](#) [Embassy US Twitter](#)
- **Central African Republic:** [twitter](#) and [facebook](#)
- **Democratic Republic of Congo:** [facebook](#), [MFA Twitter](#), [President's Twitter Account](#)
- **Djibouti:** [President's Twitter Account](#)
- **Eritrea:** [MFA Twitter](#), [UN NY Mission Twitter](#)
- **Ethiopia:** [facebook](#) [UN GE Mission Twitter](#),
- **Kenya:** [twitter](#) and [facebook](#)
- **Liberia:** [Facebook](#) [UN NY Mission Twitter](#)
- **Nigeria:** [twitter](#)
- **South Sudan:** [MFA Twitter](#), [Facebook](#)
- **Sudan:** [Prime Minister's Twitter Account](#)
- **Tanzania:** [twitter](#), [Facebook](#)
- **Uganda:** [twitter](#) and [facebook](#)
- **Zimbabwe:** [twitter](#)

Asia-Pacific:

- **Bangladesh:** [facebook](#)
- **Brunei Darussalam:** [Prime Minister's unofficial twitter account](#)
- **Jordan:** [facebook](#), [UN NY Mission Twitter](#),
- **Nepal:** [twitter](#) and [facebook](#)
- **Oman:** [UN NY Mission Twitter](#), [MFA Twitter](#)
- **Timor-Leste:** [President's twitter account](#)
- **Vietnam:** [MFA Twitter](#)

Latin American & the Caribbean:

- **Argentina:** [facebook](#) and [twitter](#)
- **Bahamas:** [facebook](#) and [twitter](#)
- **Barbados:** [facebook](#) and [twitter](#)
- **Dominica:** [Facebook](#)
- **Jamaica:** [facebook](#), [MFA Twitter](#)
- **Saint Lucia:** [facebook](#), [Twitter](#)

[Eastern Europe](#)

- **Serbia:** [President's twitter account](#)

Will CMC be sending letters to Governments? What should I encourage these governments to do?

Yes, during April the CMC Director will be sending letters to all the states that have not joined the convention. We will be urging them to join the CCM before the 2RevCon, to take interim steps such as voting in favor of the UNGA annual resolution on the Convention on Cluster Munitions. Once these letters are sent, we will ask your support on following-up with the relevant capitals.

Sending letters to embassies of priority countries

On [this link](#) you will find a template letter to be sent to embassies in your country that are from the states that have not joined the convention. Download the letter and edit it directly in word.



If you are from a member state party we advise that you request your government to put pressure on countries within the region e.g. If you are from an Asian country, request that your government and other champion embassies engage with Bangladesh, Brunei, Nepal, Timor-Leste and Vietnam.

Questions or further information?

Please keep us informed of any responses received, updates and actions! if you have any questions please email CMC Advocacy & Campaigns Manager diana@icbl.cmc

If you have questions on how to successfully use social media for campaigning please find more information [here](#).

Please act today! Thank you for your work to ensure that we achieve the 130 States Parties goal by the 2RevCon.

In solidarity,

#StopClusterBombsNow #joinCCM

CMC Team

