

# Advocacy Strategy

## Explosive Ordnance Risk Education Advisory Group (EORE AG)

This advocacy strategy aims to maximise EORE AG members' individual and collective capacity to increase awareness of EORE with stakeholders, decision-makers and donors. For each target audience it provides an outline of:



objectives



messages



opportunities

It is not meant to be exhaustive and should be adapted and complemented by individual organisations. It is hoped that, by seizing all relevant opportunities to promote EORE, increased resources will be committed towards risk education and that innovations, lessons learned, and good/promising practices will be more systematically shared, adopted and used in the sector and beyond.

### National Authorities (NAs)



Support NAs in a) raising the profile of EORE, b) finding ways to overcome challenges and c) sharing of good and promising practices

- Encourage & support the evolution of practices in line with the ever-evolving operational contexts and the adoption of behaviour change approaches
- Promote the revised EORE IMAS 12.10 while giving the time to national authorities to 'catch up', and accompanying them to adopt EORE NMAS based on IMAS



meetings related to convention frameworks  
National Directors Meetings  
in-country stakeholder workshop(s)  
plenary sessions, exhibitions, side events and statements  
bilateral in-country discussions

The EORE AG is available to support national authorities - requests can be channelled through the AG Secretariat (GICHD).

Sharing of good and promising practices is needed in the sector, especially with regards to emerging challenges.

IMAS 12.10 and its guidebooks are the main guide for the development of risk education NMAS (the means through which IMAS make a difference on the ground).

EORE should be complemented by other risk reduction measures to the extent possible, including those by other sectors (protection, development, education, etc.).

**Coordination at national level is key for effective EORE.**

Collection and analysis of casualty data, ideally through a standardised injury surveillance system, is paramount for the delivery of efficient and targeted EORE.

## Donors



Strengthen knowledge of and interest in EORE

- Build a coalition of likeminded donors to support EORE
- Have EORE more systematically and meaningfully integrated in calls for proposals/tenders
- Expand the EORE donor base (including new countries, desks and sectors) and widen advocacy partnerships to amplify key messages
- Increase overall funding for EORE, as well as targeted funding to address specific areas facing resource gaps (can be thematic or geographic)



one on one meetings  
plenary sessions, exhibitions, side events and statements  
Mine Action Support Group (MASG)  
meetings related to convention frameworks  
briefings with in-country donor representations  
networks/meetings of private sector donors & foundations  
social media platforms

The high # of EO injuries and deaths means that there is a humanitarian imperative to step up protection efforts through risk education.

There is a need to intensify collective efforts to reverse casualty trends, address challenges and support affected States Parties in the timely implementation of their Treaty obligations and Actions under Chapter VI of the Oslo Action Plan.

More targeted resources are needed for:

- ① the coordination of risk education activities, both at a country level and especially for cross-border humanitarian crises;
- ② the collection, analysis and sharing of reliable data on EO casualties and EORE activities.

## UN Agencies, NGOs/operators and civil society engaged in EORE



Strengthen knowledge and application of key EORE principles

- Encourage EORE for groups that are at high-risk globally but often under-reached (e.g. boys and men)
- Reinforce coordination structures at national and, in the context of cross-border crises, regional levels
- Increase sharing of good practices, innovations and lessons learned in the provision of EORE

Coordination at country level, and regionally in the context of cross-border crises, is important for coherent messaging and ensuring coverage without duplication

EORE should lead to behaviour change

Messages and approaches must be tailored for context and demographic groups (e.g. gender, age, disability, ethnicity) at risk.

Good practices, innovations and lessons learned should be shared

EORE is a multi-sector activity that needs to be integrated both within mine action and into other sectors

More resources need committed to collection and analysis of disaggregated EORE data, and to feeding accurate data from other sectors into EORE programming



iMREWG  
meetings of the IACG and MAAoR  
Landmine and Cluster Munition Monitor & Mine Action Review  
Landmine Free 2025 Campaign  
strategic documents

# EORE AG Advocacy Strategy

## Convention Machineries



Integrate EORE into the Conventions' overall machinery to ensure follow up of Action Plans commitments

- Specific attention is provided to EORE by the Conventions' respective machineries (Presidencies, States Parties on Committees and ISUs)



meetings related to convention frameworks  
National Directors Meetings  
in-country stakeholder workshop(s)  
plenary sessions, exhibitions, side events and statements  
bilateral in-country discussions

Advocate for a specific section on EORE in the CCM Action Plan.

Advocate to have a dedicated agenda item on EORE during formal and informal meetings of both Conventions to allow in-depth discussions.

Advocate to have an EORE thematic coordinator, committee or focal point/rapporteur in the Conventions' machineries mandated to follow up RE implementation by SP (including monitoring of indicators in the OAP).

## APMBC/CCM States Parties (SP)



Recall that EORE is an obligation under the APMBC, CCM and CCW Protocol V conventions

- Strengthen ownership by SP of EORE actions in the APMBC Oslo Action Plan
- Improve Art. 7 reporting on EORE
- Strengthen the EORE component in the upcoming CCM Action Plan
- Maintain the momentum gained through the Oslo Review Process



meetings related to convention frameworks  
engagement of national mine action authorities/centres in States Parties through Individualised Approaches & Country Coalitions  
plenary sessions, exhibitions, side events and statements

National EORE responses of APMBC SPs should be linked to relevant action points of the Oslo Action Plan.

Encourage and support detailed EORE Art. 7 reporting as per Conventions' obligations.

National strategies and plans should make clear provisions on EORE (when relevant).

Ensure that Art. 5 extension requests include detailed multi-year plans for context-specific EORE.

## Other sectors and global campaigns



Strengthen understanding, knowledge of and investment in EORE beyond mine action actors by engaging with the broader protection, development and education sectors and in the EWIPA discussions

- Create concrete synergies between sectors to better address EORE needs, gaps and challenges
- Ensure that protection of civilians from EO and EORE are included in relevant strategic plans and frameworks with the ability to influence resource allocation and prioritisation
- Increase sharing of good and promising practices in the provision of broader EORE approaches



Protection, development & education forums / conferences  
 International Social and Behavior Change Communication Summit  
 EWIPA formal and informal meetings  
 Meetings of the GPC, IACG-MA, MASG, MA AoR and other relevant coordination mechanisms

Coordination with partners with an IDP/ refugee focus should be strengthened.

Displacement data can be used to plan emergency EORE, and data about movement / return intentions of refugees and IDPs can be used to determine which groups should be prioritised for EORE.

EORE and the response to emerging trends must be cross-sectoral to be effective in achieving behaviour change and ultimately to prevent casualties.

EORE is central in all humanitarian action when the presence of EO affects the civilian population. It should be included, when relevant, in national development plans, humanitarian needs overviews, humanitarian response plans, regional response plans, strategic frameworks and workplans.



Universities  
 (I)NGO Research Projects  
 GICHD, ICRC, ICBL-CMC, etc.  
 Journal of Conventional Weapons Destruction / JMU  
 Digital transformation community  
 Social and behaviour change communication community  
 Innovation Labs

## Academia, Research & Think Tanks



Boost and inform the development of EORE through increased investment in and partnership with research, academia, think tanks and other relevant sectors

Research and partnerships with other sectors are needed to support the development of EORE methodologies, approaches and tools to address challenges faced by the sector and help reduce casualty numbers.

## Mass & Social Media



Strengthen understanding of EORE by media, in order to increase and improve quality of media coverage

- Remind media members of their accountability to raise awareness of risks to the public and support emergency EORE efforts

Media play an important role in raising awareness of EORE.

Aim for stories, films and photographs that tell human stories, ideally in bite-size, interactive or tangible ways.



Ministries of Information  
 National journalist unions  
 Media trainings or workshops  
 Relationships developed with specific journalists  
 International Mine Awareness Day