

International
CAMPAIGN TO BAN
LANDMINES

A network of more than **1400** Non-Governmental Organizations in **90** Countries, working for a
GLOBAL BAN ON LANDMINES



The International Campaign to Ban Landmines lessons learned

ICBL HISTORY

1991: identify the need

1992: formal creation of the coalition

1993-1996: CCW process

May 1996-Dec 1997: Ottawa Process

**1998-1999: MBT / ratification -
Monitoring**

1999-.....: Implementation - Monitoring

ICBL Achievements

A Coalition on 1400 Ngos in 80 countries

A Treaty Banning landmines

The Nobel Peace prize

The Landmine Monitor

**146 STATES
PARTIES
7 SIGNATORIES**



**75% of the
WORLD have
endorsed the
norm**

ICBL key elements

Simple message : Ban landmines now !

Light structure: No registration until 1998

No bank account and administration

De facto coalition

One condition: willing to work

ICBL key elements

Simple message : Ban landmines now !

Light structure:

Broad base of members

Health (physician, rehabilitation), demining, human rights, development, humanitarian aid, religious groups, woman organisation, conflict prevention, etc....



Different professional approaches:

Field operators, academics, researchers, negotiators, mediators, activists...

ICBL key elements

Simple message : Ban landmines now !

Light structure

Broad base of members

Credibility - knowledge/expertise

Decision makers are not the experts

- Build the knowledge on the issue.
- Disseminate the knowledge (accessible for all)
- Become a reference

ICBL key elements

Simple message : Ban landmines now !

Light structure

Broad base of members

Credibility - knowledge/expertise

PARTNERSHIP

Natural partners : ICRC, UN agencies, more
NGOs

Governments (civil servant, parliament ...)

New partners:

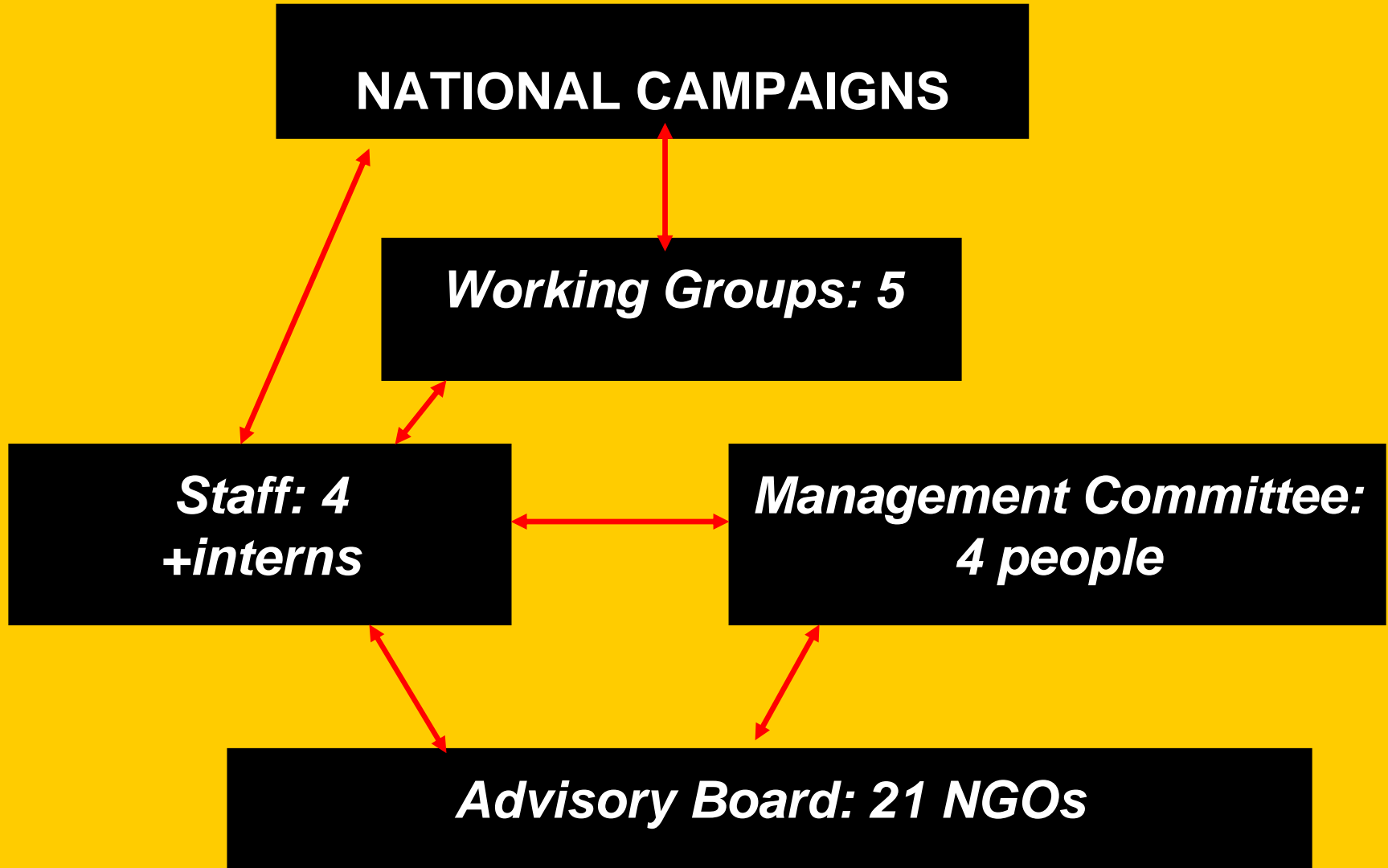
Regional Organisations: OAS, NATO, ...

Interparliamentarian Union

Oecumenical groups,

.....

ICBL STRUCTURE



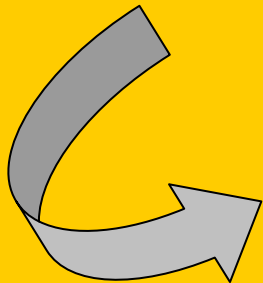
NATIONAL CAMPAIGNS

Decentralised system :

Adequation to local context

To keep the commitment

Regional dynamic



build the local capacity

NATIONAL CAMPAIGNS



Working Groups:

Thematic of Interest... to define specific approach

Regional grouping

Language groups

Target groups

Not Permanent

Roving Charing

NATIONAL CAMPAIGNS

Working Groups:

Role:

Staff:

Executive Director

Advocacy Director

Treaty Implementation Director

Project Assistant

Webmaster

Media Officer

- Coordination
- Support to Campaigns and WG
- Production of resources
- Communication and Media
- Formulation of strategy, and policy
- Organisation of events

NATIONAL CAMPAIGNS

Working Groups:

Staff:

Management Committee:

Liz Bernstein, Previous Coordinator
Simona Beltrami, Campagna
Italiana Contro le Mine
Steve Goose, Human Rights Watch
Paul Hannon, Mines Action Canada

- regular and consistent oversight of staff/campaign activities,
- providing rapid feedback to staff;
- decision-making responsibility;
- fiduciary responsibility;
- personnel oversight;
- as well as substantive issues on strategies, policy and priority setting (strategic planning.)

Last but not least

ADVISORY BOARD

- The Advisory Board is a larger body, representative of various elements of the ICBL.
- The AB also provides vision, strategic direction, input and feedback regarding the oversight tasks of the MC.
- It interprets and reflects ICBL membership issues and thinking to the MC.
- At annual meetings, the AB and MC jointly review strategic planning, with accompanying budget implications, for the upcoming year of activities of the ICBL.

ADVISORY BOARD





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THE MESSAGE

Public targets:

Civil Society

Governments

Civil Servant

Politicians

Media

Adapted Messages:

Mines are bad, ban them

It is your responsibility to do it

We can help you, provide you information

Civil society expect that from you

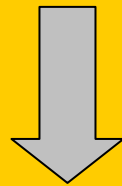
Visual/short/clear/numbers

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THE MESSAGE



COMMUNICATION STRATEGY

ADAPTED TO EACH TARGET PUBLIC

SIMPLE

EVOLUTIVE

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**THANKS FOR YOUR
ATTENTION**