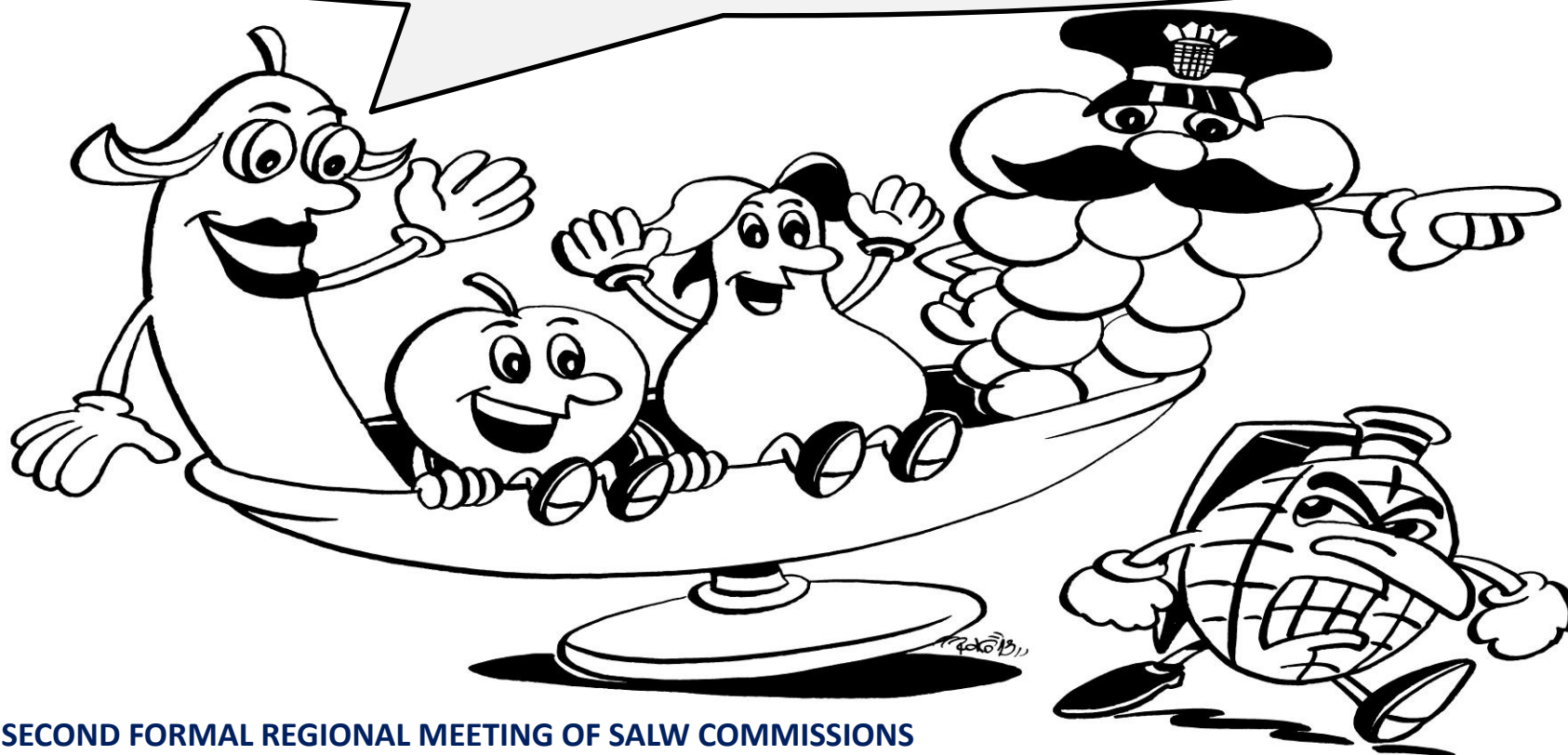




*Empowered lives.
Resilient nations.*

Collection of lessons learned on SALW control in South East Europe



**THE SECOND FORMAL REGIONAL MEETING OF SALW COMMISSIONS
JAHORINA, B&H, 24-25 June 2014**

SALW collection campaigning THEORY...



where everything is black and white...

SALW campaign definition:

“A *programme of activities* undertaken with the overall goal of *minimising*, and where possible *eliminating*, the negative consequences of *inadequate SALW Control* by undertaking an appropriate *combination* of *SALW Risk Education*, *SALW Advocacy* and *Public Information campaigns* which work together in *collaboration* with other *social intervention programmes* to *change behaviours* and *facilitate appropriate alternative solutions* over the *long term*.”

*SALW Awareness Support Pack (2005)-SASP 2, SEESAC



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HOW TO DO IT?

Seven phases of SALW Awareness programme:

1. Feasibility study - multi agency *assessment*
2. *Pre*paratory *assistance*
3. Programme *planning*
4. Programme *implementation*
5. Mid-term *evaluation*
6. Programme *implementation*
7. Programme *evaluation*

*ISACS study / standard 05.40

WHAT ELSE TO CONSIDER?

Social marketing:

- the use of *marketing principles* to *influence human behaviour* in order to improve health or *benefit society*.

*first used by Philip Kotler and Gerald Zaltman in the 1970s

Social marketing

Six phases of social marketing:

1. **Description** of the **problem**
2. Conduct the **market research**
3. Create the **marketing strategy**
4. **Plan** the intervention
5. Plan program **monitoring** and **evaluation**
6. **Implement** interventions and **evaluation**

Social marketing

Four “P”s of marketing:

1. **Product :** desired behavior,
benefits for adopting the behavior
2. **Price:** reduce costs, increase benefits
(monetary, non-monetary)
3. **Place:** where and when,
location and time-frame
4. **Promotion:** persuasive communications
messages, messengers, comm channels

SALW collection campaigning PRACTICE...



where everything is in color...

1. Multy agency assessment

basic presumption: large quantities of weapons in illegal possession of citizens.

SALW survey determines whether SALW collection campaing is **needed** and **feasible**.

2004 SALW survey in Serbia recognized surplus of weapons,

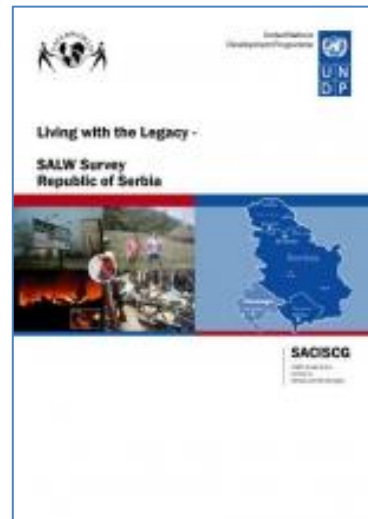
- 50% of public views weapons amnesties as positive
- 2.900.000 SALW estimated in Serbia

2006 SALW survey in Croatia recognized surplus of weapons,

- 370.000 SALW estimated in legal possession
- 600.000 SALW estimated in illegal possession

2010 SALW survey in B&H recognized surplus of weapons,

- 34% of citizens owns a firearms stored in households
- 750.000 SALW estimated in illegal possession



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2. Preparatory assistance

Reference point:

SALW legislation development

- SALW collection programme can be undertaken only if the legal difference between legal and illegal weapons is clearly defined

SALW amnesty

- Legal measure that bars the criminal prosecution for illegal weapons possession for individuals who voluntarily surrender their SALW during the course of weapons collection campaign
- amnesty and legalization
- anonymity

Legislative implementation

- national SALW commission
- national SALW strategy & action plan

EXAMPLES:

SALW legislation:

- Law on weapons in Croatia:
passed in 2007 and amended in 2008 and 2012
- Law on weapons in Kosovo*:
passed in 2009 / 2010
- Law on weapons in Serbia:
passed in 1992, amended 1993, 1994, 1998, 2003, 2005, 2011

SALW amnesty / legalization (time limited vs permanent)

- Croatia “Farewell to Arms” campaign time limited amnesty
- Croatia “Less weapons, less tragedies” campaign
permanent amnesty

*as per UNSC 1244/ICJ Opinion

3. Programme planning #1

...more of a “Human Security” approach as per ISAC standards:

- Setting **objectives and goals**:

Short-term objectives:

- collecting significant quantity of weapons and ammo;
- reducing number of weapons and ammo accidents;
- reducing instances of celebratory fire;
- raising awareness of the risks associated with the widespread availability of weapons and ammo...

Long-term objectives:

- reducing level of armed violence;
- building social cohesion and conflict resolution capacity;
- boosting social nad economic development.

celebratory fires:



3. Programme planning #2

...more of a “marketing” approach as per social marketing theory:

- **“Make use of the moment”** - capture relevant moments and have a strategy ready.
- Create the right conditions for actions - raise awareness of the issue and try to **make the issue “official”**.
- Define the proper **“core message”**- identify your public and design the message.
- Make good **use** of the **media**.
- Make use of international support and pressure- **share problems and experiences**, join a **global network** and use international pressure.
- Set up a **local network** - use all the **resources** available.

core message/name #1:



Croatian MUP campaign 2001



Croatian MUP/UNDP campaign 2007

core message/name #2:



SFOR/EUFOR B&H campaign
"HARVEST"



B&H campaign 2013



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4. Programme implementation

Overall weapons collection programme (ISAC standards):

- **Awareness-raising campaign** aimed at:
 - Sensitizing the community
 - Clearly communicating campaign messages
- **Risk education** and **risk reduction** on:
 - How to surrender weapons
 - What type of weapons not to be interacted with
- **Promotional materials** (posters, leaflets, brochures...)
- **Physical collection** (mobile and fixed collection points)
 - ❖ *Note methodology used in Croatia and B&H where citizens are reporting possession/whereabouts of illegal weapons and then police patrol is collecting it as oppose to citizens surrendering weapons at the collection point.*

Famous persons as campaign promoters



Oliver & Gibonni



Dino Rađa



**Croatian President
Mr. Ivo Josipovic**



**B&H UNDP RR
Mr. Yuri Afanasiev**

Campaign activities



Activities on main squares



Comic book workshops



SALW education in school



Activities in Roma community settlements

Campaign activities



**Children discarding plastic
toy guns - Serbia**



**Football match promoting
campaign - Croatia**



**UN resolution 46/36 –
Croatia**



**Campaign info stands –
B&H**

Promo materials

manje  ružja
manje tragedija

Riješite se oružja bez sankcija i učinite svoj život sigurnijim.

Croatia

Vatreno oružje prisutno je u svakom
četvrtom domu u BiH.
Ko je sljedeća žrtva?

VATRE **NO**
ORUŽJE

B&H



Macedonia



**IZBACITE
ULJEZA**

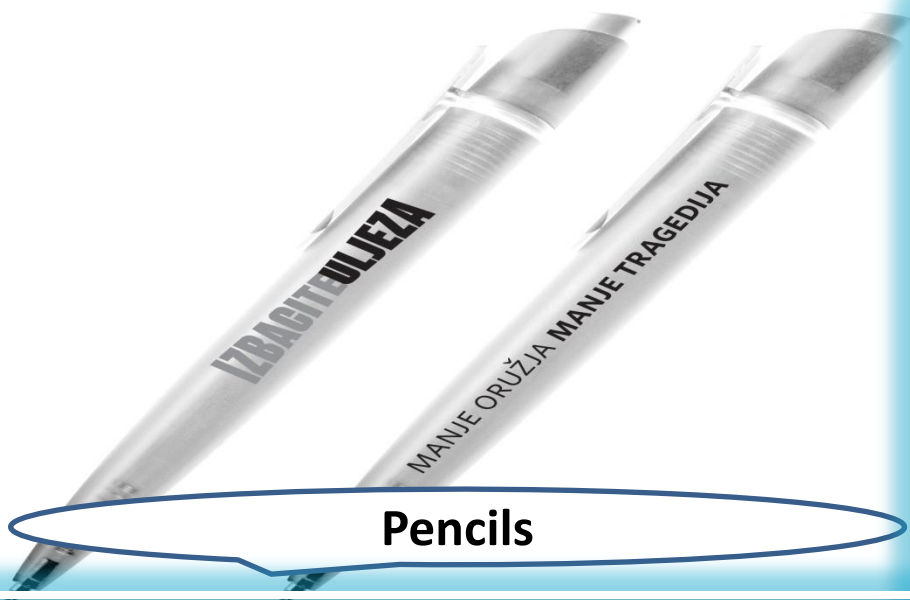


Croatia

besplatni info telefon 0800 8892



Promo materials



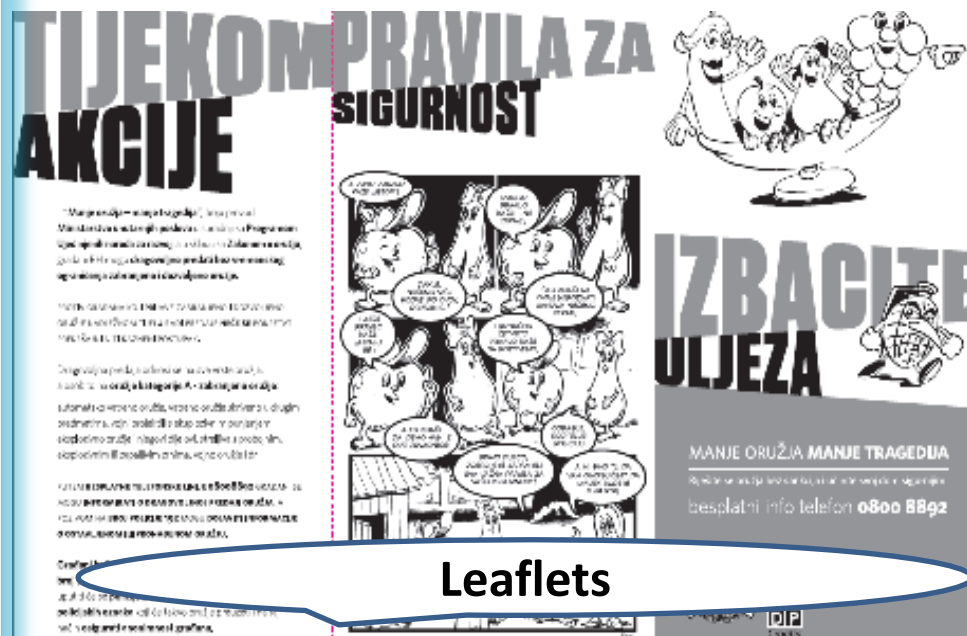
Pencils



T-shirts



Canvas bags



Leaflets

Media approach



TV comercial – Croatia



Local radio – Croatia



MUP ZDK provodi kampanju "Biraj život bez oružja"



MUP ZDK je u Tešnju promovirao kampanju „Biraj život bez oružja“, koja se provodi od strane policijskih agencija na prostoru cijele Bosne i Hercegovine.

Partneri kampanje su UNDP, UNICEF, OSCE mislija u BiH, Vlada Velike Britanije i Međunarodni komitet Crvenog križa/krsta. Na Trgu Alije Izetbegovića i u gradskom parku kod Doma kulture postavljena su dva štanda, na kojim je vršeno

Iste svjesti o opasnostima posredstva u najbližoj policijskoj stanici. Od 01. septembra 2013. godine svi građani mogu slobodno i bez sankcija predati oružje i minsko-eksplozivna sredstva u najbližoj policijskoj stanici.

Written media – B&H



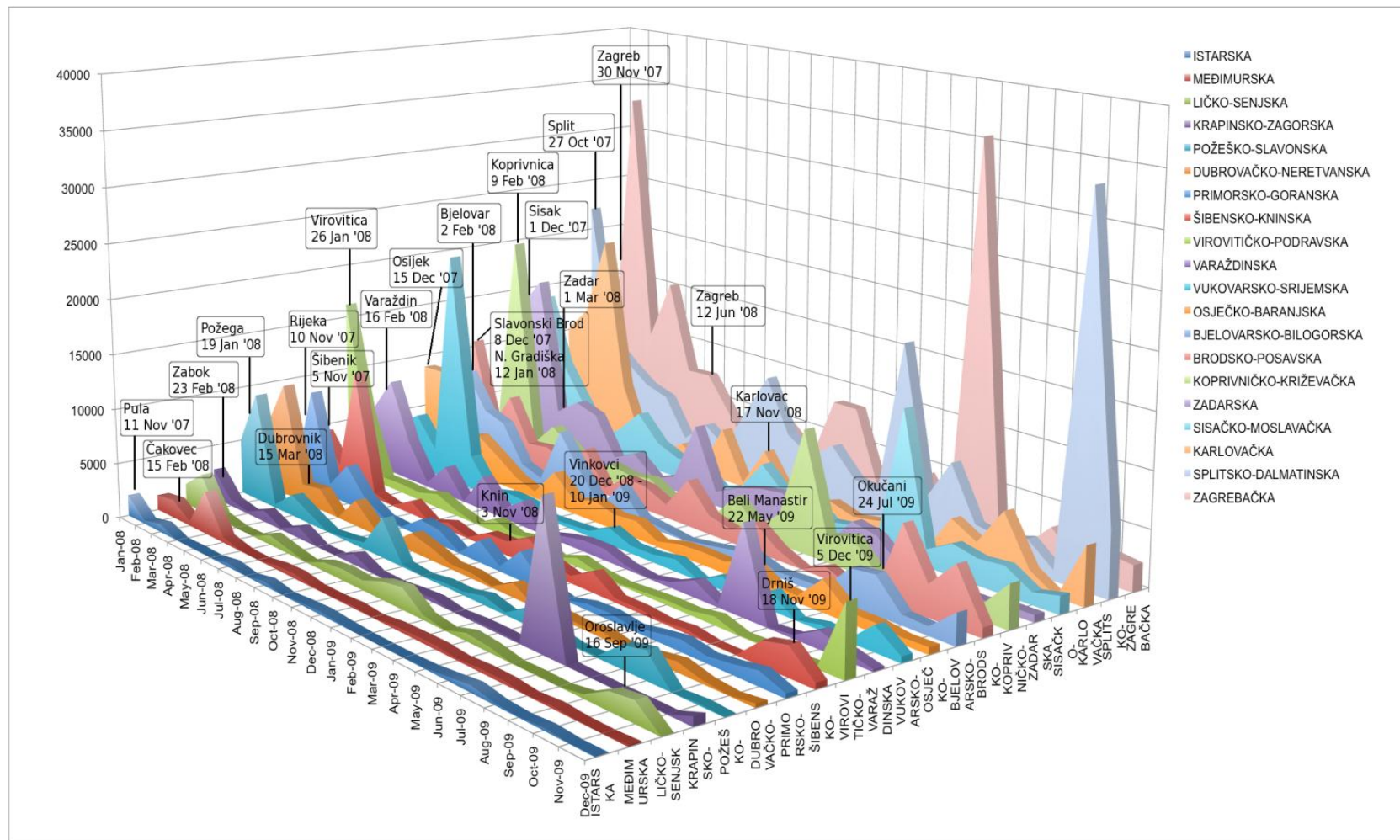
Social media – B&H

5. Mid-term evaluation

Monitoring, evaluation and reporting (ISAC standards 04.40):

- Explain why the programme was conducted
- Provide an overall description of the programme
- Account for funds received and expended
- Verify the quantities of weapons and ammo that were:
 - Collected
 - Destroyed
 - Disposed of by means other than destruction
- Assess the degree to which the original goals and objectives of the programme were achieved
- Document and analyse any unexpected impacts of the collection programme
- Identify lessons learned for the future

Collected weapons peaks coincide with the time of implemented campaign activities



6. Programme implementation

Overall weapons collection programme (ISAC standards):

➤ Recordkeeping

- Database
- Tracing
- Photographs

➤ Storage and transportation

- Stored for the minimum time necessary to arrange for their disposal.

➤ Disposal

- Destruction
- Reintegration into State stockpiles
- Incorporation into State firearms reference collections
- Acquisition by museums

**SALW collecting, recording,
transporting & storing**



Collection point - Albania



SALW transport - Croatia



Recorded SALW – Kosovo*



**SALW storage renovation -
Montenegro**

SALW incentives and accountability

**VRATI ORUŽJE
OSVOJI DRUŽE**

Individual incentive - B&H



Collective incentive- Croatia



Reusing scrap metal -
Croatia



Reusing scrap metal -
Croatia

SALW destructions



**SALW destruction -
Albania**



**SALW destruction -
Montenegro**



**SALW destruction –
Serbia**



**SALW destruction –
Croatia**

SALW destructions



**SALW destruction –
Kosovo***



**SALW destruction –
B&H**



**SALW destruction –
Moldova**



**SALW destruction –
Macedonia**

7. Evaluation

Social marketing theory evaluation plan:

➤ **Process evaluation**

- **Inputs** (resources used for the campaign)
- **Activities** (campaign related activities)
- **Outputs** (campaign visibility – exposure)

➤ **Impact evaluation**

- **Short-term outcomes** (changes in behaviours, knowledge, beliefs)
- **Long-term impacts** (improvement in social condition)

Quantitative results / evaluation

➤ Montenegro

- 2006 total of stockpile ammo – 12.136,82 t
- 2006 surplus of stockpile ammo - 10.767,82 t
- 2012 total of stockpile ammo – 5.221,21 t
- 2012 surplus of stockpile ammo - 3.852,21 t

➤ Croatia (2007-2014)

- app 4 pcs of SALW collected per day
- 37 pcs of explosive weapons collected per day
- 1663 pcs of ammunition collected per day
- 1,3 kg of explosives collected per day

➤ Bosnia and Herzegovina (within first 7 months of campaigning)

- collected/destroyed 5.000 pcs of weapons
- collected/destroyed 200.000 pcs of ammo

SALW COLLECTION AND

AWARENESS RAISING

Awareness raising campaigns inform citizens about the inherent dangers posed by weapons. During collection campaigns, amnesty is declared, at which time citizens can turn in weapons in their possession, held legally or illegally, without suffering the legal repercussions.

THIS RESULTS IN:

- 1 DECREASED NUMBER OF ILLEGAL WEAPONS HELD BY CITIZENS
- 2 DECREASED POTENTIAL FOR ILLEGAL TRAFFICKING OF WEAPONS
- 3 DECREASED NUMBER OF POTENTIAL ACCIDENTS OR CRIMES COMMITTED WITH A WEAPON

SEESAC infographics/evaluation

Koprivnica, Virovitica, Varaždin, Zagreb, Osijek, Karlovačka County, Pazin

IN 2011:

Virovitica, Varaždin, Daruvar, Zadar, Krapina, Gospić, Zagreb, Požeška County, Međimurska County, Vukovarsko-Sremska, Split

TOTAL COLLECTED

589 pieces of illicit automatic weapons
16,368 pieces of illicit fragmentation weapons
1,164 pieces of legal weapons
818,153 pieces of ammunition
620 kg of explosive

SALW DESTRUCTION

By destroying surplus and confiscated weapons, the risk of those weapons being stolen and sold illegally within or outside of the country is diminished. Since storing of weapons is expensive, the destruction of these weapons benefits the state, as it decreases the burden on the budget.

SERBIA
45,285

SALW destroyed
17,000 in 2012
28,285 in 2010

CROATIA
33,091

SALW destroyed
16,329 in 2012
16,762 in 2011



DESTRUCTIONS IN BOTH SERBIA AND CROATIA WERE CO-ORGANIZED WITH THE MINISTRIES OF INTERIOR.

SALW MARKING, TRACING AND RECORD KEEPING

By assisting the creation of a complete database of existing weapons, we support the authorities in their effort to improve their ability to use ballistics and trace weapons more effectively. This directly contributes to better crime control, and diminished accumulation and trafficking of SALW.

SEMINAR ON MARKING AND TRACING

The seminar provided an update on the adherence to international instruments and adoption of national legislation on marking and tracing. Participants came from: Albania, Bosnia and Herzegovina, Croatia, Montenegro, Serbia and the former Yugoslav Republic of Macedonia

FYR MACEDONIA

Enhanced electronic weapons registration and record keeping system enables MoI to keep records, use ballistics and trace firearms more effectively.

MONTENEGRO

Electronic weapons registration system in Montenegro established.

As a result the MoI can:

- Process, issue and store applications for possession and carrying of weapons using an electronic, centralized system.
- Run a real-time check of weapons registrations
- Keep a record of registered weapons



...of the MoI and MoD SALW and ammunition storages directly contributes to the security of the stockpiles stored in them. This in turn diminishes the risk of SALW trafficking and proliferation in the country, the Western Balkans region and beyond.

BOSNIA AND HERZEGOVINA

4 SECURITY DOORS INSTALLED IN THE BUILDINGS AT 4 LOCATIONS

STORAGE LOCATIONS ARE:

RABIĆ, NEAR DERVENTA 2
TEUFIK BUZA, NEAR VISOKO 6
KULA, NEAR MRKONJIC GRAD 14
KRUPA, NEAR PAZARIC 19

This activity was conducted from 2010 through 2012 and was successfully completed on 12 December 2012.

SALW STOCKPILE MANAGEMENT

Stockpile management trainings help build the capacity of personnel who are directly in charge of small arms, light weapons and ammunition stockpiles by:

3 TRAINING SESSIONS HELD

5 DAYS EACH

ATTENDED BY THE REPRESENTATIVES OF THE MINISTRIES OF DEFENSE AND MINISTRIES OF INTERIOR FROM BOSNIA AND HERZEGOVINA, CROATIA, FYR MACEDONIA, MONTENEGRO, SERBIA



OFFICIALS ATTENDED THE TRAININGS

TRAININGS WERE ON:



1 PLANNING AND MANAGING OF STOCKPILE LOCATIONS



2 INVENTORY MANAGEMENT AND ACCOUNTING CONTROL PROCEDURES



3 STOCKPILE FACILITIES AND TRANSPORTATION OF SALW AND ASSOCIATED AMMUNITION.

Trainings took place in 2011.

CROATIA

CENTRAL POLICE WEAPONS AND AMMUNITION STORAGE MURAT

The upgrade of Murat took place in 2011.

UPGRADES INCLUDED:

- 1 Establishment of a center for technical supervision
- 2 Installation and integration of 30 surveillance cameras
- 3 Introduction of an access control system - controlling the sliding door at the entrance to the complex
- 4 Installation of special alarms.

SURVEILLANCE CENTER

SURVEILLANCE CAMERAS

AUTOMATIC DOORS - AS OPPOSED TO PREVIOUS RAMP

ALARM SYSTEMS

MONTENEGRO

UPGRADE OF AN AMMUNITION STORAGE SITE OF THE MINISTRY OF DEFENCE TARAŠ

THE UPGRADES CONSISTED OF:

- 1 Video surveillance system installed
- 2 Power substation diesel generator and the backup generator installed
- 3 Securing fence around the storage facility installed

This activity was conducted from 2010 through 2011 and was successfully completed on 20 May 2011.

Overall implementation/evaluation plan

Social marketing theory implementation/evaluation plan:

WHAT?

WHO?

WHEN?

HOW MUCH?

THANK YOU!

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Resilient nations.*