

Western Balkans SALW Control Roadmap MPTF

United Nations Multi-Partner Trust Fund for the implementation of the Roadmap for a sustainable solution to the illegal possession, misuse and trafficking of Small Arms and Light Weapons and their ammunition in the Western Balkans



PROJECT DOCUMENT

Project title: Prevention and Illicit Arms Reduction in Bosnia and Herzegovina (PILLAR)	
Targeted jurisdiction(s): <i>Bosnia and Herzegovina</i>	
Participating organizations: <i>UNDP</i>	
Contact details for each organization: <i>Edin Serezlić, Justice and Security Sector Leader, UNDP BiH, edin.serezlic@undp.org</i>	
Implementing partners: <i>UNDP BiH, BiH SALW Coordination Board, law enforcement agencies in BiH from all levels (national, entity, local) and Women Police Officers Networks in BiH</i>	
Project number from MPTF-O Gateway (if existing project): 00125390	
Relevant SDG targets: <i>SDG 16: "Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels"</i>	
Project duration (in months): 30 months Anticipated start date: 1 January 2021 Anticipated end date: 30 June 2023 Revised Project duration: Forty (40) months Start date: 5 January 2021 End date: 30 April 2024	Total amount: US\$ 769,406 Sources of funding: 1. UN MPTF: US\$ 769,406 2. Other sources of funding N/A <ul style="list-style-type: none">Government: US\$ ____UN Organization: US\$ ____
Brief project overview The overall objective of the project is to further increase safety and security within and beyond the Western Balkans through targeted actions aimed at improving BiH capacities to raise awareness amongst the population regarding responsible possession of SALW and understanding dangers of illegal possession of firearms and to educate how to recognize individual and collective threats to security.	
Project Gender Marker Score (1, 2, 3 or N/A): 2	

Names and signatures of the Participating UN Organizations

Steliana Nedera		Signature: [Signature]
Resident Representative, UNDP BiH	DER a.i	Date: 16/6/23

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DESCRIPTION OF THE PROJECT

Prevention and Illicit Arms Reduction in Bosnia and Herzegovina (Project PILLAR) seeks to implement a comprehensive response to raise awareness amongst the population regarding the dangers of illegal possession of firearms and to educate how to recognize individual and collective threats to security. Furthermore, the project aims to contribute to behavioral change and comprehensive understanding of the threats posed by SALW within families, community and society in general. These shall be achieved through the following project results/outputs:

- Capacitated law enforcement agencies in BiH to achieve better understanding within the general population of the SALW threats by building capacities within the formal associations of women police officers in BiH as “agents of change”,
- Raised awareness through structured countrywide campaigns, outreach activities and advocacy addressing the devastating impact and threats posed by illicit SALW to general public, especially vulnerable groups (women, children, young men),

Completed and ongoing projects in the field have been focusing on building policy, institutional and operational frameworks and capacities resulting in improved preparedness and efficiency of the law enforcement community in BiH to monitor, track, seize and investigate illicit SALW trade. However, it becomes apparent that without enhanced cooperation with the communities with an emphasis on the awareness of responsible ownership, risks that SALW poses and mobilization of the relevant stakeholders within the communities, successful control might be difficult to establish. Therefore, the PILLAR Project and proposed project activities have been designed in such a manner to be fully aligned and contribute to the achievement of goals of the Small Arms and Light Weapons (SALW) Control Strategy in Bosnia and Herzegovina¹ (BiH SALW Strategy) and Regional Roadmap for SALW Control in the Western Balkans (Roadmap)². Implementation of the project and its envisaged activities directly contribute to the achievement of several goals and activities envisaged by the BiH SALW Strategy and the Roadmap action plans. Furthermore, the project shall build on the previous and ongoing interventions within the UNDP’s CIAT and HALT projects.

In terms of its contribution to the implementation of the Roadmap, the project activities shall directly feed into the implementation and achievements of goals 4, 5 and 6 of the Regional Roadmap for SALW Control in the Western Balkans, especially in the following areas:

Goal 4³

- *Develop sustainable partnerships to strengthen advocacy, reinforce outreach and reach messaging multipliers*

¹ http://www.msb.gov.ba/PDF/SALW_ENG%20FINAL_web.pdf

² <http://www.seesac.org/f/docs/News-SALW/Roadmap-for-sustainable-solution.pdf>

³ By 2024, significantly reduce the supply, demand and misuse of firearms through increased awareness, outreach and advocacy

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- *Develop sustainable partnerships to strengthen advocacy, reinforce outreach and reach messaging multipliers*
- *Increase awareness among general population, both women and men, on the danger of misuse, illicit possession and trafficking of FAE,*
- *Increase awareness among young men on the dangers of misuse of SALW/firearms since they account for majority of perpetrators and victims of firearm related incidents,*
- *Increase awareness of dangers of celebratory shooting in particular as major contributors to firearm related death and injury,*
- *Increase awareness and reduce the misuses of firearms in violence against women, domestic violence and other forms of gender-based violence,*
- *Increase confidence in security institutions as providers of adequate and equal safety for all through community-society-regional outreach activities.*

GOAL 5⁴

- *Substantially increase number of seized firearms, ammunition and explosives,*
- *Ensure that legal measures are in place allowing legalization and voluntary surrender of firearms.*

GOAL 6⁵

- *Systematically destroy all surplus stockpile FAE,*
- *Systematically and publicly destroy all seized FAE.*

Given the nature and expected results of project activities, the Project will directly support BiH's efforts to contribute to the largest global plan, Agenda 2030 and subsequent development of a SDGs Framework in BiH. It will directly contribute to the achievement of SDG 16 "Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels" given its overall purpose to reduce the flow of illicit arms in BiH. The project is also fully in line with the UNDP Strategic Plan 2018 - 2021 and its Outcome 3 "Strengthen Resilience to Shocks and Crises" and relevant SP outputs "3.2.1. National capacities strengthened for reintegration, reconciliation, peaceful management of conflict and prevention of violent extremism in response to national policies and priorities and "3.2.2 National and local systems enabled and communities empowered to ensure the restoration of justice institutions, redress mechanisms and community security".

The PILLAR project will to some extent address the BiH's strategic priority related to the EU accession processes, particularly when taking into account the most recent European Commission Opinion on Bosnia and Herzegovina's application for membership of the European Union and accompanying EU Analytical Report on BiH from 2019⁶ highlighting the most crucial gaps and actions that BiH needs to undertake in the field of SALW control and prevention of illicit arms trafficking. In addition and in line with BiH Reform

⁴ By 2025, substantially decrease the estimated number of firearms in illicit possession in the Western Balkans

⁵ Systematically decrease the number of surplus and seized small arms and light weapons and ammunition.

⁶ <https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-bosnia-and-herzegovina-analytical-report.pdf>

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Agenda II – Joint Socio-Economic Reforms⁷, BiH authorities have reaffirmed that accession to the European Union is BiH's common strategic goal, while in response to the European Commission's Opinion on Bosnia and Herzegovina's request for membership of the European Union, BiH has committed to implement reforms which call for a strong rule of law and a secure and stable environment that can bring about the necessary economic progress. Additionally, BiH has adopted the Action Plan for the Implementation of Priorities from the European Commission Analytical Report listing priority activities targeting strategic approach to SALW control and prevention of illicit arms trafficking from the perspective of Fight Against Organized Crime.

Given that accountable, transparent and efficient enforcement of the rule of law is, inter-alia, dependent on BiH capacities to prevent illicit arms trafficking, improve border and freight management and provide reliable data, the PILLAR project will continue to support BiH authorities to effectively halt the proliferation of SALW within and across BiH borders. The project therefore is aligned with the draft United Nations Sustainable Development Cooperation Framework (UNSDCF) for period 2021 – 2025 and its Priority 3 "People centered governance and rule of law" and Outcome 4. "By 2025, people contribute to, and benefit from, more accountable and transparent governance systems that deliver quality public services, and ensure rule of law" as well as draft Country Programme Document 2021 – 2023 and its Output 2.3 "The judiciary and law enforcement agencies have enhanced capacities to ensure rule of law, safety and security."

1. Project Background (situation analysis)

Due to the protracted conflicts that for almost entire decade of the twentieth century marked the dissolution of Yugoslavia there are significant quantities of arms, ammunition and explosives left in illegal possession and circulation. Majority of these illegal firearms, ammunition and explosives are military grade weapons and represent a significant threat to the security and safety of not just one single country, but an entire region.

Due to its complex constitutional and institutional architecture, BiH is one of the most vulnerable countries in the region that is both the source and transit country for illegal arms trafficking. The country of 3.8 million people has 13 constitutions (state, two entities, one autonomous district and 10 cantons), 14 legal systems and more than 140 ministries. Differing political views of the decision makers, lack of institutional accountability and oversight, and conflicting jurisdictions are reducing the effectiveness of public policy, governance authorities, and law enforcement to tackle security risks.

Furthermore, even 25 years after the conflict, BiH society continues to be burdened with political rhetoric promoting ethnic division and collective fear of potential conflict. This, coupled with continuously low economic development and prosperity, presence of historical memories of inter-ethnic grievances, institutional factors that promote ethnic intolerance, manipulation of historical memories by political entrepreneurs to evoke emotions such as fear, resentment, and hate towards the

⁷ [http://www.fbihvlada.gov.ba/file/zbhs-converted\(1\).pdf](http://www.fbihvlada.gov.ba/file/zbhs-converted(1).pdf)

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'other' and an inter-ethnic competition over resources and rights continues to contribute and affect the perception of the general population regarding individual need for stockpiling arms and ammunition as a form of personal protection. Moreover, there is still a lack of confidence in the rule of law and citizens' relationships with public institutions are characterized by a high degree of mistrust, creating challenges for law enforcement and provision of safety and security of citizens.

Western Balkans has often been referred to as one of the main sources for firearms trafficking to the European Union (EU) countries. Findings from several international police operational activities in the last couple of years linked the organized crime groups (OCG) from BiH to the illegal firearms and ammunition trafficking to the EU market. In 2017, BiH adopted the Organized Crime Threat Assessment (OCTA) document 2017-2020⁸, followed by the Strategy for Combating Organized Crime in Bosnia and Herzegovina for the period 2017-2020 (SOCTA)⁹.

According to the data available, SOCTA identified cases of trafficking of firearms, ammunition and explosive devices and their sale on the black market in BiH, "mostly military weapons retained from the previous war, and various military and commercial explosives". The subjects of trafficking in most cases are automatic rifles, pistols and explosives, which are illegally sold in the EU at significantly higher prices making their earnings very high." ¹⁰ UNDP have been actively supporting BiH authorities in SALW reduction during the period 2006 – 2014, through implementation of several projects in this field (Small Arms Control BiH – Phase I and II and Armed Violence Prevention Programme). The last intervention implemented within the scope of Armed Violence Prevention Programme took place during the period 1 September 2013 – 31 December 2014, when the Amnesty law for illegally possessed weapons was in place in the entire BiH that provided an opportunity for citizens to surrender weapons held illegally, without legal repercussions, as well as to legally register certain types of the weapons. The law was promoted through Small Arms and Light Weapons Awareness, Registration, and Collection Campaign across the country. As a result of these activities, 11,363 pieces of SALW and corresponding parts were collected and disposed. The project was implemented through close coordination with two entity governments (FBiH and RS), the Government of Brčko District BiH (BD BiH) and 12 Ministries of Interior in the country (10 cantonal ministries of interior in FBiH, Ministry of Interior RS and Police of BD BiH).

After the completion of the campaign, UNDP, in cooperation with SEESAC, continued assisting BiH authorities in SALW reduction in the period 2016 - 2017. During these years, additional 11,562 pieces and corresponding parts of SALW were disposed. In 2018 and 2019, additional 6,026 pieces and corresponding parts of SALW were disposed as support to SALW CB and LEA's in BiH in the same modality of joint support from UNDP and SEESAC.

Technical and operational needs of the law enforcement agencies in BiH to better combat illicit arms trafficking are being addressed through the ongoing CIAT project while the control of incoming and

⁸ OCTA BiH http://www.msb.gov.ba/PDF/OCTA_BiH_2016_Final_adopted_08032017_Engl.pdf

⁹ SOCTA BiH <http://www.msb.gov.ba/PDF/strategy11122017.pdf>

¹⁰ Ibid.

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outgoing goods and shipments shall be addressed through a comprehensive support to Indirect Taxation Authority within the HALT project.

Taking into account the above background, the project and its activities will aim to further support the BiH authorities in SALW control and the prevention of illegal SALW possession given that BiH has not yet adopted an action plan for the implementation of the roadmap for a sustainable solution to arms control in the Western Balkans. To further justify the project' tailored approach, it is important to note that a total of 1 221 pieces of weapons, 302 pieces of mine-explosive materials, 39 188 pieces of ammunition, 125 weapons parts, and 50 500 kg of explosives were seized in 2018 whereas a total of 2,500 pieces of illegal SALW (1,100 of rifles and guns and 1,300 pieces of weapons and equipment) were disposed of¹¹. Only in 2019, 3,530 pieces of illicit SALW were destroyed (1,175 pieces of long barrels, 1,002 short barrels and 1,353 pieces of SALW parts and corresponding equipment).

Finally, this project shall further enhance overall endeavours of BiH to take holistic approach to the issue by fostering inclusive cooperation with the general public, government and non government sectors and by promoting responsible possession of SALW and understanding the risks of SALW possession.

In this context, the SALW Coordination Board of BiH (SALW CB) has approached the UNDP requesting assistance in conducting SALW awareness raising project in support of the activities pertinent to reducing and eliminating devastating impact and threats posed by illicit SALW to general public, especially vulnerable groups.

This request comes as furtherance of the ongoing project activities within the CIAT and HALT projects as well as the form of supporting implementation of the relevant strategic documents. Additionally, the request reflects on the success of the awareness raising activities from 2013 and 2014. The request was formalized at a regular session of the SALW CB as a collective request from all agencies and institutions participating in the SALW CB including all law enforcement agencies which recognized the need for such a project especially in the light of the recent SALW related incidents involving gender-based and domestic violence and resulting in casualties mostly among women.

While the envisaged project activities shall directly feed into Goals 4, 5 and 6 of the Regional Roadmap for SALW Control in the Western Balkans they will also compliment enforcement of the activities defined through the SALW Strategy in BiH (2016-2020) as well as the new SALW strategy for the upcoming period currently being developed by the relevant authorities in BiH and with support of the SEESAC. Therefore, the proposed timeline for the project and pertinent activities directly correspond to the timeline of the new SALW Strategy in BiH providing continued support to BiH authorities institutionalizing good practices through engagement of "in-house" stakeholders.

¹¹ <https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-bosnia-and-herzegovina-analytical-report.pdf>

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2. National Ownership

UNDP maintains continued cooperation and communication with the SALW CB providing support and assistance in the implementation and enforcement of the relevant legislation as well as the strategic documents developed and adopted in BiH. The SALW CB encompasses representatives of all relevant institutions in BiH from the national, entity and local levels, total of 19 ministries and agencies. As previously mentioned, the request for such a project came directly from the Board requesting assistance in awareness raising project in support of the activities pertinent to reducing and eliminating devastating impact and threats posed by illicit SALW to general public, especially vulnerable groups.

The Chair of the Board, also Assistant Minister of Security, was continuously consulted throughout the process of developing the project proposal. Furthermore, considering the uniqueness of the project and the need for gender balanced approach, UNDP maintains contact and consults with representatives of two formal Networks gathering women police officers in BiH who gave full support to the proposed project activities and defined approach.

The main partner in the implementation of the project shall therefore be SALW CB as an overall coordination body for all project activities. The SALW CB is encompassing representatives of the following institutions:

- Ministry of Security of BiH
- Ministry of Foreign Affairs of BiH
- Ministry of Defence of BiH
- Ministry of Foreign Trade and Economic Relations of BiH
- Indirect Taxation Agency
- State Investigation and Protection Agency – SIPA
- Border Police
- Directorate for Coordination of Police Bodies of BiH
- Republika Srpska Ministry of Interior
- Federation Ministry of Interior
- Cantonal Ministries of Interior
- Brcko District Police

Also, two Networks gathering women police officers in BiH¹² shall take active part by participating in the training and development as well as by developing and implementing minor projects that they will develop with UNDP support. Furthermore, selected members of the Networks shall take active part in outreach events with various community groups.

¹² <https://udruzenjemps.ba/en>

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Finally, all cantonal, entity and national level law enforcement agencies shall be beneficiaries of the project activities as well as active participants by delegating their community policing focal points to actively participate in promotional, awareness raising and outreach events.

3. Project Objective

The overall objective of the project is:

Further increased safety and security within and beyond the Western Balkans through targeted actions aimed at improving BiH capacities to raise awareness amongst the population regarding responsible possession of SALW and understanding dangers of illegal possession of firearms and to educate how to recognize individual and collective threats to security. Furthermore, the objective of the project is to contribute to behavioural change in understanding of the threats posed by SALW within families, community and society in general.

The need for this tailor-made intervention has derived from the relevant provisions of the SALW Strategy in BiH (2016-2020) aiming at strengthening the capacities to combat illicit trafficking in small arms and light weapons through organization of training sessions, courses and workshops aimed at sharing information about the specific features of researching and processing this segment of organized crime. Furthermore, the Strategy envisaged awareness raising on the risks of SALW through continued work on raising awareness on the dangers and risks of SALW through various forms of communication with the target groups, implementation of the awareness raising campaigns and through community policing work, ensuring continued activities aimed at raising citizens awareness on the risks of SALW.

4. Expected Results

Result / Output 1.1: Capacitated law enforcement agencies in BiH to achieve better understanding within the general population of the SALW threats by building capacities within the formal associations of women police officers in BiH as “agents of change”.

Activity 1.1.1: Needs Assessment and conceptualization of specialized trainings

Activity 1.1.2: Training of up to 50 members of the Networks focusing on strategic planning and project development.

Result / Output 1.2: Raised awareness through structured countrywide campaigns, outreach activities and advocacy addressing the devastating impact and threats posed by illicit SALW to general public, especially vulnerable groups (women, children, young men)

Activity 1.2.1: Implementation of awareness raising campaign including outreach and advocacy events.

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5. Activities

Result / Output 1.1: Capacitated law enforcement agencies in BiH to achieve better understanding within the general population of the SALW threats by building capacities within the formal associations of women police officers in BiH as “agents of change”.

1.1.1 Needs Assessment and conceptualization of specialized trainings

- 1.1.1.1. Conduct needs assessment and analysis focusing on gender balanced approach to SALW control and awareness. Formulate recommendations in terms of law enforcement response to awareness raising of the SALW related crimes, especially domestic and gender-based violence. Conceptualize specialized training for up to 50 members of the Networks focusing on strategic planning and project development.

Timeframe: January 2021 – June 2023, the initial project activity shall entail producing a needs assessment report within the first four months of the engagement (January – April 2021), to be conducted in cooperation and with guidelines from the UNDP Project Team, LEAs and Networks. The assessment shall entail desk research focusing on legal, institutional and regulatory frameworks identifying gaps, available resources within the institutions to engage in awareness raising activities, protection of vulnerable categories of the population, existing up-to-date statistics on illicit SALW related incidents, including illegal disposal of the illicit SALW in the environment. Furthermore, the assessment shall include factfinding interviews with relevant institutions and community groups (schools, NGOs, social protection services) to collect information for training and outreach events within the projects. Finally, the consultancy shall entail producing of the final report with recommendations. This activity shall provide guidelines and frameworks for all follow-up project activities, identify target groups, areas for potential improvement as well as complementarity with other SALW related projects. Following the initial engagement, the selected consultant shall conceptualize the key messages for the awareness raising campaign focusing on the responsible ownership of SALW and devastating impact of SALW. Additionally, following the initial engagement, the consultant shall continue to assist the Project Team in organizing and delivering outreach events within the awareness raising campaigns throughout the project duration as per proposed number of consultancy days determined in the project budget.

1.1.2 Training of up to 50 members of the Networks focusing on strategic planning and project development.

- 1.1.2.1 Identify up to 50 members of the Networks and rollout training focusing on strategic planning and project development. Once trained, members of the Networks shall develop minor project proposals.

Timeframe: the training shall be conducted from September – December 2021. UNDP shall provide appropriate expert to deliver such a training with the focus on SALW strategies. Furthermore, the recipients of the training shall be trained to shift their focus to innovative solutions and approaches

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in law enforcement as well as to the advantages of digital solutions in policing. Consequently, the trainees, hence the Networks and their respective LEAs, shall develop internal capacities for project development by gaining hands-on experience and skills to write and develop projects. Also, members of the Networks shall gain general knowledge for strategic planning and development of strategic and action plans ensuring that the results achieved through this project are sustainable and efforts in this field continued.

1.1.2.2 Facilitate trained members of the Networks to develop up to four (4) micro-projects.

Timeframe: January – June 2022. During this period, trained members of the Networks shall be divided into groups to work on developing micro-project proposals. In order to complete this activity, UNDP shall organize three workshops for each of the groups where the participants shall put into practice skills and abilities gained through the training from the project's activity 1.1.2.1

Output 1.2: Raised awareness through structured countrywide campaigns, outreach activities and advocacy addressing the devastating impact and threats posed by illicit SALW to general public, especially vulnerable groups (women, children, young men)

1.2.1 Implementation of awareness raising campaign including outreach and advocacy events

1.2.1.1 UNDP will conduct tendering procedure prior to selection of a marketing agency to complete relevant research, audience profiling, segmentation for selection of appropriate messaging and conceptualization of the overall public campaigns. Once proposed design of the campaigns is accepted by UNDP, the selected agency shall implement campaigns per UNDP's calendar.

Timeframe: As a major activity of the project, the campaign shall represent the main tool for outreach activities with public that should generate, as an outcome, increased awareness of the devastating impact and threats posed by illicit SALW to general public, especially vulnerable groups (women, children, young men). Furthermore, the purpose of the campaign shall be to promote responsible ownership of SALW and raise awareness in the public and targeted groups on devastating impact of SALW. The awareness raising campaign shall be conducted in accordance to relevant ISACS module for awareness raising¹³. The campaign is planned to have three phases that will be conducted following the time schedule: Phase I: June – August 2023, Phase II: October – December 2023 and Phase III: February – March 2024.

Campaign phases shall be delivered in cooperation with relevant national partners (SALW CB and law enforcement agencies) and around other relevant activities and important international days – September 2021 – June 2023. Awareness raising campaign, shall aim to influence change of the perception on illegal possession of SALW and to promote responsible ownership.

Design of the campaign shall also, aside of other fields of intervention, identified through initial needs assessment and the overall concept of the project, attend to following:

¹³ <http://www.smallarmsstandards.org/isacs/0430-en.pdf>

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- *gender balanced approach to SALW;*
- *impact on vulnerable groups (women, children, young men);*
- *awareness of danger and risks posed by SALW;*
- *environmental risks pertinent to illegal disposal (riverbanks, picnic sites, dumpsters, etc.).*

Campaign messages will be carefully tailored in accordance to recognized needs pertaining to the above-mentioned fields of intervention and in cooperation with selected marketing agency. It is also envisaged that each phase of the campaign will strategically attend to one or two targeted groups and will not have a comprehensive approach to the problem. The reason for such course of action is that in an attempt to address general population, comprehensive approaches tend to lose the focus and fail to send the message across, as addressing everyone usually means not addressing anyone particularly. Thus, the messages will remain better structured and focused with bigger chances of reaching targeted audience. The campaign will be advertised through different media channels (TV, radio, roadside billboards, social media tools etc.) in accordance to respective phase of implementation and messages of the campaign will be structured to appropriately appeal to the targeted group within each phase. In its practical implementation, the campaign shall be delivered through structured public events (on the city squares and frequent public places) with participation of law enforcement agencies, relevant government institutions (social services, health) and general public.

The campaign "Choose life not weapons" conducted in 2014 was used as main source for the development of the campaign cost estimate. However, since the future campaign is envisaged to have three phases within three different calendar years and 2014 campaign took place over the period of one year and costed around 100,000 USD, it is estimated that 120,000 USD per year will be appropriate funding to have country wide awareness-raising campaign over the period 2021-2023. An increase of approximate 20% (20,000 USD) in the estimate per year is based on following reasons:

- 1. The targeted groups for the new campaign will be versatile compared to the campaign in 2014 when the targeted group were school children and the messages were tailored to appeal to the parents through the children; while messages in the new campaign will be structured to address issues such are gender based violence and vulnerable groups and, at the same time, to promote responsible ownership of the weapons.*

To amortize possible inflationary oscillations over the period of seven years (the period between two campaigns), increased advertising costs and services over the time and to take into consideration possible exchange rate fluctuations over the time of the activity implementation (2021-2023).

- 1.2.1.2 Conceptualize thematic public events to be organized around important international dates: Disarmament Week, the 16 Days of Activism against Gender-Based Violence (runs annually from November 25 (International Day for the Elimination of Violence against Women) to December 10 (World Human Rights Day); the International Day for Protection of Children, International Gun Destruction day (July 9), etc.

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Timeframe: Noted dates shall be marked within the project in 2021, 2022, 2023 and 2024 based on proposed design and with the content conceptualized within the RFP (1.2.1.1).

6. Sustainability of Results

The coordination role of SALW CB BiH, as a turning point for overall SALW control topics, shall be promoted and strengthened during the project. This is important from two different perspectives:

- SALW CB BiH is the only existing coordinating mechanism in the country with so many jurisdictions within territorial units within the country,
- SALW CB BiH has proven to be reliable partner over the years that for implementation of different SALW related activities within the country assisting to LEA's to develop and achieve sufficient capacities for SALW control.

As it has been seen in the past, a number of completed projects remained at the level of an intervention without full participation and ownership of the national partners. It is of the utmost importance to ensure that local stakeholders take the ownership and responsibility of the project output and continue further in implementation and development of relevant activities. Moreover, the project will promote coordination role of SALW CB BiH when it comes to activity coordination in the field upon completion of the project. Most attention will be given to finding appropriate channels of funding for these activities as funds allocation for SALW activities may be arranged either through LEA's alone or through SALW CB BiH/MoS BiH. In addition, funds should be also contributed to the cause from the state level ministry (MS BiH) for supporting SALW coordinating activities and role of SALW CB BiH after the project end.

In addition, the project will also develop knowledge management products that will be handed over to SALW CB BiH and LEA's to institutionalize practices in capacity development filed for gender related issues pertaining to SALW. Moreover, the project will, along with the SALW CB BiH advocate to include knowledge products of the project in the curriculum of police academies within the country as a supportive knowledge sources pertaining to education of police officers in the field of SALW control.

With proposed structure of combined knowledge products and promoted coordination role of SALW CB BiH, sustainability will be ensured for the local authorities to fully take the ownership of SALW control related processes upon the completion of the project.

7. Risk Identification and Management

Potential risks outlined here have been identified based on lessons learned and over ten years long UNDP's experience implementing projects in this field.

- **Political risk (medium-high):** While the SALW field has not been viewed as politically sensitive in BiH, considering very fragile political environment and fragmented security system without clear subordination between national, entity and local levels, there is always potential for political interference with the implementation. As a mitigation measure, the PMT shall rely on excellent cooperation and partnerships built in other projects. Also, the PMT shall work proactively maintaining continued communication with all project partners and advocating for importance significance of all envisaged activities.

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- **Coordination risk** - since the project has 12 primary partners and beneficiaries and it may foresee that coordination will not always be smooth, having in mind number of activities planned for implementation. The project will continuously maintain coordination with SALW CB BiH during the project implementation activities to reinforce and ease the efforts in the interest of the project.
- **COVID-19 pandemic risks** – the project team will continuously monitor developments regarding COVID-19 crisis to ensure that any imposed preventive measures do not interfere with implementation of the project activities. For this reason, the project team shall ensure that classroom trainings are planned for the post-crisis periods when gatherings and organization of events with multiple participants are allowed. Should the crises with pandemic continue, the project team shall plan for virtual trainings.

8. Cross-cutting Issues

Reduction of illicit SALW contributes to a safer environment in overall context and is crucial for communities to have equal development opportunities, since security is pre-condition for unimpeded socio-economic activities to take place at all. With this approach, the project targets all residents in the country opting to provide a safe environment required for equal development opportunities to both, males and females.

Furthermore, the project will provide an assistance and capacity development to existing women police officer's networks in the country in the field of SALW control as a gender sensitive approach to rising gender-based and domestic violence with fatal outcomes for women. The aim will be to capacitate women police officer's networks in conducting and implementing training activities in the field of harmful impact of SALW to gender related SALW violence resolution.

Finally, the project will apply gender equality principle and, where applicable, ensure equal engagement of men and women in all areas of the project implementation.

9. Communication and Visibility

Different promotional materials and public events will be developed and used for awareness raising activities focusing on illicit possession of SALW as remnants of war, gender-based violence, young men, and celebratory shooting. Visibility items will include:

- Leaflets, posters and promotion materials with awareness raising campaign visual identity;
- Factsheet containing information on devastating impact of illicit SALW possession and use;
- Regular website updates on UNDP and partner's websites about awareness raising.
- Social media will be routinely used to targeted groups to for promotion of awareness raising.

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Additional outreach will be gained through advocacy exercises with SALW experts and relevant CSO's (juvenile/underaged war participants/fighters and SALW survivors/victims) in the field of SALW:

- Public presentations;
- Round-table events and discussions;
- SALW conferences.

These events (round-table events and SALW conferences) shall be implemented through outreach events envisioned within the activities 1.1.2.2 and 1.2.1.2 focusing on the audience to be closely defined through the needs assessment (1.1.1) including high school students, members of the civil society organizations, etc. focusing on responsible ownership and devastating impact of SALW.

These visibility tools will be used to generate public awareness about the responsible ownership of SALW, increased awareness of the devastating impact and threats posed by illicit SALW to general public, especially vulnerable groups (women, children, young men).

10. Knowledge Management

The project intends to produce different knowledge products as a result of implemented activities with the intended beneficiaries. It refers to the publications that will be left with the beneficiaries upon completion of the project. The planned documents to be developed in coordination with the beneficiaries over the 33 months of project implementation are:

- Needs assessment report outlining current situation as well as recommendations and definition of target groups, main messages, institutional, training and equipment needs.
- Training materials focusing on strategic planning and project development, gender balanced approach to SALW, community outreach and assistance to victims of the SALW related crimes
- Various promotional, digital and printed materials.

Aside of these knowledge products that will be shared with beneficiaries, the project intends to develop promotional materials for the awareness raising campaign. Despite the fact that promotional materials are documents with limited lifetime (during the implementation of campaign activities), the beneficiaries and SALW CB BiH will be extensively consulted and involved in development of appropriate visuals and messages that correspond to current context in the country pertaining to illegal SALW as well as its misuse and tragic consequences. This process itself will be a valuable asset in terms of experience gained for both SALW CB BiH and law enforcement agencies and somewhat capacitation exercise how to go about awareness raising campaign, prior to hand over of the activities in this field to national stakeholders upon the project completion. The project plans to capture and sublime all the experience gained during the activity implementation in a comprehensive document "Lessons learnt on development, organization and implementation of awareness raising campaign", that will be shared with all stakeholders, again as some kind of guide for future undertakings in this field that national stakeholders may intend to implement by themselves.

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11. Project Management Structure

UNDP CO Bosnia shall resume full responsibility and accountability for the overall management of the Project, including monitoring and evaluation of interventions, achievement of the objectives and specified results, and the efficient and effective use of resources.

The project shall be managed by the **Joint Programme Coordinator (Coordinator)** who will be a staff member of the UNDP responsible for managing the capacity development of and ties with institutions/partners at the national and local levels, achieving the overall project outputs and day-to-day management of the project. The Coordinator is also the IBM Portfolio Manager providing Sector Leader with advice on all IBM-related initiatives and Projects. The Coordinator as a UNDP staff member represents the Project towards external counterparts. Given provided co-financing for this position from other donor sources, the budget allocation for this position is calculated on the basis of 18 units in total out of 30 units for the entire project implementation period.

The **Project Board (PB)** is responsible for making consensus management decisions for the project when guidance is required by the Coordinator, including recommending approval of project revisions. The PB will be consulted by the Coordinator for decisions when the project exceeds tolerances, normally in terms of time and budget; reviews will also be conducted at designated decision points during rollout. Similarly, UNDP will be accountable to the PB for the use of project resources. UNDP will delegate managerial duties for the day-to-day running of the Project to the Coordinator. The Coordinator's prime responsibility is to ensure that the project produces the results specified in the project document, to the required standard of quality and within the specified constraints of time and cost. He/she will report directly to the Sector Leader. The role of the PB as a part of the Quality Assurance process, will be to monitor the project's progress, lessons learnt, and decide on the way forward.

The PB will hold meetings on an annual basis, or more frequently if deemed necessary. The PB will monitor program progress, decide on strategic decisions to ensure continued coherence between implementation and goals and objectives, decide on annual work plans and budgets, and revise annual plans, yearly budgets, and requests for funds presented by UNDP. Amendments to the budget, including use of contingencies, will be subject to the approval of the Project Board.

The PB shall encompass representatives of the BiH SALW Coordination Board, Republika Srpska and Federation BiH ministries of interior and representatives of the donors' delegations in Bosnia. Furthermore, the PB shall encompass a representative of the UNDP Bosnia senior management.

The **Project Assurance** role carries out objective and independent project oversight and monitoring functions, ensuring that appropriate project management milestones are managed and completed. Project Assurance is the responsibility of the UNDP Justice and Security Sector Leader.

SALW Project Officer will be engaged throughout the project implementation to primarily focus on the operational execution and implementation of the awareness raising campaign in addition to other project activities to be supported within the overall project implementation.

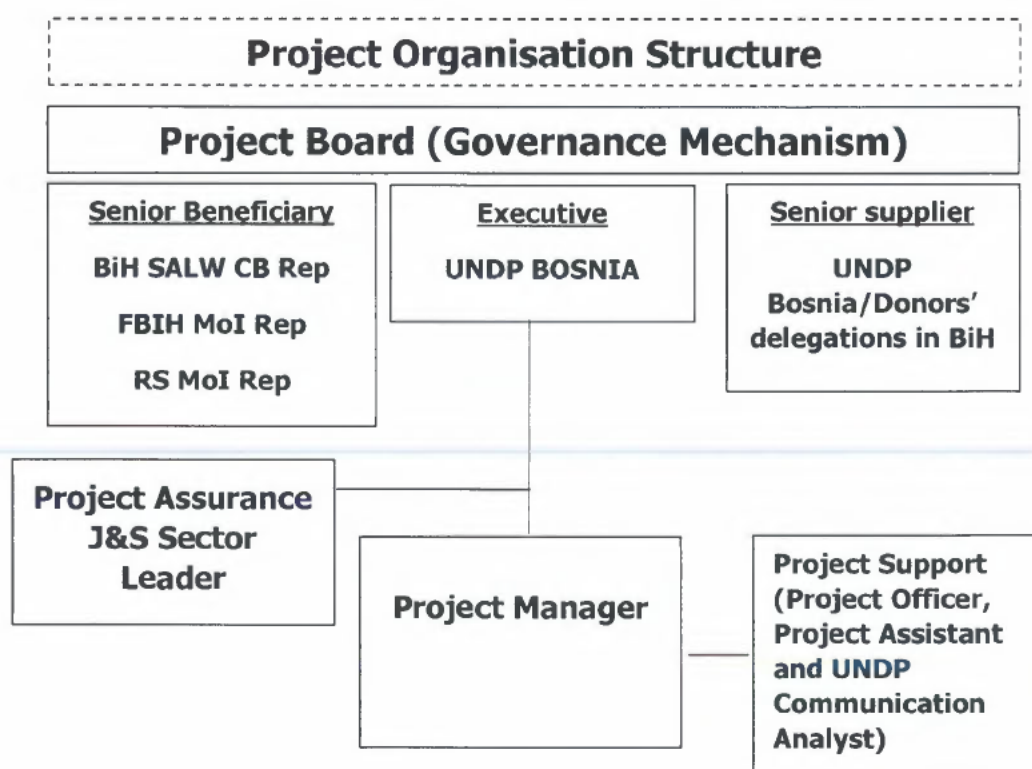
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Overall financial, administrative and logistical support will be ensured via **Project Assistant**, including support to project activities and planning, project financial monitoring and management, while ensuring conformity with the necessary administrative, operational and corporate requirements. Given provided co-financing for this position from other donor sources, the budget allocation for this position is calculated on the basis of 18 units in total out of 30 units for the entire project implementation period.

It is estimated that the **UNDP Communication Analyst** will be engaged on average 10% of the time throughout the duration of the project to ensure that the project visibility is aligned with the Country Office communication strategy incorporating activities from the project into the larger promotional activities around important dates. Furthermore, Communication Analyst will provide professional and technical guidance and expertise for the preparation, implementation and follow-up activities related to the SALW Control campaign.



Annex 1: Project detailed budget

Project Budget													
Prevention and Illicit Arms Reduction in Bosnia and Herzegovina (PILLAR)													
Implementing entity:		UNDP Bosnia and Herzegovina											
Project implementation period:		January 2021 - April 2024											
Initially approved budget January 2021						Budget Relocation/Revision April 2023							
Activities	Sub-activity	Description of expense/budget justification	UNDP Budget accot	Sum of Total Initial Approv	Budget realocati	Total Revised Budget	Budget Jan -Dec 2021	Budget Jan -Dec 2022	Budget Jan - Dec 2023	Budget Jan-Apr 2024	Total Revised budge 2021-2024		
Output 1: Capacitated law enforcement agencies in BiH to achieve better understanding within the general population of the SALW threats by building capacities within the formal associations of women police officers in BiH as "agents of change"	Activity 1.1 Needs assessment and conceptualization of specialized training	1.1.1. Conduct needs assessment and analysis focusing on gender balanced approach to SALW control and awareness. Formulate recommendations in terms of law enforcement response to awareness raising of the SALW related crimes, especially domestic and gender-based violence. Conceptualize specialized training for up to 50 members of the Networks focusing on strategic planning and project development.	71300	32,500	-14,715	17,785	3,710	5,351	6,544	2,181	17,785		
	Total Activity 1.1.1			32,500	-14,715	17,785	3,710	5,351	6,544	2,181	17,785		
	Activity 1.1.2 Training of up to 50 members of the Networks focusing on strategic planning and project development.	1.1.2.1 Identify up to 50 members of the Networks and rollout training focusing on strategic planning and project development. Once trained, members of the Networks shall develop initial project proposals.	This unit cost includes the payment of DSA for one overnight stay for seven participants (selected project and women's association staff) that will participate at the preparatory conceptualization meeting for the training to be conducted during overall workshop for 50	71600	1,680	192	1,872	1,752	120	0	0	1,872	
			Unit rate/cost estimate for overnight and catering for participants of 2 two-day trainings has been calculated based on previous project implementation experience and costs incurred in similar activities. The unit price includes: two overnights with full board for participants and UNDP representatives (27 persons*2 overnights), use of equipment, food and beverages during the	72100	15,000	0	15,000	15,000	0	0	0	15,000	
			International consultant, 5 days Unit rate corresponds to UNDP consultancy rates for International Consultant, Level A - Specialist (MA+ 5-10 years of experience; or BA with additional 2 years of experience) / P 3 to P 5	71300	5,000	237	5,237	5,237	0	0	0	5,237	
		1.1.2.2 Facilitate trained members of the Networks to develop up to four (4) minor projects.	Unit rate/estimated costs for venue and catering for participants of 12 workshops (cca 50 persons per workshop) has been calculated based on previous project implementation experience and costs incurred in similar activities. The unit price includes: use of conference room and accompanying facilities/equipment, food and beverages during the events.	72100	16,800	-171	16,629	16,629	0	0	0	16,629	
			Unit rate/cost estimate for procurement of working material for participants of similar events has been calculated based on previous project implementation experience and costs incurred in similar activities.	72500	1,200	-951	249	249	0	0	0	249	
	Total Activity 1.1.2				39,680	-693	38,987	38,867	120	0	0	38,987	
	Total Output 1.1				72,180	-15,408	56,772	42,577	5,471	6,544	2,181	56,772	

Outcome 1: Further increased safety and security within awareness amongst the population regarding responsible SALW to general public, especially vulnerable	Output 1.2 Raised awareness through structured nationwide campaigns, outreach activities and advocacy addressing the devastating impact and threats posed by illicit SALW to general public, especially vulnerable	Activity 1.2.1 Implementation of awareness raising campaign including outreach and advocacy events	1.2.1.1 UNDP will conduct tendering procedure prior to selection of a marketing agency to complete relevant research, audience profiling, segmentation for selection of appropriate messaging and conceptualization of the overall public campaigns. Once proposed design of the campaigns is accepted by UNDP, the selected agency shall implement campaigns per UNDP's calendar.	Unit rate/estimated cost is based on previous campaign organized in 2014 and it includes hiring of marketing agency to complete relevant research, audience profiling, segmentation for selection of appropriate messaging and conceptualization of the overall public campaigns and project officer to support implementation of activities.	72100 / 71400	444,000	15,580	459,500	19,828	36,858	243,878	158,936	459,500
			1.2.1.2 Conceptualize thematic public events to be organized around important international dates: Disarmament Week, the 16 Days of Activism against Gender-Based Violence (runs annually from November 25 (International Day for the Elimination of Violence against Women) to December 10 (World Human Rights Day), the International Day for Protection of Children, International Gun Destruction day (July 9), etc	Unit rate/estimated cost is based on same public events organized in 2014 and it includes use of conference room and accompanying facilities/equipment, food and beverages during events.	72100/71600	45,000	0	45,000	0	34,434	10,566	0	45,000
				Ticket costs Unit rate/cost estimate for overnight as per UNDP standard Daily Subsistence Assistance rates for project staff during implementation of marketing campaign.	71600	0	7,908	7,908	0	0	5,500	2,408	7,908
			Total Activity 1.2.1				489,000	23,488	512,488	19,828	71,292	259,944	161,344
		Total Output 1.2				489,000	23,488	512,488	19,828	71,292	259,944	161,344	512,408
Total Outcome I				561,180	8,000	569,180	62,405	76,762	266,488	163,525	569,180		
Project Management	1.4.1 Joint Programme Coordinator SB 4/4	Contractual Services	Joint Programme Coordinator SB4/4- UNDP BIH Salary Scale: Y2:100%, Y3: 100%, 18 months in total	71400	72,000	-10,826	61,174	0	28,174	21,000	12,000	61,174	
	1.4.2 Project Assistant	Contractual Services	Project Assistant SB3/1 - UNDP Salary Scale: Y2:100%, Y3: 100%, 18 months in total	71400	38,700	12,195	50,895	0	20,895	22,800	7,200	50,895	
	1.4.3 Communications Analyst	Contractual Services	UNDP Communications Analyst - Y1: 10%, Y2: 10%, Y3: 10%, Estimated unit price has been established as per previous project experience. Procurement of one laptop for Project Officer.	71400	15,000	2,419	17,419	4,182	5,237	6,000	2,000	17,419	
	1.4.4 Office ff	Procurement of laptop for Project Staff	Office rent cost as per official UNDP BIH price list for renting services.	73400	2,275	0	2,275	0	0	2,275	0	2,275	
	1.4.5 Rent and Utilities	UN House official rate	Unit rate has been calculated based on previous project experience and it includes monthly costs for:	73100	18,300	-3,789	15,111	0	0	10,011	5,100	15,111	
	1.4.6 General Operating Costs	General Operating costs		74500	11,016	-8,000	3,016	0	0	1,500	1,516	3,016	
	Total PM:				157,891	-8,000	149,891	4,182	54,306	63,586	27,816	149,891	
	TOTAL costs of activities & PM				719,071	0	719,071	66,587	131,068	330,074	191,341	719,071	
GMS 7%				75105	50,335	0	50,335	4,667	9,220	23,079	13,368	50,335	
TOTAL Budget (GMS included)				769,406	0	769,406	71,255	140,289	353,154	204,709	769,406		

Annex 2: Project budget per UNDG categories

Project Name: Prevention and Illicit Arms Reduction in Bosnia and Herzegovina (PILLAR)

Implementing period: January 2021 - April 2024

Summary	Total Initially Approved Budget	Revised budget 2021-2024	Variation (US\$)	Variation (%)
1. Staff and other personnel costs	125,700	129,489	3,789	3.01
2. Supplies, Commodities, Materials	1,200	249	-951	(79.24)
3. Equipment, Vehicles and Furniture including Depreciation	0	0	0	-
4. Contractual Services	558,300	559,151	851	0.15
5. Travel	1,680	9,780	8,100	482.15
6. Transfers and Grants to Counterparts	0	0	0	-
7. General Operating and Other Direct Cost	32,191	20,402	-11,789	(36.62)
Total Direct Costs	719,071	719,071	0	-
Indirect Support Costs (7%)	50,335	50,335	0	-
Grand Total	769,406	769,406	0	-

Annex 3: Project Results framework

UNDP BIH

PREVENTION AND ILLICIT ARMS REDUCTION IN BOSNIA AND HERZEGOVINA (PROJECT PILLAR)

Result	Indicators	Baseline	Target by end of the cycle?	Means of verification	Risk and assumptions
Result/Output 1: Capacitated law enforcement agencies in BiH achieve better understanding within the general population of the SALW threats by building capacities within the formal associations of women police officers in BiH as “agents of change” as well as through thematic community policing activities	1. Availability of needs assessment and conceptualized training curricula for the Networks of Women Police Officers in BiH (Networks) focusing on gender balanced approach to SALW control and awareness.	1. Absence of needs assessment and conceptualized training curricula.	1. Needs assessment and conceptualized training curricula developed.	1. BiH Ministry of Security Progress and Annual Reports, UNDP and independent media coverage and reports.	1. Potential low level of understanding of police agencies of a need to increase the capacities of women police officers in given field.
	2. Number of Women Police Officers in BiH (Networks) whose capacities in strategic planning and project development were increased.	2. 0 Women Police Officers are trained in strategic planning and project development.	2. Up to 50 Women Police Officers trained	2. Networks website, attendance sheets, media coverage and reports, police agencies websites. UNDP programme reports	2. Level of engagement of Networks’ members necessary to achieve full impact of the capacity building.
	3. Number of micro-projects developed by Women Police Officers trained in project development.	5. Lack of developed micro-projects.	5. Up to four (4) micro-projects developed.	5. Networks website, attendance sheets, course diplomas, media coverage and reports, police agencies websites.	5. No major obstacles foreseen; this need has been expressed several times to UNDP during stakeholders’ consultations.
Result/Output 2: Raised awareness through structured countrywide campaigns, outreach activities and advocacy addressing the devastating impact and threats posed by illicit SALW to general public, especially vulnerable groups (women, children, young men)	1. Number of thematic public events organized.	2. Zero (0) public events organized. 40 public events organized in 2014	2. At least 20 thematic public events organized during project implementation	2. UNDP and independent media coverage and reports.	2. No major obstacles foreseen given UNDP’s experience in this area as well as strong stakeholders’ commitment expressed during project preparation.
	2. Number of people reached through public outreach campaigns.	3. 997,000 people reached during 2014 campaign	3. 1 million people reached.	3. Final report from the selected contractor. Media coverage and reports. UNDP programme reports	3. No major obstacles foreseen given UNDP’s experience in this area as well as strong stakeholders’ commitment expressed during project preparation.

Annex 4: Project risk matrix

UNDP BIH

PREVENTION AND ILLICIT ARMS REDUCTION IN BOSNIA AND HERZEGOVINA (PROJECT PILLAR)

#	Description	Category	Impact & Likelihood	Risk Treatment/ Management measures	Risk Owner	Current status
	Brief description of the risk, including potential future event and its cause	Social and Environmental, Financial, Operational, Organizational, Political, Regulatory, Strategic	Impact: effect on the project if the risk were to occur on a scale of 1 (low) to 5 (critical) Probability: estimate of the likelihood of the risk occurring on a scale of 1 (not likely) to 5 (expected)	What actions have been taken/will be taken to counter this risk	The person or entity with the responsibility to manage the risk.	Implementation status of risk management measures and their effectiveness and relevant changes in context
1	Political risk	Political	[explanation] I = 5 P = 4	While the SALW field has not been viewed as politically sensitive in BiH, considering very fragile political environment and fragmented security system without clear subordination between national, entity and local levels, there is always potential for political interference with the implementation. As a mitigation measure, the PMT shall rely on excellent cooperation and partnerships built in other projects. Also, the PMT shall work proactively maintaining continued communication with all project partners and advocating for importance and significance of all envisaged activities.	UNDP	The PMT continued to reinforce an excellent cooperation and partnerships with national, entity and local levels, built in other projects under the scope of SALW Control Roadmap. Also, the PMT continued maintaining regular communication with all project partners and stressing the significance of all envisaged activities despite extended

					political risk in 2021 and 2022.
2 Coordination risk	Operational	[explanation] I = 3 P = 3	The project has 12 primary partners and beneficiaries and it may be foreseen that coordination will not always be smooth, having in mind number of activities planned for implementation. The project will continuously maintain coordination with SALW CB BiH during the project implementation activities to reinforce and ease the efforts in the interest of the project.	UNDP	Even though the number of partners is high, the PMT manages to coordinate all project activities with good quality participation from the partners which proves significant number of thematic outreach events managed by the partners.
3 COVID-19 pandemic risks	Operational	[explanation] I = 3 P = 3	It refers to the risk seen in other ongoing projects regarding ongoing COVID-19 pandemic. The project team will continuously monitor developments regarding COVID-19 crisis to ensure that any imposed preventive measures do not interfere with implementation of the project activities. For this reason, the project team shall ensure that classroom trainings are planned for the post-crisis periods when gatherings and organization of events with multiple participants are allowed. Should the crises with pandemic continue or resume, the project team shall plan for virtual trainings.	UNDP	Pandemic risk impeded the implementation of the project activities in 2021 and to certain extent also in 2022. However, the pandemic is no longer recognized as significant risk factor to project implementation.
4 Endorsement and sustainability of focused public awareness campaigns	Organizational	I=4 P=3	Availability of funds by police agencies remains as a main obstacle in ensuring continuation of focused awareness activities in future. The project will work on incorporating focused awareness raising campaigns as an annual activity of partner police agencies. Developed visuals, messages and overall materials for focused campaigns to be shared with and handed over to partner police agencies.	UNDP	Participating agencies recognized the importance of the activity and expressed their willingness to adopt and include materials provided through the project into their existing community policing programs

Annex 5: Multi-year workplan

Multi-year Work Plan

Project title: Prevention and Illicit Arms Reduction in Bosnia and Herzegovina (PILLAR)

Implementing entity: UNDP Bosnia and Herzegovina

Project implementation period: January 1, 2021 - April 30, 2023

Activities	Sub-activities	2021												2022												2023												2024											
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Output 1.1: Capacitated law enforcement agencies in BiH to achieve better understanding within the general population of the SALW threats by building capacities within the formal associations of women police officers in BiH as “agents of change”																																																	
Plans through targeted actions aimed at improving BiH capacities to raise awareness amongst the possession of firearms and to educate how to recognize individual and collective threats to security	Activity 1.1.1 Needs assessment and conceptualization of specialized training																																																
	Activity 1.1.2 Training of up to 50 members of the Networks focusing on strategic planning and project development																																																

Output 1.2: Raised awareness through structured countrywide campaigns, outreach activities and advocacy addressing the devastating impact and threats posed by illicit SALW to general public, especially vulnerable groups (women, children, young men)									
Activity 1.2.1 Implementation of awareness raising campaign including outreach and advocacy events	1.2.1.1 UNDP will conduct tendering procedure prior to selection of a marketing agency to complete relevant research, audience profiling, segmentation for selection of appropriate messaging and conceptualization of the overall public campaigns. Once proposed design of the campaigns is accepted by UNDP, the selected agency shall implement campaigns per UNDP's calendar.								
	1.2.1.2 Conceptualize thematic public events to be organized around important international dates: Disarmament Week, the 16 Days of Activism against Gender-Based Violence (runs annually from November 25 (International Day for the Elimination of Violence against Women) to December 10 (World Human Rights Day); the International Day for Protection of Children, International Gun Destruction day (July 9), etc.								