The Second Review Conference (2RevCon) of the Convention on Cluster Munitions (CCM), will take place in Lausanne, Switzerland 23-27 November and CMC is urging states not party to join the life-saving treaty now!

At the previous Review Conference, five years ago, States Parties committed in the Dubrovnik Action Plan to increase the number of States Parties to 130 by the 2RevCon. To date 121 states have endorsed the goals of the Convention, of which 108 have become States Parties and 13 still remain Signatories. This means we still need to bring onboard another 22 countries to achieve the Dubrovnik goal!

The CMC played a crucial role in bringing about the Convention and has since contributed to strengthening the Convention. This year, we are stepping up efforts to ensure full universalization of the Convention – only this way can we put an end to cluster bomb use and casualties.

Many of us face meeting restrictions and are not able to meet with partners due to the COVID-19 Pandemic. However, we are more committed than ever to campaigning virtually and reaching out to target states. As this situation evolves, we may also include in-person actions.

We are asking you to take three concrete actions in the coming weeks:

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

Target States
Based on consultations with campaigners, states, the Swiss Presidency, ISU, partners and stakeholders we have come up with the following list of CMC’s 29 priority countries for treaty accession or ratification (Signatories are in orange):

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

*While we have defined this target list, please do contact all states not party if you have the capacity as we want to reach out to all still outside the CCM.*

Recording a video
The video should include three parts. The first part is essential while the second and third are optional, the entire video should last maximum 60 seconds:

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

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

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

Other social media
We know that not everyone has the means or wants to appear in a video, and we want to make everyone’s voice heard. We will be posting regular messages via social media and we encourage all to share these as widely as possible with the aim of pushing these governments to join the Convention as soon as possible and before the Second Review Conference (23-27 November). The campaigns advocacy and communications tools will be posted and updated on the CMC website here.

The official hashtags of the campaign are: #StopClusterBombsNow and #joinCCM. Please use both hashtags in all social media posts that you make around the Review Conference to highlight the global call for states to join the Convention on Cluster Munitions.

You can also add to these hashtags, the following calls:
- Save lives
- Ensure survivors rights
- Prevent future tragedies
- Support livelihoods

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

Here you can find sample messages for your use. We encourage you to be creative in adapting these messages to your national setting.

Here you can find relevant twitter and/or facebook handles/tags for the CMC 2020 universalization target countries. Remember to use the campaign hashtags as well as the country hashtag along with these.