

TURNING MINEFIELDS



INTO PLAYING FIELDS

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SAFE GROUND NEWS: A BI-MONTHLY NEWSLETTER FOR THE CHAMPIONS

EDITION 2, SEPTEMBER 2019

Safe Ground was launched in April 2019 by the Secretary-General of the United Nations Mr. António Guterres. Safe Ground is a global advocacy and fundraising campaign led and coordinated by the United Nations Mine Action Service (UNMAS) through the United Nations Inter-Agency Coordination Group on Mine Action with the support of an informal, voluntary group of Champions, comprised of governments (United Nations Member States), United Nations entities - including agencies and programmes - civil society organizations, sport federations, private sector companies, and individual athletes. This bi-monthly newsletter is written to keep Champions of Safe Ground informed.

SAFE GROUND BRAND WINS AMERICAN INHOUSE DESIGN AWARD

The United Nations Department of Global Communications Graphic Design Unit won the 2019 American Inhouse Design Award from Graphic Design USA for the Safe Ground, Turning Minefields into Playing Fields branding. For more than 50 years – since 1963– Graphic Design USA has been a business-to-business information source for graphic design professionals. GDUSA covers news, people, project, trends, technology, products and services. The GDUSA brand now includes a 100,000 visitor-a-month website, a monthly e-newsletter, a digital version of the magazine formatted for desktop, tablet and phones, and several national design competitions that culminate in Annuals showcasing the best in Graphic Design, Inhouse Design, Web Design, Package Design, Healthcare Design, and Digital Design. It can now be said that Safe Ground is an award-winning campaign.

SAFE GROUND PRESENTED AT THE SDG MEDIA SUMMIT

The Safe Ground campaign was presented at the Sustainable Development Goals (SDG) Media Summit on 12 September. As part of the panel on SDG Campaigns: Launching the Biggest Movements, the Safe Ground campaign, its purpose and goals were described, and its award-winning brand was shared. The SDG Media Summit is an exclusive by invitation only event that unites representatives of leading media companies, advertising firms and creative agencies with high level United Nations representatives. and communication experts to highlight the power of media to drive social change and strategize campaigns around pressing global issues. Organized by the United Nations Office for Partnerships (Safe Ground Champion) & PVBLIC Foundation.

OUTREACH TO THE PRIVATE SECTOR

The first outreach “deck” for Nike was completed and will be shared at the end of September just after the UNGA High-Level Sustainable Development Goals Summit with Nike Community Impact executives. The United Nations Office for Partnerships is supporting Safe Ground with this outreach..

---SAFE GROUND PROJECTS UPDATE---

VIETNAM

In Viet Nam, UNDP launched a new large-scale mine action project in 2018, together with the national mine action center (VNMAC) and with support from the Korea International Cooperation Agency (KOICA), to address the extensive legacy of UXO contamination, with a special emphasis on two of provinces considered among those affected the most. This has resulted in a new prioritization system for clearance based on humanitarian and development criteria, and an overall emphasis on achieving progress towards the Sustainable Development Goals. UNDP also works with the Ministry of Labour, Invalids and Social Affairs (MOLISA) on a new survivor tracking and case management system. Survivors have been engaged in the development of the new system, which will empower them to update their information online and print certificates to access government assistance. As part of the risk education component, an assessment was made of knowledge, attitude and behavior to ensure a more targeted communication campaign to at-risk groups. As part of the risk education activities, UNDP Viet Nam also made a Safe Ground video which is on the UN E-mine Safe Ground webpages (<https://www.mineaction.org/en/safe-ground>).

CAMBODIA

UNDP Cambodia will soon launch the Safe Ground campaign, beginning with a site in a small village in Battambang province near the Thai border. The village was an important base for the Khmer Rouge and the area remains heavily mined. In a story made for TV, the Royal Government of Cambodia, with financial and technical support from UNDP and partners, recently cleared an area where children are now playing football. Together with the community, UNDP will launch the Safe Ground football pitch as part of the campaign's target provinces.

The Safe Ground Initiative in Cambodia is part of the Clearing for Results, phase III: Mine Action for Human Development (CFRIII 2016-2019). The CFRIII is a nationally implemented project by the Cambodian Mine Action and Victim Assistance Authority (CMAA) through UNDP, with support from Australia, UNDP and Canada. Building on the success of the previous two phases, the phase III has continued to strengthen the national capacity to fulfil mine action responsibilities, and ensuring that clearance resources support development priorities, particularly through CMAA. Together, UNDP, CMAA and partners have cleared 238 km² (total clearance data of CfR I to III) of land for use by communities for livelihoods and service provision since 2006. UNDP also continues to support the national authority to integrate land clearance activities, victim assistance, mine risk education, and gender mainstreaming in mine action efforts into broader national and international frameworks.

PALESTINE

In Palestine UNMAS partnered with the Palestine Amputee Football Association during Mine Awareness Day in April this year and subsequently auctioned pictures from the match, children's drawings and UNMAS memorabilia signed by the United Nations Global Advocate Daniel Craig at a photographic exhibition organised in Ramallah by the Swiss Government. The UNMAS Palestine Programme Manager delivered the funds that were raised through the auction to the President of the Association in Gaza. The donation makes it possible to continue working with survivors to rebuild their lives through sport.

(See Photo on Page 3)

---NEW INITIATIVES---

AFGHANISTAN

The non-governmental organization, Roots for Peace, bowled a new initiative in Afghanistan to develop cricket grounds on former minefields throughout the country. With support from the Government of Afghanistan and the National Cricket Federation, as a test-match for the initiative a recently cleared minefield near Kabul was identified and will now be transformed into a cricket ground. Roots for Peace, through the UNMAS programme in Afghanistan, asked for support for this initiative from Safe Ground. The initiative will build upon Roots of Peace's efforts to remove the explosive remnants of war and restore war-torn lands in order to rebuild peaceful communities, and UNMAS is working with Roots for Peace to ensure that the project will benefit the disabled survivors of explosive ordnance.

LIBERIA

The Safe Ground campaign is supporting LEAD Monrovia Football Academy to build a full-size football pitch as part of its new campus in post-conflict Liberia. LEAD Monrovia Football Academy (LEAD MFA) is the flagship of LEAD Africa, a growing network of progressive leadership academies that empower Africa's future leaders through quality education and sport. LEAD MFA started educating and training young Liberian football players in 2015. The Academy uses football to capture the energy and imagination of youth, and it provides a holistic, comprehensive education that equips student-athletes with the skills they need to succeed as both athletes and professionals. The primary goal of the Academy is to develop future leaders. The World Sport Association (WSAING), a Safe Ground champion, has offered artificial turf and other material for the Academy's football pitches and futsal court.



Two teams from the Palestine Amputee Football Association play a match during this past April's International Day for Mine Awareness and Assistance in Mine Action.