

CAMPAIGN GUIDE

(3) CAMPAIGNING IDEAS

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Stop Explosive Investments is a successful sub-campaign of the international Cluster Munition Coalition (CMC) tackling investment in the production of cluster munitions. The campaign is led in partnership by the CMC and CMC member PAX (the Netherlands).

The goals of the campaign are to end financial investment in cluster munition producers and urge states to adopt legislation banning investment in cluster munitions. In addition to ending financial investment in cluster munitions producers, the disinvestment campaign facilitates engagement on the broader cluster munitions issue with the public, governments and the media as a way of continuous stigmatization of the weapon and promotion of the norm of the Convention on Cluster Munitions.

For more information on the visit <http://www.stopexplosiveinvestments.org/>

INTRODUCTION

The 2008 Convention on Cluster Munitions (CCM) was established to put an end for all time to the suffering and casualties caused by cluster munitions. By joining the convention, more than half the world has already committed to rid the world of this indiscriminate weapon and the number is growing.

Yet cluster munitions continue to be produced in some states that have not yet outlawed these weapons. Although States Parties to the CCM must stop producing cluster munitions, some banks and other financial institutions in or from these states may continue to fund their production by investing in corporations that manufacture them elsewhere. This practice undermines the commitment these states have made to ban these weapons and runs counter to their obligations under international law. To ban a weapon because of the humanitarian harm they cause, but to still allow for investments in their production is not morally acceptable, and the CMC considers it is not legally permissible either.

Article 1(1)(c) of the Convention on Cluster Munitions states: *“Each State Party undertakes never under any circumstances to assist, encourage or induce anyone to engage in any activity prohibited to a State Party under this Convention.”*

The Cluster Munition Coalition (CMC) believes that the Convention on Cluster Munitions’ (CCM) prohibition on assistance in the development and production of cluster munitions includes a prohibition on investments in cluster munitions. States should explicitly acknowledge that the treaty prohibits investments in producers of cluster munitions and should install legislation that prohibits investments in companies that develop and/or produce cluster munitions or key components thereof.

Campaigners around the world engage in the CMC [Stop Explosive Investments](#) campaign to stop investments in cluster munition producers. Here’s some examples of what has been done so far, and what you can do in your country to *Stop Explosive Investments!*

PRESS CONFERENCES

The annual '[Worldwide Investments in Cluster Munitions: a shared responsibility](#)' report by PAX¹ offers a good starting point for campaigning efforts on divestment.² The report lists financial institutions that invest in cluster munition producers, gives examples of financial institutions that have installed a (comprehensive) policy banning these types of investments, and shows what states are doing to ban investments in cluster munitions. Every year, the Cluster Munition Coalition (CMC) organises the Global Day of Action to Stop Explosive Investments. The Global Day of Action coincides with the launch of the annual update of the '[Worldwide Investments in Cluster Munitions; a shared responsibility](#)' report. This presents an excellent opportunity to organise a press conference and encourage financial institutions in your country and/or the government to take action to ban these types of investments.

The divestment campaign presents an opportunity to engage financial and business media as well as political media, including radio, printed media, journals and publications as well as online publications. Holding press conferences and reaching out to both financial and political media can help to get coverage on the divestment issue in your country. Securing media coverage on investments in and divestment from cluster munitions has been an important tool for all campaigners who have organised divestment campaign actions. Media attention further stigmatizes cluster munitions. Securing media attention for your divestment campaign can have a real impact on pressuring financial institutions to divest: financial institutions do not want bad press.



Campaigners in Cambodia during a press conference on the Global Day of Action to Stop Explosive Investments. Photo credit: Denise Coghlan/ Cambodian Campaign to Ban Landmines.



Press conference by Handicap International Luxembourg on the Global Day of Action. Photo credit: A. Jacopucci /Handicap International



Press conference by Handicap International Switzerland on the Global Day of Action to Stop Explosive Investments. Photo Credit: Juerg Eberlé.

¹ The first '[Worldwide Investments in Cluster Munitions; a shared responsibility](#)' report by PAX (then *IKV Pax Christi*) and FairFin (then *Netwerk Vlaanderen*) was released in October 2009. Updates of the report were published in April 2010, May 2011, June 2012, December 2013 and November 2014. The next update, published by PAX, will be presented in June 2016.

² PAX, '[Worldwide Investments in Cluster Munitions; a shared responsibility](#)', available at www.stopexplosiveinvestments.org/report.

PUBLISH YOUR OWN REPORT

The annual '[Worldwide Investments in Cluster Munitions: a shared responsibility](#)' report by PAX provides useful information for your campaigning efforts on disinvestment. However, since this report is published once a year, launching your own disinvestment 'spin off' research allows you to specifically focus attention on the financial institutions that are financing cluster munition producers in your country. You can focus on all financial institutions in your country, focus on one type of financial institution such as pension funds, focus on bail out banks, or even select one bank to target; there are different ways to make your research country specific and therefore attractive to national media, financial institutions and politicians alike.

Publishing your own research has proven to be of great value in bringing about change with financial institutions that are investing in cluster munition producing companies and encourage them to end these financial dealings and install a comprehensive disinvestment policy.

The following examples of national disinvestment reports by fellow campaigners are good to look at before you start your own:

- '[Recent financing of producers of cluster munitions by Deutsche Bank](#)' – Facing Finance (Germany)³
- '[Investments by Dutch Financial Institutions in Producers of Cluster Munitions](#)'⁴ (Dutch)- PAX (the Netherlands)
- '[When your investment bombs](#)', Mines Action Canada (Canada)⁵



From left to right: Report covers by Facing Finance, PAX (formerly IKV Pax Christi) and Mines Action Canada.

³ Facing Finance, 'Recent financing of cluster munitions by Deutsche Bank', 20 February 2012, available at: <http://www.facing-finance.org/en/publikationen/profundo-2012-recent-financing-of-producers-of-cluster-munitions-by-deutsche-bank/>.

⁴ PAX (formerly IKV Pax Christi), 'Investments by Dutch Financial Institutions in Producers of Cluster Munitions', June 2012, available at http://www.paxvoorrede.nl/media/files/investeringen-van-nederlandse-financiele-instellingen-in-clustermunitieproducenten_0.pdf.

⁵ Mines Action Canada, 'When your investment bombs... A summary of Canadian financial institutions' investments in cluster munitions', January 2010, available at: http://www.minesactioncanada.org/documents/campaigns/When_your_investment_bombs-english.pdf.

POSTCARD SENDING ACTIONS

Starting a letter writing or postcard sending campaign targeting financial institutions that are investing in cluster munition producers or your government can be a great way to engage the public on the issue of divestment and capture your target's attention. You can launch a letter writing action, an e-petition or a postcard sending action. Refer to (1) Targeting Governments and (2) Targeting Financial Institutions to develop your calls to action. You might want to urge financial institutions or pension funds to create a divestment policy banning all investments in cluster munition producers, or urge your government to legally ban these types of investments.

- In the past, national divestment campaigners in New Zealand, Germany, Australia, and France for example have been very successful in their letter writing or postcard sending actions.
- In 2011, Amnesty UK launched a media and e-petition campaign [targeting the Royal Bank of Scotland \(RBS\) and other UK banks](#) for their investments in producers of cluster munitions. More than 12,000 people emailed the CEO of the RBS. As a result, RBS announced a policy change saying that it will suspend further involvement with companies that are suspected to be involved in the production of cluster munitions.⁶



From left to right: Postcards by Italian Campaign to Ban Landmines, Handicap International France and Handicap International Germany.

⁶ 'RBS policy U-turn on cluster bombs', Stop Explosive Investments website, 13 September 2011, available at <http://www.stopexplosiveinvestments.org/news/19/59/RBS-policy-u-turn-on-cluster-bombs>.

PUBLIC ACTION

In several countries, campaigners have organised public actions to raise awareness, put pressure on financial institutions that are involved in the production of cluster munitions, and attract media attention. A few examples include:

- A [demining demonstration](#) in AXA's (Belgium) headquarters where campaigners dressed as deminers looked for weapons inside the bank, urging the financial institution to disinvest and to "clean up its investments."⁷
- Campaigners in the Netherlands dressed up as orange lions, the logo of the Dutch ING bank, holding the types of weapons that the bank invested in to attract media attention.
- German campaigners set up stands in front of Deutsche Bank branches in three different cities and München and collected several hundred signatures for letters to parliamentarians to encourage them to push for a divestment ban.
- In New Zealand campaigners held a public talk and screened a film on divestment with speakers from the New Zealand parliament, the Norwegian Pension Fund and campaigners in order to raise awareness.
- Campaigners in South Korea held a public action in front of the National Pension Services headquarters to urge them to stop investing in cluster munitions producers.



Dutch campaigners in front of ING (the Netherlands).
Photo credit: Oxfam Novib



Handicap International campaigning in front of a branch of Deutsche Bank. Photo credit: Eva Maria Fischer/ Handicap International.



Campaigners from Weapon Zero and other organisations at a press conference held in front of National Pension Service of Korea main office.
Photo credit: Weapon Zero.

⁷ A short video of the action is available here: <http://www.youtube.com/watch?v=xoJMLIYtG7o&hl=nl&lr=1&gl=NL>.

STOP EXPLOSIVE INVESTMENTS



Demining AXA in Belgium. Photo credit: FairFin.



Campaigners in front of HSBC in London. Photo credit: Jeppe Schilder/PAX

ROUND TABLES

In your efforts to end investments in cluster munition producers, a round table or expert meeting that brings together all the relevant stakeholders (financial institutions, politicians, Members of Parliament, NGOs, Socially Responsible Investments (SRI) rating agencies, and other experts) can be very useful. Such a meeting allows for them to exchange views, discuss potential difficulties and solutions, and try to find common ground for a way forward.



Round Table meeting on how to end investments in cluster munitions in the German parliament. Photo credit: Facing Finance, Germany.



Motoko Mekata speaks at the disinvestment symposium in Japan. Photo credit: Japanese Campaign to Ban Landmines (JCBL).



Campaigners meeting in Amsterdam. Photo credit: PAX



Panelists at an event on cluster munitions and disinvestment in the European Parliament. Photo Credit: CMC

VIDEO

Pictures can speak louder than words. The documentary “[the cluster bomb feeling](#)” (Zembla, the Netherlands)⁸ caused public outrage at investment practices when it was aired in 2007. It showed that the majority of Dutch financial institutions, and most notably pension funds, were investing in cluster bomb producers. Following the broadcast many financial institutions realised that they had no choice but to come up with changes.

Campaigners in South Korea have created a translated version of ‘The cluster bomb feeling’ documentary and UK campaigners have launched the film ‘Booming business’ about British banks and cluster bombs:

- ‘[Booming Business: British Bank and Cluster Bombs](#)’ – Amnesty International UK (United Kingdom)⁹
- ‘[The cluster bomb feeling](#)’ (Korean subtitles) - Weapon Zero (South Korea)¹⁰
- [Shameful Investments](#) Video launch of the Stop Explosive Investments Campaign in London¹¹
- ‘[2014 Video News Release: Stop Explosive Investments](#)’ – CMC and PAX Video News Release (VNR) on the 2014 Global Day of Action to Stop Explosive Investments.

If you would like to translate ‘The cluster bomb feeling’ documentary to your own language, get in touch with PAX¹². They can help you get in contact with the documentary makers.



Still from ‘Booming Business – British Banks and Cluster Bombs’
by Cris Atkins
Credit: Amnesty TV

Why not use the [Stop Explosive Investments animation](#) in your action? Watch this CMC/PAX one-minute animation, which shows how investments and financial services provided by banks and financial institutions to companies that produce cluster munition, can lead to civilian injuries and deaths during conflicts, and long after conflicts have ended.

⁸ Zembla, “The cluster bomb feeling”, March 2007, available at: http://zembla.vara.nl/Maatschappelijk_debat.2064.0.html?tx_ttnews%5BbackPid%5D=2063&tx_ttnews%5Btt_news%5D=1300&cHash=0c794c220d.

⁹ Amnesty International UK, ‘Booming Business: British Banks and Cluster Bombs’, a movie by Chris Atkins, available at <http://www.youtube.com/watch?v=VGZsm6C9s2g>.

¹⁰ Zembla TV, ‘Cluster Bomb feeling’, translated to South Korean by Weapon Zero is available at http://www.youtube.com/watch?v=si0p_2gillo&feature=youtu.be.

¹¹ A video of the launch of the Stop Explosive Investments campaign is available at:

<http://www.youtube.com/watch?v=W82tYPQ7Dw4&list=UUhBJ9HnWb2zYxIMR4aF4mUg&index=21>.

¹² PAX, Ms. Suzanne Oosterwijk: oosterwijk@paxforpeace.nl.

STOP EXPLOSIVE INVESTMENTS



Stills from the 'Stop Explosive Investments animation'
by the CMC and PAX

ATTEND A SHARE HOLDERS MEETING

A way to attract a financial institution's attention about the issue of divestment from cluster munition producers, can be to show up at their shareholders meeting. In 2011 Spanish campaigners attended the General Assembly of Santander and intervened in front of nearly 4000 shareholders who were present at the meeting in order to expose Santander's investments in the production of controversial arms, including cluster munitions.



Spanish campaigners at the Santander (Spain)
CMC's spokesperson Branislav Kapitanovic
General Assembly. Photo credit: Annie Joh/SETEM



and German campaigners in front of
Deutsche Bank's (Germany) stakeholder
meeting. Photo credit: Thomas
Küchenmeister/FacingFinance

WANT TO KNOW MORE?

The following organisations are able to help you out with their experiences and expertise on this topic:

- **Cluster Munition Coalition**, www.stopclustermunitions.org, Mr. Firoz Alizada, firoz@icblcmc.org, +41 (0) 22 920 03 20,
- **PAX**, www.paxforpeace.nl, Ms. Suzanne Oosterwijk, oosterwijk@paxforpeace.nl, +31 232 05 96,
- **Profundo**¹³, www.profundo.nl, Mr. Jan Willem van Gelder, jw@profundo.nl, +31 820 83 20.

¹³ Profundo (the Netherlands) is a research company, meaning they can provide you with financial information but they require payment for this service.