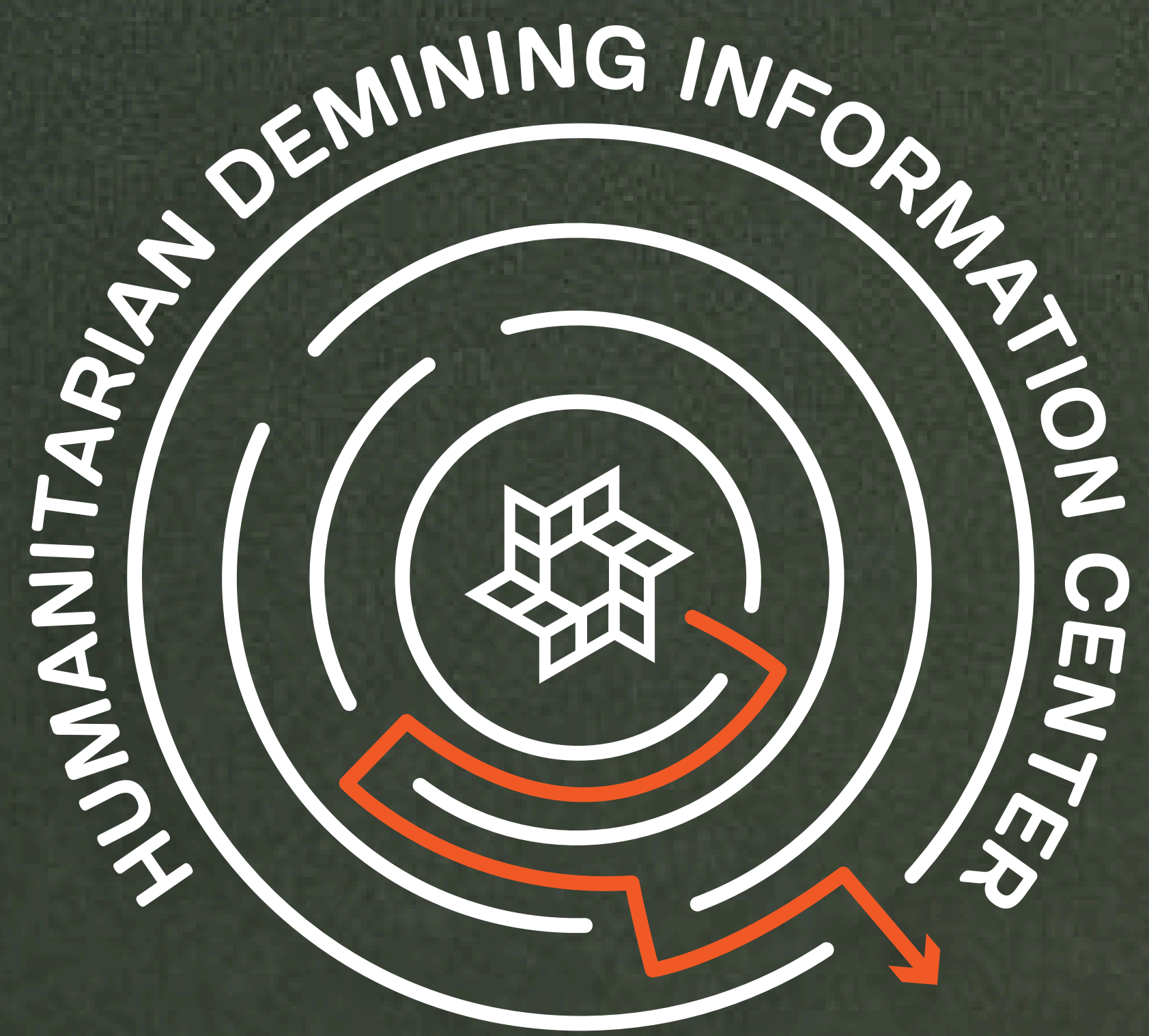


UKRAINE EO RISK EDUCATION PROGRAM





Ukraine is one of the most **mine-contaminated** countries in the world

Number of victims by age
(data as of the end of 2024):

968

adults

100

children

Over
250 thousand sq. km. may be
potentially
contaminated

CONSEQUENCES

Cases of deaths and injuries of civilians, including children.



Photo: Vadim Girda

OBJECTIVE

A large-scale information campaign to reduce accidents and casualties.

PROJECT GOAL

1

Informing the public about explosive ordnance risk through mass communications, lectures, and printed materials.

2

Training of children, teachers, religious communities and local residents in the risk area.

3

Increasing the level of public safety through the implementation of a systematic approach to public education.

TARGET AUDIENCES

1

Children and pupils are the most vulnerable group.

2

Residents of the frontline areas are at high risk of exposure to explosive ordnance.

3

Wide audience through media – social advertising, radio, billboards.

4

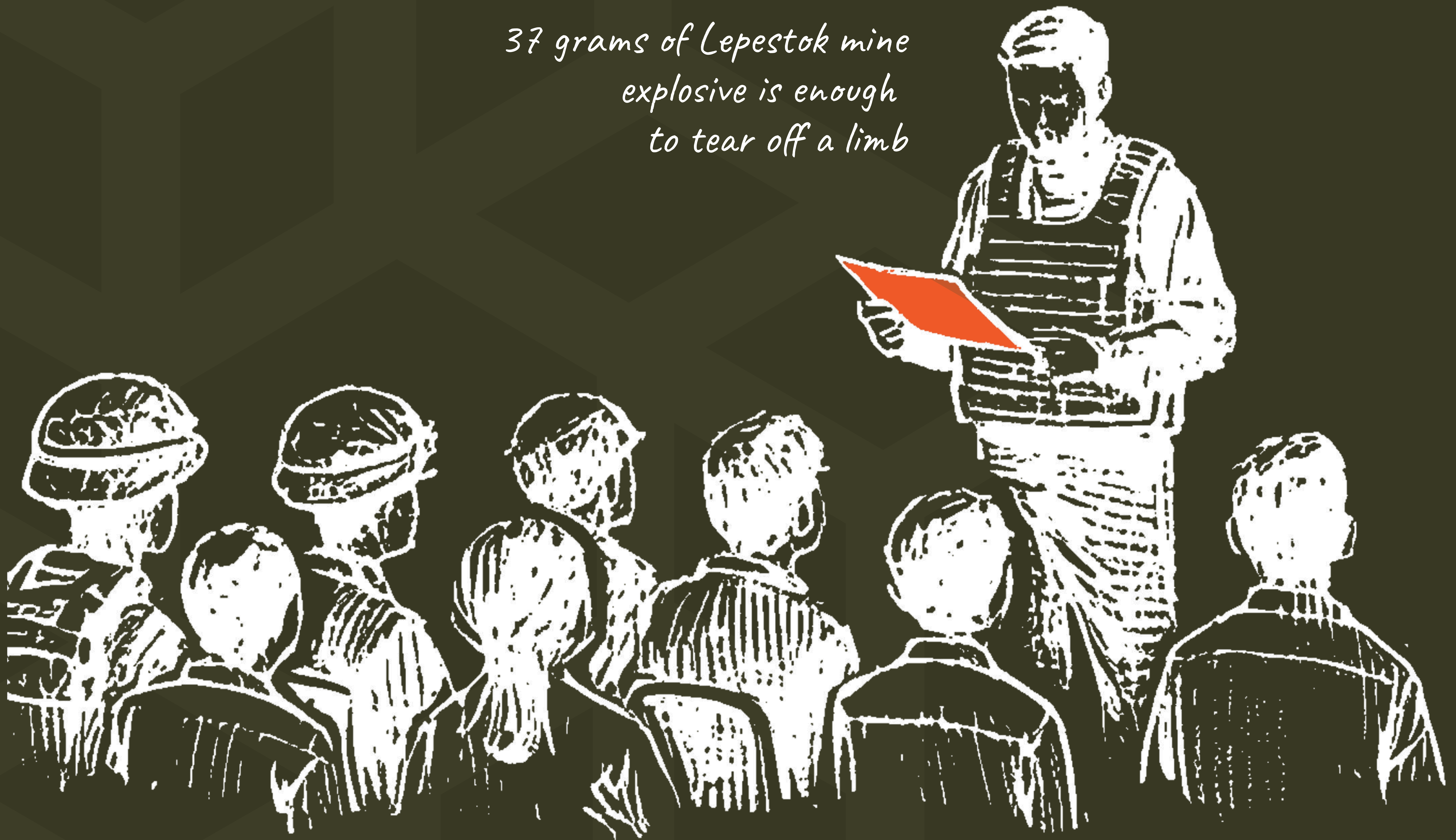
Teachers and educators – conduct post-training EORE.

5

Religious communities are one of the few ways to reach out to older people.



*37 grams of Lepestok mine
explosive is enough
to tear off a limb*



IMPLEMENTATION FORMATS

1

VISUAL CAMPAIGN

- **Billboards** in cities and towns, particularly in the frontline regions.
- **Posters** in schools, village councils, shops, gas stations. Comic books for children (the main character is the Boar).
- **A newspaper** about mine safety – especially for regions without stable Internet.

2

LECTURE COMPONENT

- **Mobile teams** of lecturers in schools and communities.
- **Trainings for teachers** – training of certified instructors.
- **Lectures** in religious communities – information for the elderly.

3

MEDIA CAMPAIGN

- **Radio** (Radio NV, Promin, regional stations).
- **Social ads** with members of the Supervisory Board and celebrities.

4

INTERNET

- Presence in social networks, online banners, cooperation with bloggers and opinion leaders.

PROJECT:

EDUCATING SCHOOLCHILDREN ABOUT MINE RISK



DURATION 9 months (with a break for summer months)

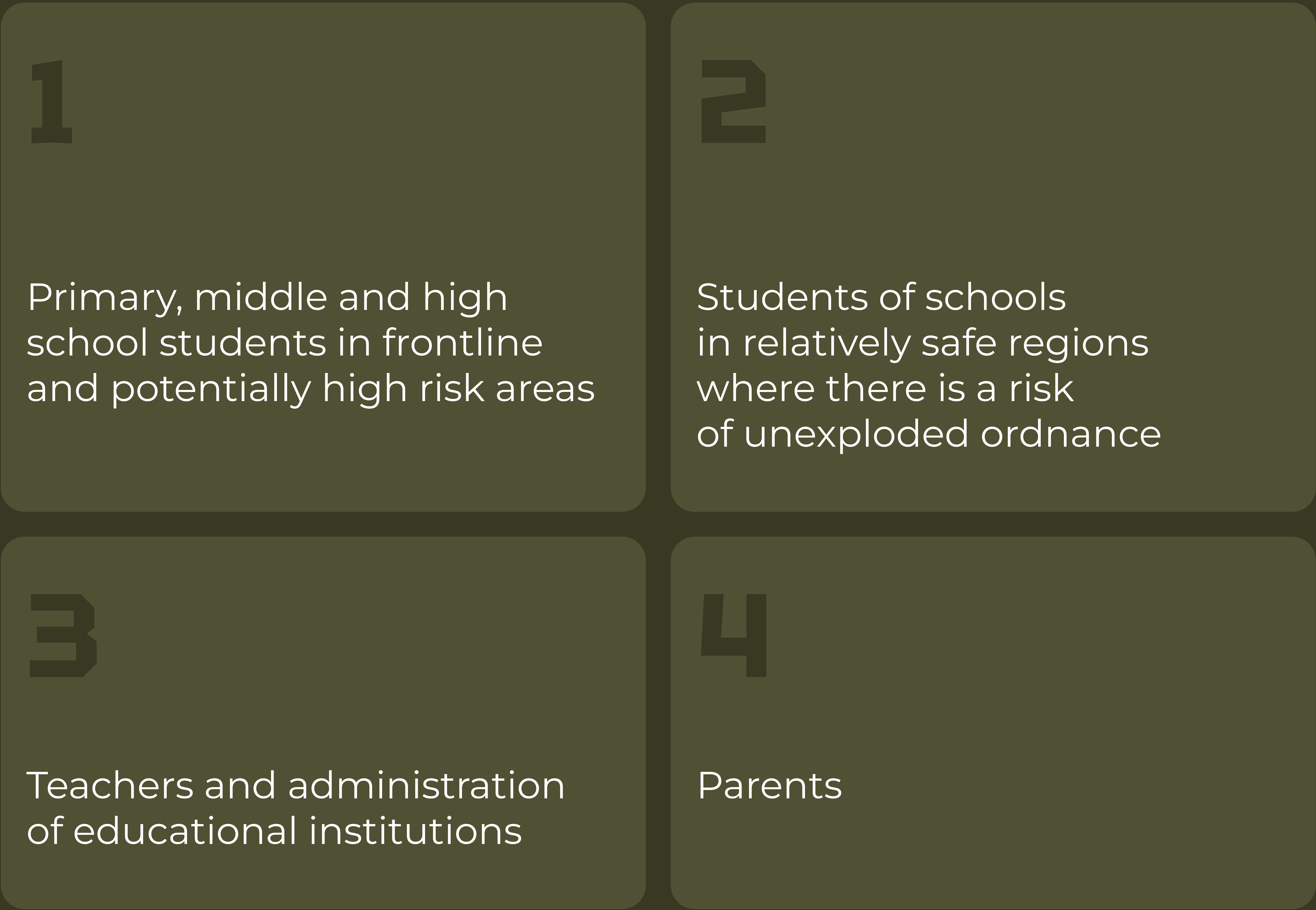
PILOT REGION Mykolaiv region, Snihurivka

PROJECT GOAL

One of the most vulnerable categories of the population is children, particularly schoolchildren, who may not realize the threat of explosive ordnance. It is necessary to constantly inform children of all ages about mine risk through exhibitions, lectures and training sessions. The main goal is to teach schoolchildren to identify potential threats, to behave properly in the event of finding suspicious objects, and to form a culture of mine safety.

Project goal It is also necessary to update the information in accordance with the enemy's actions. An example is the scattering of delayed-action submunitions from Shahed drones.

TARGET AUDIENCE



PROJECT OBJECTIVES, IMPLEMENTATION

The project aims to create a culture of safe behavior among schoolchildren in the frontline and potentially contaminated areas of Ukraine. Through a combination of different formats – visual materials, interactive lectures, comics, train-the-trainer sessions, and photo exhibitions - we will create a systematic training model that will remain in schools as a permanent tool for informing.



VISUAL COMPONENT

PHOTO EXHIBITIONS IN SCHOOLS

all educational institutions located in areas of potential danger will have information stands with photos of demined areas, markings of dangerous objects and instructions for safe behavior.

EXHIBITIONS IN DISTRICT CENTERS

in addition to schools, the project involves organizing information displays in public places such as libraries, cultural centers, and administrative buildings.

INTERACTIVE MATERIALS

creating a comic book about mine safety, where children can learn about the dangers of mines in an understandable and unobtrusive way through an interesting story.



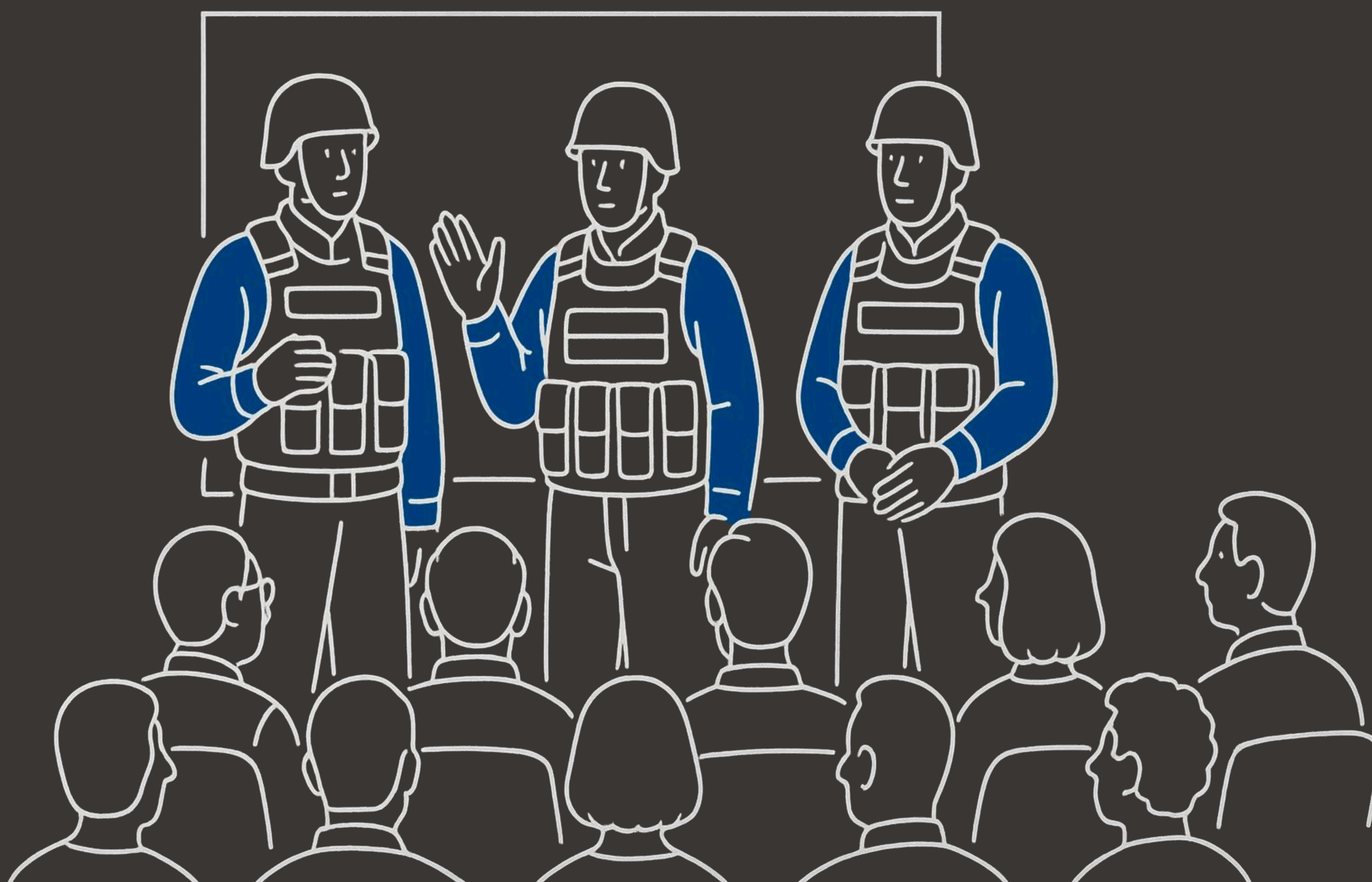
LECTURE COMPONENT

FORMATION OF MOBILE LECTURE GROUPS

10 crews with EORE specialists who will visit schools and conduct interactive lessons.

LECTURES FOR SCHOOL-CHILDREN

direct communication with children in the format of an accessible and engaging story supported by visual and animated materials.



TRAINING FOR EDUCATORS

TRAINING FOR TEACHERS

training of educators for further dissemination of knowledge among children. Each teacher will receive a certificate of completion and a set of training materials (manual, handouts, methodological recommendations)

DEVELOPMENT OF METHODOLOGICAL MATERIALS

manuals for teaching EORE in schools, including algorithms of actions, examples of situations, and methods of communicating with children about safety issues.

SCALING THE PROJECT THROUGH PRINTED MATERIALS

COMICS AND BOOKLETS

vivid illustrated stories that help children better absorb information.

POSTCARDS FOR SCHOOLCHILDREN

visual materials that will remain in schools and at children's homes, creating lasting awareness of explosive ordnance risk.

MERCHANDISE FOR TEACHERS

(notebooks, pens,
thermal cups, eco-bags)

forming a positive association with educational initiatives and motivating educators to actively participate in the project.



EXPECTED RESULTS

70-80%

A rise in the level of explosive ordnance risk awareness among schoolchildren to approximately 70-80%

60%

Setting up photo exhibitions in all schools in the frontline areas and in 60% of schools in conditionally safe areas

10 000

Organization of lectures in more than 10,000 schools with the involvement of mobile lecture groups

20 000

Training of more than 20,000 teachers for further independent lesson delivery

50 000

Reaching at least 50 thousand schoolchildren through educational activities

200 000

Distribution of over 200 thousand educational materials to children, teachers and parents

10

Conducting at least 10 roundtables with local administrations on the protection of children from explosive ordnance

TRAINING AND COMMUNICATION FORMATS

Permanent photo and information exhibition in all schools in the potentially contaminated areas

1

A mobile team of lecturers who personally visit schools and teach children

2

Trainings for educators to ensure project scaling through teacher training

3

Certification of instructors who will be able to officially teach children and conduct mine safety classes

4

Interactive materials: a comic book about demining with the main character – a savior boar, a “Sapper” mobile game

5

Exhibitions in district centers to raise public awareness

6



PILOT LAUNCH AND PARTNERS



The first stage of the project will take place in Snihurivka, Mykolaiv region.

After analyzing its effectiveness, it will be scaled up to other regions of Ukraine.

The project is being implemented with the support of the Humanitarian Demining Information Center in cooperation with:

1

Ministry of Education and Science of Ukraine



МІНІСТЕРСТВО
ОСВІТИ І НАУКИ
УКРАЇНИ

2

Humanitarian Demining Center



ЦЕНТР
ГУМАНІТАРНОГО
РОЗМІНУВАННЯ

3

Local administrations and district councils



INFORMATION CAMPAIGN WITH **A BOAR MASCOT** AND COLORFUL SOCIAL ADVERTISING

CAMPAIGN GOAL

To use a friendly, cute mascot to inform children and adults about the dangers of explosive ordnance in a semi-playful and accessible way. Explain that the danger can come not only from mines, but also from unexploded rocket and shahed parts, as well as from tripwires, grenades, and mined objects.

Why a wild boar? Wild boars have an excellent sense of smell to find anything in the ground. So our hero with a mine detector is perfect for embodying the image of a familiar animal that can skillfully find and neutralize potentially dangerous things.



CAMPAIGN FORMATS: VISUAL

Every month, **3 visuals are developed** (formats - billboards, posters, advertising materials).

Placement:

Advertising surfaces in cities (about 9000 billboards, citylights)

Regional centers, district administrations, village councils

Interior spaces of gas stations, grocery stores, pharmacies

Schools and educational institutions

Military administrations

All materials contain a **QR code with a link to the website or mobile application** and a hotline for contacting.



EXAMPLES OF MESSAGES FOR BILLBOARDS

37 grams of explosive is enough to blow off a limb.
Learn more about mine safety!

We will teach you to recognize the threat!
Learn more about mine safety.

Mine danger affects everyone!
We will teach you how to counteract the threat.



WORKING WITH RETAIL CHAINS

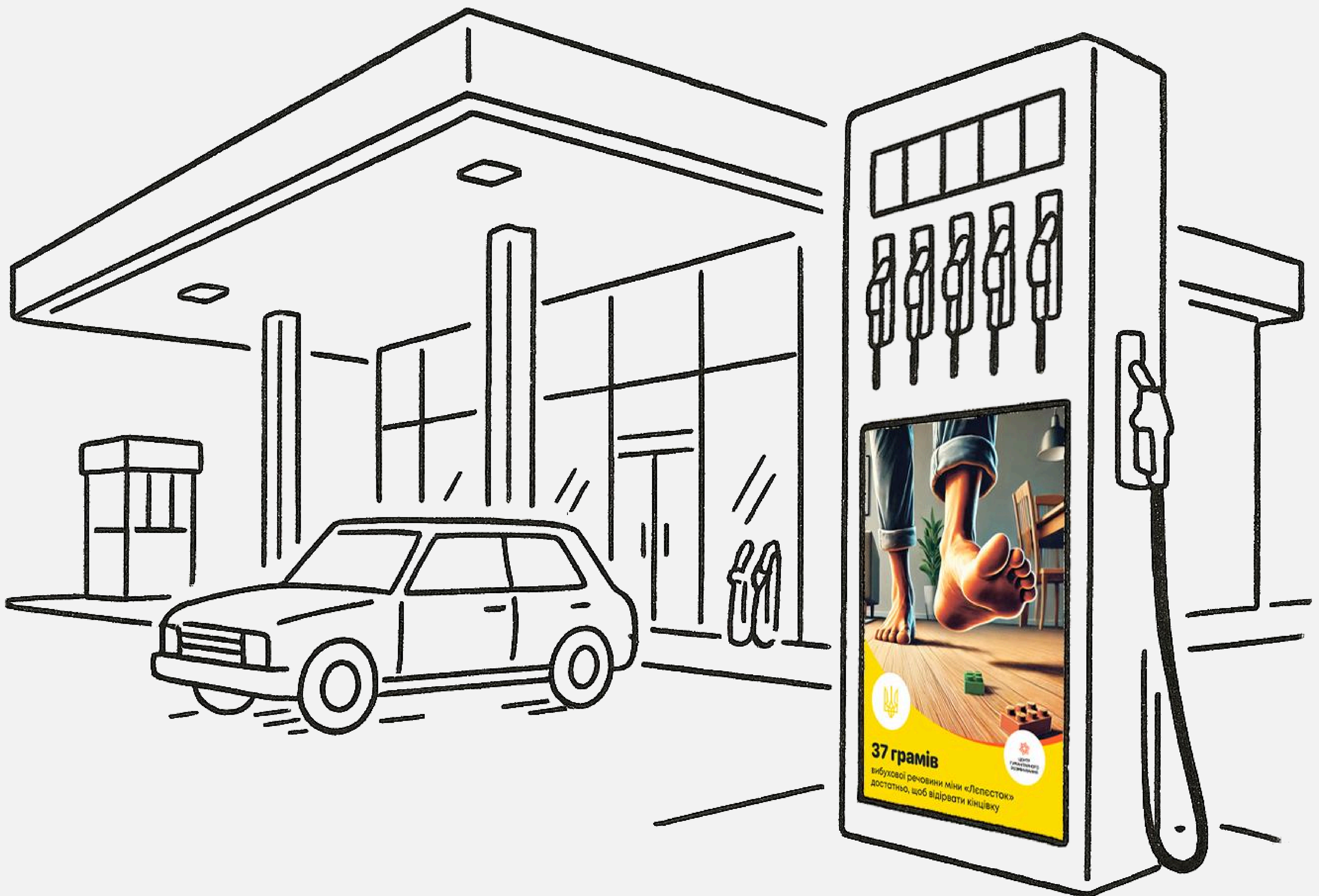
GAS STATIONS

“BE AWARE OF THE DANGER” CAMPAIGN

On the shelves among the groceries is a box with wires.

***On it is an inscription: "Have you noticed a strange object?
It could be an IED. Call 112".***

There can be stickers with a similar message on toilet mirrors,
near coffee machines, etc.



POSTERS IN CHAIN STORES

AFFILIATE PROGRAM WITH LARGE RETAIL CHAINS

“AWARENESS SAVES LIVES” CAMPAIGN

- 1

POSTERS
IN STORES

explaining that explosive ordnance
can be found even in familiar items
- 2

AFFILIATE
PROGRAM

placing educational materials in receipts,
stickers on goods

Interactive project using augmented reality (AR-code), which is pointed at with the phone and a mine danger warning appears on the screen.

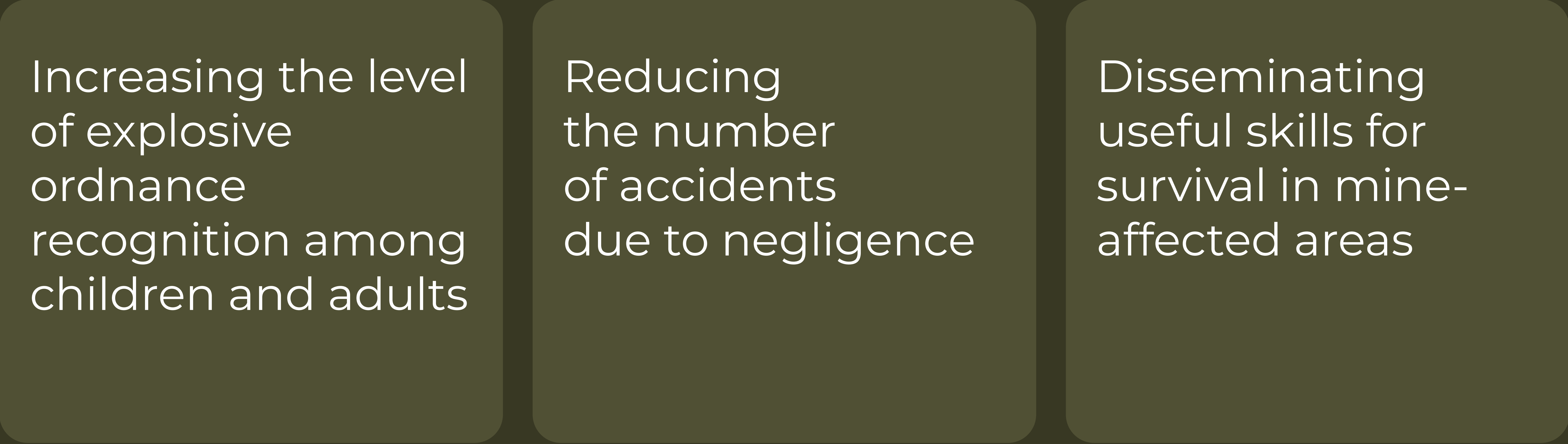


EXPECTED RESULTS

Reaching the audience



Formation of new knowledge



PROJECT OF WORK WITH RELIGIOUS COMMUNITIES ON MINE AWARENESS

In the frontline regions of Ukraine, many elderly residents are active members of religious communities. Most of them do not use social media, have limited mobile communication and access to information, and are constantly under the influence of enemy propaganda. Due to the war, many settlements are in a difficult situation - aid rarely reaches them, and the only source of communication with the outside world is often churches, humanitarian vehicles and printed media.



PROJECT GOAL

The aim of this project is to inform religious communities about mine risk through:

1

Mobile teams that will come after church services and give lectures.

2

Distribution of newspapers and booklets explaining the basic rules for handling explosive devices.

3

Meetings with top officials of large religious communities of different faiths and denominations. Working with local priests to help communicate with the public.

The campaign will cover about 400 religious communities in the frontline regions, and 10 mobile teams will provide systematic information and training.



TARGET AUDIENCE

1

OLDER PEOPLE IN FRONTLINE COMMUNITIES (60+)

- They do not use social media.
- They attend churches and religious communities.
- They are in a high-risk area due to ignorance of the rules for handling explosive ordnance.

2

CLERGYMEN

- They actively interact with the elderly.
- They are important opinion leaders in their communities.
- They can help disseminate information and explain safety rules.

3

RESIDENTS OF THE “GRAY AREA”

- They live in regions with minimal access to information.
- They have difficulty accessing mobile communications and the Internet.
- They read print media, which can be a key source of vital information.



CAMPAIGN FORMATS: MOBILE BRIGADES

10 mobile groups (2 people each) that will travel to communities and churches after services.

Meeting format:

- a lecture on mine danger for up to 20 minutes;
- demonstration of samples of EO (dummies);
- answering questions;
- distribution of newspapers and booklets.

Tasks of mobile brigades:

To conduct explanatory talks

To interact with the clergy

To communicate important information to residents through printed materials



CAMPAIGN FORMATS:

CREATING A NEWSPAPER ABOUT MINE RISK

The publication will be published once a month for six months (6 issues). In addition to information about mine safety, the newspaper should also contain things of interest to the target audience: a sowing calendar, a calendar of religious holidays, a scrabble puzzle, a children's mini-coloring book, etc.

Main topics

What kinds of explosive devices can be found?

1

What to do if you see a suspicious object?

2

Emergency contact numbers

3

Real-life stories of rescue thanks to compliance with the rules

4

Circulation: 100,000 copies

Format of the newspaper:

- Simple, clear text in large print.
- Infographics and images.
- QR codes for those who have smartphones (transition to video instructions).

Printing booklets and leaflets:

100,000 booklets with basic rules for handling EO

50,000 leaflets with illustrations of hazardous items

Distribution through mobile teams, humanitarian vehicles and churches.

CALCULATING THE NUMBER OF COMMUNITIES AND RESIDENTS

Estimated number of communities in the frontline area

500+

settlements in the
combat zone

1 000-5 000

people average number
of community residents

400+

number of religious communities to be reached

Targeted coverage:

- Newspapers - 100,000 residents;
- Booklets - 100,000 people (one-time coverage).

***Mobile lectures - 80% of communities (320 settlements)
within six months***

EXPECTED COVERAGE

500+

informing 500+ frontline communities about mine risk

100 000

people will receive printed information every month

320

10 mobile brigades to cover 320 religious communities in the combat zone

OCU

cooperation with the OCU to effectively communicate information through churches



RADIO INFORMATION **CAMPAIGN** ON MINE SAFETY

This project involves launching a series of educational lectures and social advertising in the format of a radio program.

The main goal is to warn the public about mine danger through broadcasts on popular regional radio stations that have a wide audience reach, especially among people who do not use social media, listen to the radio on the road or at home.

The project includes:

Educational lectures on the radio (weekly for 3 months)

Short public service announcements with warnings from famous personalities

Launch of an advertising campaign on social media with videos of HDIC Supervisory Board members



TARGET AUDIENCE

1

Elderly people – listen to the radio at home, use social networks less

2

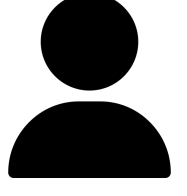

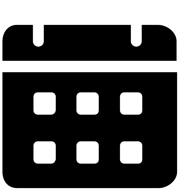
Motorists tune in to Radio NV, Promin, and Ukrainian Radio while driving

3

Residents of the frontline areas – villages often do not have stable mobile communication, but have access to FM radio



CAMPAIGN FORMAT: RADIO LECTURES ON MINE SAFETY

-  Delivered by certified HDIC EORE instructors
-  Duration: 10-15 minutes
-  Frequency: 1 lecture per week, 12 weeks

Topics:

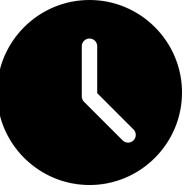
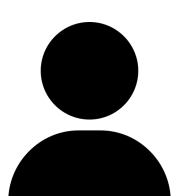
What objects can be explosive?

What should you do if you find a suspicious object?

Why should you not touch shell fragments?

How to report mine danger?

CAMPAIGN FORMAT: SOCIAL RADIO ADVERTISING WITH FAMOUS PERSONALITIES

-  Recordings of 30-second videos from members of the supervisory board
-  Famous Ukrainians warn of danger

Recording scenario example:

"Don't pick up an unfamiliar object on the street – it may be booby trapped. Over 150 people were injured by such objects last year."

Olha Kharlan, Olympic champion

EXPECTED RESULTS

2 000 000+

people learn about mine safety through radio

12

educational lectures on popular regional radio stations

10

social videos with famous personalities on air and in social media

10

coverage of 10 regions, including frontline areas



CHARITY MUSIC FESTIVAL

WITH THE THEME OF MINE SAFETY

GOAL

- Raising public awareness of mine risk through interactive events, music and educational activities.
- Raising funds for humanitarian demining.

Format

- **The musical part** includes performances by bands, a host, and auctions.
- **Educational part** – lectures, VR zones, exhibitions.
- **Fundraising** – auctions, merchandise sales.

Target audience

Young people
who attend
music festivals

1

Families with
children interested
in educational
activities

2

Volunteers,
veterans,
philanthropists

3

Location

It is chosen depending on the infrastructure (it can be a city park, a concert venue, or the location of existing festivals).

FESTIVAL PARTICIPANTS

- Headliner – e.g. TNMK
(has a hit about mine safety)
- 2 medium-level bands
- 3 young bands
- Various lecturers, speakers, auctioneer

PARTNERSHIP FORMAT

- INVOLVEMENT OF SPONSORS

Businesses, NGOs, international partners
- MEDIA SUPPORT

social media, radio, television
- MUNICIPAL SUPPORT

local authorities can provide logistical support



EDUCATIONAL ACTIVITIES

Interactive areas

VR-zone

Simulator of behavior
in a mine danger zone

1

Stands with model mines

demonstrated by the
specialists of the HDIC

2

Lectures from sappers

Real stories, practical advice

3

“Sapper” photo zone

Costumes for photos

4

Area for children

Educational animations

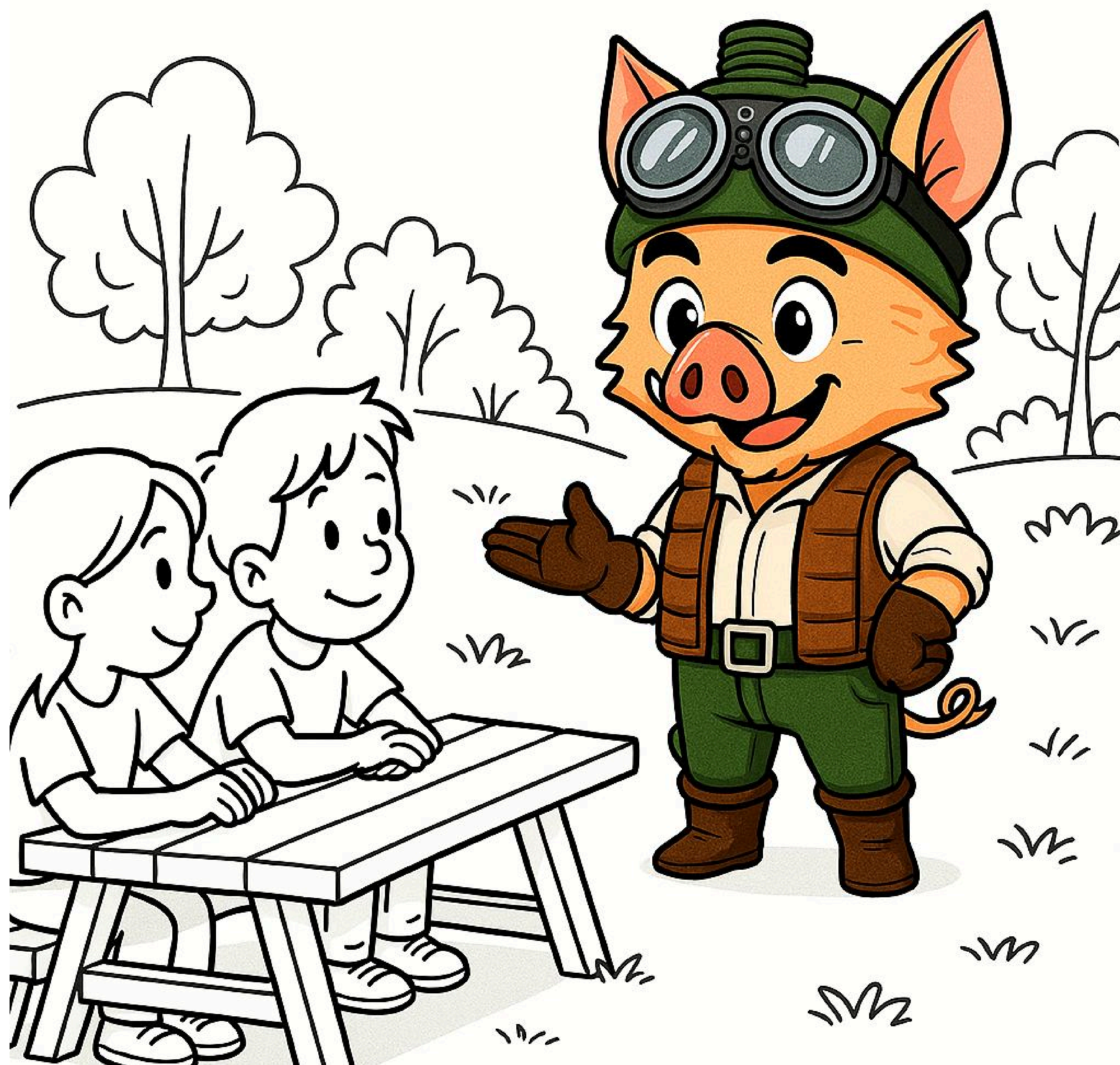
Cartoons about mine safety

1

Workshops

Basics of behavior
in hazardous areas

2



FUNDRAISING AND CHARITABLE ACTIVITIES

Charity auctions

Auction of war artifacts

simulator of behavior
in a mine danger zone

1

Auction of meetings

with artists and the military

2

Fundraising

Sale of merchandise

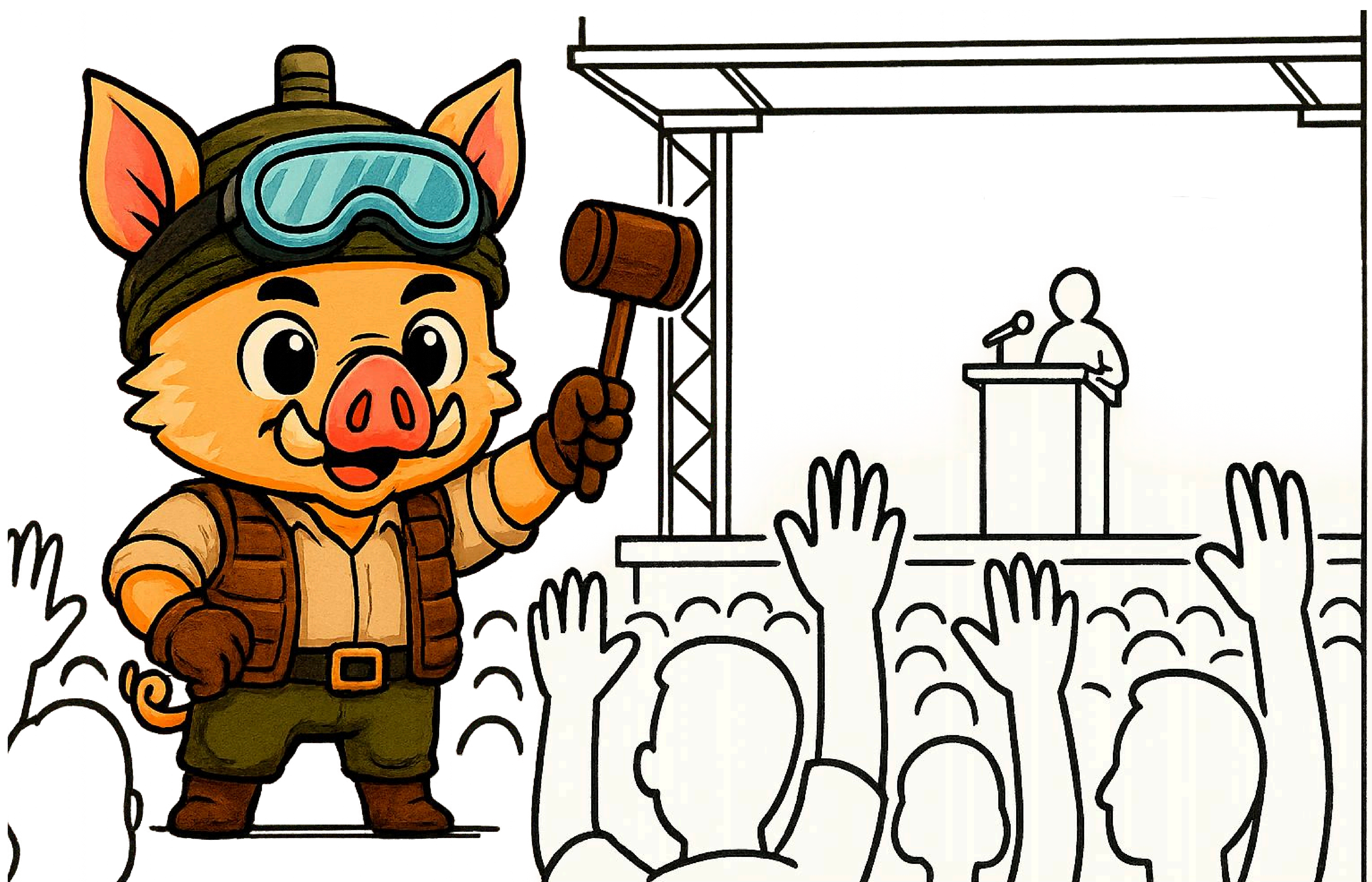
T-shirts, caps

1

“Hero”

photo zone photo
with veterans or sappers
for a donation

2



EXPECTED EFFECT

1

Raising awareness of EO risk among the population.

2

Large-scale media effect - through social networks, radio, TV.

3

Raising funds for humanitarian demining.

4

Formation of social responsibility among businesses and citizens.

EXPECTED RESULTS OF THE ANNUAL CAMPAIGN

500+

teachers trained
to conduct classes

100

mobile lectures in schools

50 000+

schoolchildren reached
by the information campaign

2 000 000+

residents received information
through billboards and media

80%

10 mobile teams will visit 80% of religious communities

WHY THE HDIC?

Cooperation with government agencies

Successful experience in implementing information campaigns

A comprehensive approach to the problem

Working with all target groups

The HDIC is closely linked to key government agencies responsible for demining in Ukraine. This ensures transparency, access to up-to-date information and coordination with the official state strategy.

The HDIC employs media and strategic communications specialists, which allows for the development of effective information campaigns.

The HDIC takes into account the specifics of different population groups - children, farmers, religious communities, etc. By analyzing behavioral patterns, the HDIC achieves greater efficiency at lower costs.

The HDIC focuses on maximizing impact and optimizing costs to ensure that the money invested brings the greatest benefit while informing Ukrainians and creating a long-term culture of mine safety.

