

MINE MARK Foundation

Digital Landmine Risk Education
in eastern Ukraine



“We are witnessing a new landmine emergency on a scale not seen since the historic treaty to ban landmines was agreed [more than] 20 years ago.”

- Jane Cocking
Mine Advisory Group's chief executive

Our Mission and Vision

Our mission is to reduce the number of casualties caused by explosive remnants of war (ERW), providing the affected groups with free and state-of-the-art Mine Risk Education. By working together with local authorities and NGOs, we implement inclusive and sustainable projects which will increase the local populations' awareness about ERW.



Our ultimate objective is a world where not a single human being becomes a victim of explosive remnants of war and where no one has to fear them anymore. Since the clearance of ERW will take several decades, we will focus on the education of affected groups and on the localization and mapping of dangerous areas. That will enable local populations to avoid hazardous areas.

Why and How we do this?

Why?

Our main objective is to prevent children from being killed and injured because as most vulnerable group they need our utmost protection.

In that instance we strengthen UNICEF's Rights of the Child as stated in the [Convention of the Rights of Children](#):

- Their Right to Play
- Their Right to be Educated
- Their Right to be Informed

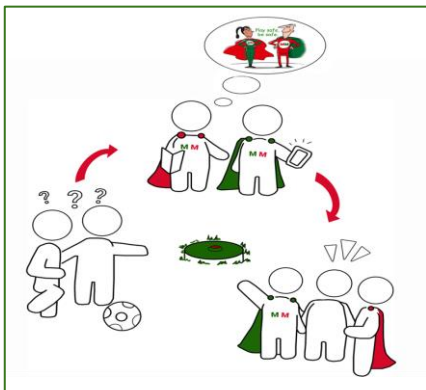


How?

- Investigation of a framework concept that engages local children
- Build on successful pilots in Azerbaijan and Ukraine
- Bigger Humanitarian Network and donors
- Subsequent projects in 25 most heavily landmine-contaminated countries
- Education of 100% of the child in affected areas
- Utilisation of **Innovative Technologies**

Our Methods

By translating United Nations Mine Action Service (UNMAS) guidelines into easy-understandable and appealing cartoons, games, videos, and lectures, Mine Mark creates a child-centered approach, which triggers children's imaginations and educates them in a playful and serious way alike.



Conducted Mine Risk Education (MRE)-sessions are evaluated by pre and post surveys which enable us to improve our education and to tailor the materials around the given feedback.

Online Mine Risk Education Platform

Besides physical cartoons, board games, and learning material, in order to ensure a wider impact Mine Mark is currently working to develop an online platform. The online platform combines e-learning material and specific games which aim to prolong the awareness of the Mine Risk Education (MRE) by letting the children repeat and explore our main learning goals. The online environment will enable the users to see their progress and it will provide MINE MARK with statistics to adjust our content and offer new material based on the users' experience.

In the medium-term, the platform will also be directed to educators, offering the opportunity to download and print MINE MARK's curricula, coloring pages, and games.



Cartoons

The core of our education is a cartoon, which translates the UN guidelines into an easy and engaging story for children. The cartoons feature two superheroes, that triggering the children's imagination, guide them through the dangers of landmines, and help them memorizing how to behave in dangerous areas.

Currently, the cartoons are available in 3 languages: Azerbaijani, Ukrainian and English.



What can happen if I step on a mine?



Games

Mine Mark's volunteers work together on development of the new games. Mine Mark games should be evaluated by the person with pedagogical experience. To this date, Mine Mark has tested four games during its field visits.

MINE MARK Puzzle helps to visualize crucial contexts of the cartoons and to trigger an "I saw that again" effect. This enables the children and youngsters to think about the cartoon again. Furthermore, it helps to see "the whole picture" and creates connections in the brain for logical thinking.

MINE MARK Board Game is utilised to test the children's comprehension of live-saving correct behaviour in landmine-affected regions in a playful way.

The game is based on the German board game "Mensch ärgere dich nicht".



MINE MARK Color Book contains pictures of mines, heroes and storyline of MINE MARK Cartoon. Children are often more interested in coloring books rather than using other learning methods. Pictures also more memorable than simply words and help children to memorize the content.

MINE MARK Memory Game assists the children and youngsters to memorize and recognize explosive remnants of war (ERW). It is an enjoyable and interesting way to visualize dangerous objects and/ or warning signs.

Child Safeguarding

[Safeguarding](#) is used to describe philosophies, policies, standards, guidelines, and procedures designed to protect children and people in vulnerable circumstances from both intentional and unintentional harm.

MINE MARK has a Child Safeguard Policy (CSP) that fulfills international standards and regulates our Code of Conduct, reporting, sanctions, and our Zero-tolerance policy.

The CSP is connected to our Integrity Policy and to all volunteer and third party contracts.

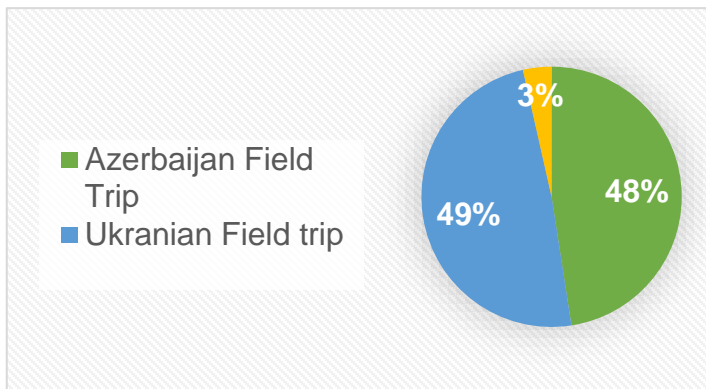
Code of Conduct Summary:

- Protection of Children has highest priority
- Zero-tolerance for any violations
- Reporting of violations is mandatory
- False reporting will be sanctioned as well
- All violations will be investigated and forwarded to law enforcement
- No work with third parties that violate [Human Rights](#) or [Rights of Children](#)

Finances Overview

Mine Mark expenses and funding are published yearly and per project on our website. That enables transparent and conclusive project finances.

Spending per Categories per Country Project:



Budget Global Giving Project - 1

Development Costs	Hours	Rate/ hour (€)	Total costs (€)
Prototyping and Initial Platform Development*	160	45	7200
Game and Quiz Development, per game(for total 6 games)**	120	33,75	4050
Initial design and design asset per game (for a total of total 6 games)***	40	58,50	2340
Operating Costs per month			
Maintenance per month	4	25	100
Database (Firebase) hosting and usage			10
Website hosting (Firebase)			10

* Pro-bono work by Innovative Projects Solutions ** Partly pro-bono

*** Partly pro-bono work by Christine Ball and OpenDoorUkraine

Budget Global Giving Project - 2

Costs for Laptops	Software (SW)	SW x Quantity (€)	Total costs (€)
Laptops*			0
Windows Software**	10	100	1000
Microsoft Office**	35	100	3500
Laptop distribution***			
Other Costs	Price (P)	P x Quantity (€)	Total costs (€)
Flights	300	5	1500
Accommodation	100	5	500
Other expenses	500		500

* Donated by third party

** Highly discounted by Techsoup Nederland

*** With support of Rotary Club Kyiv



€15000

Play safe, Be Safe!



For more information visit:

www.minemark.org

[Facebook](#) / [LinkedIn](#) / [YouTube](#)