

GUIDELINES

FOR ENHANCEMENT OF INTER-INSTITUTIONAL COMMUNICATION AND OUTREACH ON SALW



**GUIDELINES FOR ENHANCEMENT OF INTER-
INSTITUTIONAL COMMUNICATION AND OUTREACH**

**SMALL ARMS AND LIGHT WEAPONS CONTROL IN
BOSNIA AND HERZEGOVINA**

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INSTITUTIONS REPRESENTED IN THE COORDINATION BOARD FOR THE CONTROL OF SMALL ARMS AND LIGHT WEAPONS IN BOSNIA AND HERZEGOVINA

- Ministry of Security of Bosnia and Herzegovina
- Prosecutor's Office of Bosnia and Herzegovina
- Ministry of Defence of Bosnia and Herzegovina
- Ministry of Foreign Affairs of Bosnia and Herzegovina
- Ministry of Foreign Trade and Economic Relations of Bosnia and Herzegovina
- State Investigation and Protection Agency of Bosnia and Herzegovina
- Directorate for Coordination of Police Bodies of Bosnia and Herzegovina
- Border Police of Bosnia and Herzegovina
- Administration for Indirect Taxation of Bosnia and Herzegovina
- Ministry of Interior of Republika Srpska
- Federal Ministry of Interior of Federation of Bosnia and Herzegovina
- Police of Brčko District of Bosnia and Herzegovina

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1. INTRODUCTION

1. INTRODUCTION

Guidelines for enhancement of inter-institutional communication and outreach of the SALW Control Coordination Board (SALW CCB) as presented do not intend to replace communication strategies or communication plans of the institutions represented in the SALW CCB and/or law enforcement agencies in regards to this topic and their regular, planned or ad-hoc activities.

The Guidelines provide a framework for activities of the SALW CCB aimed at enhancing communication within the SALW CCB, with other relevant institutions as well the citizenry on topics represented in the SALW Control Strategy.

1.1. Background

The control of small arms and light weapons (SALW) is among the key security concerns in Bosnia and Herzegovina (BiH), a country dealing with large quantities of weapons left over from the war as well as with the use of firearms in the commission of new forms of crimes - both in South-Eastern Europe and in the EU member states.

The Serious Organised Crime Threat Assessment (SOCTA) 2021-2024 notes the increase in the purchase and sale of firearms by organized crime-related individuals, including for smuggling, illegal sale in the EU “black markets” where the demand is on the rise, and in committing crimes in BiH.¹

The issue of SALW control is not gender-neutral, and affects both men and women of different ages, including in the context of family and partner relationships. Gender impacts the distribution of, and demand for, firearms as well as specific risks that men and women face with regard to the abuse of firearms.

BiH has undertaken a political, strategic, and operational commitment to systemically address this issue by adopting a series of relevant UN and EU documents as well as best practices in regulating the issue. This includes recognition that gender mainstreaming of the strategic and operational framework is highly relevant for efficient control of SALW. To that end, the Strategy reads that BiH will work on gender mainstreaming of SALW control measures, with particular importance being given to

the prevention of firearms abuse in domestic violence cases, strengthening of the institutional capacities to create and implement gender responsible measures, and increasing the participation of women in SALW control.

In addition, BiH is among the few countries in the region with a SALW Control Strategy and an accompanying Action Plan in place - since 2006.

Monitoring of the implementation of the SALW Control Strategy is entrusted to the SALW Control Coordination Board in BiH (hereinafter, SALW CCB), an expert inter-institutional body established by the Council of Ministers of BiH. This body also coordinates and directs activities, takes charge of revising both the Strategy and Action Plan, and annually informs the Council of Ministers of BiH about the implementation. The work of this body is governed by the Rules of Procedure. The SALW CCB receives administrative support and assistance from the Ministry of Security of BiH.

The SALW CCB's mission is:

- development of the legal and institutional framework in the field of SALW;
- cooperation and awareness raising as the key prerequisites to creating proper mechanisms for successful control of small arms and light weapons and their impact on citizens;
- continuous strengthening of all available resources;
- creation of a safe environment both in BiH and the region.

The vision

Bosnia and Herzegovina as a safe society with sustainable and all-encompassing mechanisms for identification, prevention, criminal prosecution, and control of illegal possession, misuse, and trade in firearms and ammunition, in line with the UN, EU and other international standards and best practices.

The objectives of the SALW Control Strategy 2021-2024 are as follows:

- Enhancement/harmonization of the legal framework and implementation of the SALW-related legislation;

1 <http://www.msb.gov.ba/dokumenti/strateski/default.aspx?id=22236&langTag=bs-BA>

- Reduction of misuse of illicit possession and trade in arms and ammunition;
- Management of SALW owned by the Armed Forces of BiH;
- Co-operation with the international, regional, and civil society organizations (CSOs).

1.2. Purpose of the Guidelines

- The SALW CCB is committed to the establishment of effective, integrated, and coordinated inter-institutional communication and outreach. This commitment takes into consideration both the internal audiences – across institutions represented in the SALW CCB and other institutions relevant to the accomplishment of its objectives as listed in the SALW Control Action Plan, and the external audiences – public at large. To that end, the SALW CCB and LEAs need to utilize the most effective and efficient communication tools, channels, and best practices available.

Therefore, the purpose of the Guidelines for Enhancement of the Inter-Institutional Outreach and Communication is to raise public awareness about the work, functions, and competencies of the SALW CCB and LEAs and, in doing so, to contribute to the promotion and achievement of strategic objectives in the field of SALW control. Also, the aim of the Guidelines is to steer and further improve communication between the institutions represented

within the SALW CCB and with other relevant institutions, and to guide the SALW CCB in creating a framework for a planned and continuous public awareness process.

Specific topics that require a more comprehensive and in-depth public outreach can be described as the need arises in separate communication plans (communication packages), which will at all times remain compatible with both the SALW Control Strategy and the Guidelines.

In implementing the Guidelines, the SALW CCB/LEAs will ensure that no one is discriminated against based on their age, class, disability, employment status, ethnic or national background, race or colour, HIV status, marital status, religious or political beliefs, responsibilities for children or dependants, sex, sexuality, or trade union activities.

1.3. Time frame

The SALW CCB will oversee implementation of the Guidelines for Enhancement of Inter-Institutional Communication and Outreach.

The implementation of the Guidelines will begin upon its adoption by the SALW CCB and updates of this document will be carried out in accordance with the objectives of the SALW Strategy.

Gender mainstreaming approach will be taken care of in all updates of this document which will be carried out in accordance with the changes and objectives of the SALW Strategy.

2. COMMUNICATION OBJECTIVES AND VALUES

2.1. Objectives

The overall objectives of the Guidelines for Enhancement of Inter-Institutional Communication and Outreach are as follows:

- Provide the public with a clear, comprehensive, cohesive and explanatory insight into the SALW control policies;
- Contribute to the public awareness raising of SALW risks-related issues, including the correlation between gender-based violence and abuse of small arms and light weapons;
- Contribute to a functional dialogue on the SALW control-related issues in the public arena through outreach to the civil society organizations and local community governments;
- Contribute to the awareness raising related to roles and responsibilities of different actors and target audiences;
- Further improve inter-institutional communication on the SALW-related issues.

2.1.1. Internal communication objectives

With the aim of ensuring the maximum level of coordination and streamlining of activities, the objectives of the internal communication are as follows:

- Further improve communication and co-operation within the SALW CCB;
- Further improve communication between the SALW CCB and other institutions relevant for the SALW-related issues, primarily law enforcement agencies at the cantonal level;
- Contribute to the promotion of the SALW-related issues, including the gender equality, among the personnel across relevant institutions;
- Improve press and public information capacities of the cantonal LEAs should they express the need for it.

2.1.2. External communication objectives

With the aim of launching the process of behavioural change, the objectives of the external communication are as follows:

- Ensure the public understanding of the SALW-related activities, programmes, and objectives;

- Maximize public awareness of SALW-related risks and hazards among the citizens;
- Contribute to the awareness raising related to roles and responsibilities of different actors and target audiences;
- Encourage proactive co-operation with the media, topic-relevant CSOs, local communities' governments, and all other relevant stakeholders and interest groups.

2.2. Communication values

The following core values will be taken into consideration in the communication and outreach of the SALW CCB/LEAs:

- **Openness**
Public authorities are expected to report on their activities proactively and on a timely basis, and are encouraged to widely disseminate information on their work. To that end, the SALW CCB/LEAs will promote openness in their activities and formulate their communications to maximize reach to individual target groups and respond to the specific needs for information of the media and stakeholders, i.e., requests for interviews, specific data, etc.
- **Reliability**
The SALW CCB/LEAs will ensure that all disseminated information is accurate, clear and adequate.
- **Impartiality**
The SALW CCB/LEAs will ensure that different viewpoints are taken into consideration equally in communications, that communication serves all stakeholders equitably and that neutrality and impartiality are the communication cornerstones.
- **Clarity**
The SALW CCB/LEAs will ensure clarity of their messages so as to be understood properly and to prevent misunderstandings.
- **Interactivity**
The interactivity in communication between institutions represented in the SALW CCB/LEAs is encouraged. In other words, the wider the discussion and co-operation before and during preparation of a specific

communication or outreach activity, the better the outcome. The benefits of interactive communication are manifold: continuous updates and communication with audiences, transparency through communication, additional alignment opportunities, quickly being able to understand if a message is received or understood.

- **Gender-sensitive language**

The institutions represented in the SALW CCB/LEAs are encouraged to include gender sensitive language in their communication. Gender-sensitive language means using and deploying language in a way that addresses all genders or identities in an equally visible and appreciative manner.

2.3. Writing style

To effectively engage with target audiences, the SALW CCB/LEAs will always strive to use the most straightforward and appropriate language, including gender sensitive language, explain technical terms, avoid jargon, and provide background information to ensure that all of their communications are understandable to the widest audience possible.

Writing will be:

- Clear;
- Concise;
- Consistent.

3. TARGET AUDIENCES

3.1. Internal target audiences

3.1.1. Institutions represented in the SALW CCB

Background: The SALW CCB members meet on a regular basis to review the SALW Control Strategy implementation, keep each other abreast of developments and exchange information. In between meetings, members communicate both orally and in writing, using occasion-appropriate communication channels (e-mail, phone call, online or in-person meeting, official memo, etc.).

Recommendations:

- Introduce a practice of keeping the personnel of each institution represented in the SALW CCB informed of relevant developments, particularly during the implementation of public awareness activities. This will help better use of their enormous potential as partners in communication and message multipliers.

3.1.2. Other institutions relevant for SALW control-related issues

Background: As specified in the SALW Control Action Plan, the communication between the SALW CCB and other institutions at different levels relevant to the SALW Control Strategy implementation is governed by different internal institutional regulations, including who officially informs who and who communicates to who both vertically and horizontally. These internal regulations are adhered to.

Recommendations:

- Broaden the communication and co-operation with other institutions, cantonal law enforcement agencies in particular, having in mind that SALW-related issues are directly linked to the work they do locally on the ground. This will help raise the profile of these institutions in the SALW control field and help the SALW CCB to expand its outreach by incorporating SALW-related messages in the events/communication that these institutions organize independently;
- Organize annual SALW promotional events across BiH towns, where the Entities', Brcko District of BiH and Cantonal Ministries of Interior are headquartered, and bring together law enforcement agencies on this level, local government and CSO representatives;

- Ensure that relevant representatives of these institutions are invited as panellists to different media events, meetings, conferences, etc. hosted by the SALW CCB/LEAs and in turn make SALW CCB/LEAs members available for events on SALW-related topics hosted by the aforementioned institutions.

3.2. External target audiences as multipliers

3.2.1. Media organizations

Background: Media interest in the SALW-related issues in the country is not continuous. It is noted that media interest increases following incidents involving the use of firearms and during public awareness activities and campaigns that national or international institutions/organizations sporadically implement on SALW-related issues.

Recommendations:

- Encourage co-ordinated and proactive approach to the media to prompt their interest and point to the relevance of SALW-related issues for the benefit of citizens;
- Organize a round of meetings with editors across the country;
- Host thematic background briefings to help journalists understand the importance of the issue across the country;
- Invite media to the SALW CCB sessions and provide access to the SALW CCB's officials and experts;
- Continue the practice of inviting media to the sites for weapons' destruction;
- Ensure that data presented to the media are segregated by sex whenever possible, keeping in mind the specific position of the most affected groups. The data and information presentation will take into consideration the key concepts of gender analysis (sex, gender, gender roles, intersectionality). In addition, an attempt will be made to identify and present the causes of gender inequalities to the extent possible, which would contribute to addressing the issue of small arms and light weapons as an important issue for the general public.

3.2.2. Civil society organizations

Background: Encourage the co-operation with the CSOs which are generally regarded as a bridge between citizens and public authorities that helps articulate the opinions of the concerned citizenry more constructively. The co-operation with women's groups and feminist organisations is of specific importance as their experience in building peace and security in a post-conflict society can significantly contribute to the content of joint thematic activities as well as to the scope and impact of public information and consultation processes. In addition, they can be an important contributor to planning, implementation and evaluation of different activities in regard to the gendered dimensions of SALW. Therefore, by cooperating with CSOs, public authorities utilize their added value, expertise, and resources. Not only does cooperation with this segment of society help to increase the reach and impact of communication efforts more cost effectively, but local engagement and partnership work can help messages resonate better.

Recommendations:

- Further strengthen and intensify communication and co-operation with the CSOs, women's groups and feminist organisations in particular. The benefits of this form of co-operation are manifold: encourage and enable CSOs' active involvement in the process of public consultations on relevant pieces of legislation and co-organization of public awareness initiatives, but also rely on their expertise and joint conduct of analysis, reports, etc. on the topic;
- Invite CSOs' representatives to conferences, meetings, workshops, etc. occasionally or as need be and in turn make SALW CCB members available for similar events hosted by the CSOs;

3.2.3. Local community governments

Background: The community level is an exceptionally promising platform for communication because a) this is where most citizens directly communicate their needs and concerns and b) local community governments enjoy strong political legitimacy among citizens. Needless to say, local community governments have a strong interest in becoming

supporters of the SALW control related-objectives and grassroots communicators of messages as all the different types of incidents involving firearms happen at the community level and affect the citizens they are directly accountable to.

Recommendations:

- Organize and encourage organization of annual SALW promotional events across BiH towns, i.e., areas covered by the Entities', Brcko District of BiH and Cantonal Ministries of Interior, and bring together law enforcement agencies from this level, local government and civil society organizations' representatives.
- Utilize the existing communication channels of individual local communities, such as municipal/cities' websites, direct interaction with citizens at local communities' fora, which are likely to attract a lot of visitors, etc. to integrate SALW – related info products or messages. The local authorities are already experienced in the implementation of local gender equality action plans and of the UN Resolution 1325 on Women, Peace and Security, hence the cooperation on the issue of SALW could help them recognize the gender dimension of this activity in the future and as part of their regular activities.

3.2.4. International organizations and donors

Background: There is a well-established practice of the SALW CCB cooperation with international partners/donors. The SALW CCB provides status implementation updates, including with respect to the different needs of BiH stakeholders and as pertains to specific projects and programmes in line with individual donor reporting requirements.

SEESAC, UN, OSCE, EU, and different embassies, to name just a few, have so far offered significant financial and technical assistance aimed at capacity-building, purchase of equipment, best practices exchange, etc., including public awareness raising initiatives.

Recommendations:

- Expand cooperation with international organizations to those with the experience in tackling gender equality issue in different fields, including the security.

3. TARGET AUDIENCES

- Encourage organization of events to be jointly hosted by international partners and institutions represented in the SALW CCB and LEAs for different stakeholders.

3.2.5. Academic community

Background: The SALW Control Coordination Board has not cooperated with the academic community so far. It is therefore important to encourage co-operation with them. The role of the academic community representatives is threefold. First, as educators, they have a significant impact on the formation of students' attitudes. Second, as subject matter experts, they enjoy public credibility. And, third, they can help in selecting a proper framework for gender analysis and in presenting the results.

Recommendations:

- Encourage cooperation with academic community representatives across the country, with a specific focus on the faculties in security studies, criminology sciences, and legal curricula, with full respect of gender balance.
- Promote SALW-related topics by encouraging faculties/universities to actively promote/delegate SALW-related topics for the M.A. and/or Ph.D. theses.
- Regularly invite academic community representatives to conferences, seminars, etc. and in turn make SALW CCB members available for similar events hosted by the faculties/universities, including as guest lecturers.

3.2.6. Religious communities

Background: The SALW CCB has not co-operated with the religious communities in BiH so far. Taking into consideration the important role of the religious communities in the BiH society, encouraging co-operation with the religious communities can make a significant contribution to multiplying messages about relevant societal processes; behaviour change that is needed to resolve the “gun culture” issue is one of these processes.

Recommendations:

- Encourage co-operation with the management of relevant religious communities across the country;

- Arrange with the religious communities in BiH to integrate and support SALW-related messages on different occasions, i.e., when the officials interact with believers and general public.
- Arrange with the religious communities in BiH to be particularly vocal about dangers of the use of firearms ahead of relevant religious holidays, when the use of firearms traditionally increases.

3.2.7. Citizenry

Background: The outreach to citizens, women and youth in particular in regards to the issues of SALW risks and hazards as well as roles and responsibilities is the most important communication and outreach activity for the SALW CCB.

Recommendations:

- Utilize existing communication channels of the institutions represented in the SALW CCB and international organizations to further intensify the reach to the citizens;
- Organize public events of different formats to interact with the citizens directly and utilize the feedback to adapt the public communication, satisfy their need for information and respond to individual queries;
- Make an effort to have men and women equally represented in the communication and outreach activities in order to ensure appeal to highly affected groups, women and youth in particular. To this end, the SALW CCB/LEAs can resort to the skills and competencies of female colleagues already working in press and public information departments/sections of different law enforcement agencies who are both police officers and civilians (such as the Public Affairs Department of the Republika Srpska Ministry of Interior, Ministries of Interior of Zenica-Doboj, Tuzla and Central Bosnia Cantons and the Brcko District of BiH Police).
- Ensure the researches and analysis are always based on gender sensitive methodology;
- Ensure that presented data are always segregated by sex;
- Always positively address gender-age stereotyping by, for instance, promoting female-youth role models, using female-youth decision-makers, members of CSOs, local community, etc. in delivering key messages.

4. ISSUES MANAGEMENT

4.1. Issues management

Increased communication and outreach on behalf of the SALW CCB/LEAs to the public will draw attention to the functioning of this body and prompt media interest in the specific activities. Except for topic-oriented public awareness raising campaigns and different outreach events, which will be prepared well in advance, the communication topics may differ. Namely, while some topics will be designated by the SALW CCB/LEAs and communicated through activities of different formats, others will be dictated by present circumstances and prompted by the interest of the media and/or citizens. To that end, an effort has to be made to identify and anticipate these emerging issues, using formal avenues such as media monitoring, tracking and analysis, and input from the institutions represented in the SALW CCB but also informal ones such as contacts with journalists.

5. COMMUNICATION TOOLS AND CHANNELS

The communication tools described below are explained in detail in the Communication Manual that is enclosed to this document to assist potential communicators on the SALW-related issues who are dispersed at different geographical locations/institutions across BiH to better understand the process of communication with the media and/or general public.

5.1. Communication tools

5.1.1. Press conferences

Hosting a press conference is a good practice to keep the public informed and ensure a platform for journalists to ask questions they deem relevant to the public. However, one should keep in mind that not every topic qualifies for a press conference. In addition, the preparation of the press conference requires prior consultations among the participating institutions/panellists to avoid overlaps in talking points and ensure unison in messaging.

Recommendation:

- Use press conferences as a communication tool for the SALW-related issues, following the CCB sessions, and important announcements;

5.1.2. Press releases

A press release is the most common communication tool used by institutions to inform the public about an important topic, and ensure longer lifespan of a topic in the media. Once published, it is necessary to analyse the media coverage of the press release to be able to suggest corrective measures.

Recommendations:

- Continue the practice of communicating important topics via press releases;
- Ensure dissemination of press releases to the local level media through the press offices of the cantonal law enforcement agencies;
- Ensure posting of press releases on the websites of institutions represented in the SALW CCB.

5.1.3. Interviews

The interview is used when there is a need to provide a more in-depth picture and improve the understanding of the issue and to ensure publicity, create interest and build awareness. Media interviews often complement communication via other tools (e.g., a press conference or launch of a public awareness campaign).

Recommendation:

- Use interviews more in the communication in all formats available - print, online, radio and TV and utilize the potential of the SALW CCB members who represent different institutions and thus could offer different perspectives into the SALW - related issues.

5.1.4. Feature stories

A *feature story* is used when there is a need to cover a single topic in a longform content, combining facts and opinion, with a focus on the human-interest side of the story, and it has educational value.

Recommendation:

- Encourage the practice of developing feature stories, as they reflect interesting developments and topics from across the country and from across the institutions involved in the SALW-related issues.
- Ensure stories are shared at the websites of the institutions represented in the SALW CCB.

5.1.5. Website

Websites offer a comprehensive and overreaching insight into an organisation's work and go hand-in-hand with the consumers' habits. Utilization of this tool is of a particular importance during public awareness raising campaigns. Website is also a relevant tool for the evaluation of the communication and outreach activities (to measure traffic, analyse areas of interest of visitors, etc).

Recommendation

- Encourage promotion of information about the meetings of the SALW CCB members on websites of the institutions represented in the SALW CCB as well as all other activities that the SALW CCB member-institutions carry out with the aim of implementing the SALW Control Strategy.

5.1.6. Thematic formal and informal media/CSOs/expert audience briefings

Be it formal or informal, these events are an established way of providing more extensive in-depth information about an issue. Invitations must clearly indicate whether the event is on or off-the-record so that the participants know in advance which type of event they will be attending. In return, these events resonate well among the target audiences.

Recommendation:

- Introduce a practice of hosting thematic briefings for a whole variety of audiences – media, CSOs, academics, expert audience. The benefits are twofold – educating the target audiences and fostering partnerships.

5.1.7. Info products – flyers, booklets, publications

Whether distributed in a public place, handed out to individuals or sent through the mail, different info products are quite popular. They can be used to present the institution as such, feature a specific topic, provide an advice, etc.

Recommendation

- Encourage a practice of developing information products of different formats which will contain information about the topics identified as priorities in the SALW Strategy.

5.1.8. Public awareness campaigns

Public awareness campaigns are important policy tools used worldwide and a useful communication tool to disseminate information and shape/influence attitudes, social norms and behaviour. They enable issues to be addressed from a target audience perspective in a co-ordinated way, offering the platform to combine all communication tools and channels to get a message across.

Recommendation:

- Encourage public awareness campaigns as a regular communication and outreach activity, plan and allocate budget for this purpose and ensure complementarity with the public awareness activities planned and paid for by the international organizations and different donors.

5.2. Communication channels

Traditional media are stretching thin according to the latest media landscape research and struggling to keep up with online competitors. Add to that the fact that the editorial space is shrinking, the struggle to be the first to publish breaking news, all of which adds up to the pressure of dealing with the media in BiH. Therefore, each of the outlets requires a specific approach. In general, these are the principles of what any media type is looking for:



5.2.1. TV

TV stations continue to be the most relevant source of information, as altogether 78% of people get their information from television, as reported by the BiH Statistics Institute.

5.2.2. Radio

Local and national radio stations have an exceptionally high influence on the information provided to the population in urban centres as well as in rural regions where the population is generally scattered.

5.2.3. Online media

The relevance of online media in keeping the public informed is on a constant increase. Online media are particularly important in the reach out to young people. The research of Internet users carried out by the BiH Statistics Institute in 2021 estimates that they account for 75.5%, of which 72.8% use Internet to be informed of new developments in the country.

5.2.4. Print media

Although the print media are available only to a certain percentage of the public, they remain one of the vital components in the creation and formation of knowledge and views on particular issues, particularly as most of the print media are also available in online format. In getting the message across, it is important to rely on both daily and weekly newspapers and magazines.

5.2. Work principles with media

To maximize the impact when working with different types of media, the following work principles are to be adhered to:

Online

- Varying formats and focus
- Utilize print, visual and audio elements
- Optimum flexibility
- Allows interactive dialogue
- Anyone can be a reporter
- Huge opportunities, huge risks

Broadcast

Television

- Completely driven by visuals and sound bites
- Varying formats
- Emotional hook, personal relevance
- Work against hard deadlines for scheduled programs

Radio

- Reliant on sound bites and audio
- Varying formats
- Work against hard deadlines for scheduled programs

Print

Newspapers

- Access to spokespeople for detailed interviews
- Allows for extensive explanation
- Work against varying deadlines

Magazines

- More in-depth interviews
- Angle relevance to readers
- Longer deadlines

Wire services

- Always want story first and always on deadlines
- Service all of the above

6. EVALUATION OF COMMUNICATION AND OUTREACH ACTIVITIES

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Continuous monitoring and evaluation of communication and outreach activities is required to ensure their efficiency - to measure success and suggest corrective measures, get an insight into the needs and opinions of the target audiences, and to use them for planning of the future activities.

The Evaluation Framework is developed as a separate document, and will be attached to this Guidelines for Enhancement of Inter-Institutional Communication and Outreach.

7. ANNEX I - Recommendations

7. ANNEX I - Recommendations

The following are recommendations of the working groups composed of representatives of both SALW-represented institutions and cantonal-level ministries of interior in the order of appearance, i.e., as they were presented. Following the consideration of these recommendations and subsequent adoption by the SALW Control Coordination Board, they will be integrated in this draft Guidelines for Inter-Institutional Communication and Outreach.

I Activities aimed at enhancing communication between SALW CCB and other institutions which are not represented in this body

- Based on previously defined set of measures, the SALW Control Coordination Board is obliged to contact and consult all law enforcement agencies beforehand, including those which are not represented in the Board, in regards to the plan of activities, actions, campaigns, and other affairs and tasks entrusted to it;
- As regards the previous recommendation,

- As regards the previous recommendation, the SALW Control Coordination Board should plan their activities for the next year in a timely manner and deliver the plan to all actors soliciting their suggestions and opinions before its implementation.
- The SALW Control Coordination Board should organize occasional meetings in all cantons, Entities and the Brcko District of BiH to get closer to the citizens, CSOs and local communities.
- Establishment of regular, simultaneous and timely communication of the SALW Control Coordination Board with the law enforcement agencies, which will be further presented at the local level and publicly released on the same day.

II Defining topics of interest for citizens

- Gender dimension of all topics is to be taken into account. In regards to the selection of topics, they should cover both control of small arms and light weapons on the one hand, and the most diversified forms of gender-based violence on the other.

