



## Introduction

The Mine Mark Foundation is a young, but highly motivated and committed non-profit organisation that is located in The Hague. Mine Mark aims to protect children in landmine contaminated areas against landmines and other Improvised Explosive Devices (IEDs). We as an organisation educate children how they can avoid, recognise, mark and report landmines.

To achieve this, Mine Mark employs two different, yet related strategies:

- (1) To visit children in conflict areas and educate them about the dangers of landmines and how they can avoid, recognise, mark and report landmines.
- (2) To develop a marking database and application that revolve around that track down and register landmines in conflict areas.

## *Education Program*

In the short term, we will focus on continuing our education program. This not only represents the foundation of Mine Mark, but with it we also build on a successful pilot project we recently conducted in Azerbaijan (March, 2019). The strength of our education program is rooted in the universal application of our teaching methods. This enables us, if the financing allows for it, to implement the educational project in every region. In addition, it also implies that the financing can be taken care of per region. Although this implies that the financing goals will be smaller, there will also be significantly more possibilities to finance our education programs abroad, including:

- (1) A campaign or contest, in which we link one (or multiple) Dutch school(s) to an Azerbaijani school. Through these activities, the parents (crowd)fund our program.
- (2) Cooperate with (post-conflict) development funds or corporates to adopt our program (for one or multiple regions).

## *Marking Database/Application*

Long-term, Mine Mark wants to develop a marking database/application. The concept reads as follows:

- (1) We construct a database for detection of landmines, and build a simple application upon this database. The app can handle the marking process in which it determines a gps location (the practicalities of a browser version need to be researched).
- (2) The app and usage thereof are incorporated in the program of the Mine Mark Foundation; which educates locals (not just children) about its use.
- (3) With the data generated by the pilot users, a heat map of dangerous areas with the pilot region can be constructed.
- (4) If this process can be replicated (and repeated) in other regions, the database extends to a wider area. At that time, we can try to find ways to license our dataset (or the usage of an application we develop with it).

## Plan Realisation

Our policy plan is developed for the next three years.



## **Mission, Vision & Strategy**

The Mine Mark Foundation was founded to reduce the harm that is done by landmines. Worldwide there are around 110.000.000 landmines in the earth's soil and more than 250.000.000 landmines are still stored in depots. It will take around 1100 years to remove all these landmines. We do not have that time. Only in 2016, 9437 people got killed or injured by landmines, with one-third of them being children who wanted to touch landmines or play with them.

It is of crucial importance to increase the awareness of the next generation(s) to come about the danger of landmines. Not only because of the large number of landmines that are either in the ground or stored in depots, but also because of the sheer practical and financial impossibility to get rid of all the landmines. Mine Mark therefore focuses on educating children how they can recognise, avoid, mark and report landmines. We do this by translating the United Nations Mine Action Service guidelines into brochures, games, videos and superhero comics. This approach enables children to engage with the educational materials and to teach them in a joyful way how they can survive in the 'contaminated' areas where they grow up. Moreover, children become superheroes themselves by sharing this knowledge to other children, friends and of course their families.

Our ambition is thus to educate as many children as possible about the landmines of landmines and, by extension, to offer them a safer future.

## **Goals**

To realise our ambition, we have set several goals. First, we want to return to Azerbaijan in order to visit other Azerbaijani regions and thus educate more children in landmine contaminated regions. Given the success of our pilot project, the contacts we have made with Azerbaijani officials, as well as with local non-governmental organisations and local schools, it is important to build on this and to extend our approach to other Azerbaijani areas that are still contaminated with landmines. There is also the possibility to set up local partnerships with local organisations.

Given our ambition to educate as many children as possible, it is of great importance to travel to other conflict areas within and beyond Europe.

Furthermore, as mentioned earlier, we also intend to develop a marking database and application that enables us to map out landmines.

## **Strategy**

Based on the first two goals, we want to have implemented a larger project in Azerbaijan as soon as possible (within a year).

The development of a marking database and application will start at the moment we will have secured enough financing to pay app developers, to maintain the database etc.



## SWOT-Analysis

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>- Good balance between academic knowledge and experiences in conflict areas and mine-clearing</li> <li>- Clear roadmap</li> <li>- Committed team members</li> </ul>	<ul style="list-style-type: none"> <li>- No financial reserves; and, therefore, dependent on external funding</li> <li>- Limited technical knowledge</li> <li>- Time issues due to work or study besides Mine Mark</li> </ul>
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>- Wide, professional network with unique skills</li> <li>- Solid partnerships with other organizations that help us in achieving our goals</li> <li>- Successful pilot project in Azerbaijan, laying the foundation to return and expand our approach to other regions in Azerbaijan</li> </ul>	<ul style="list-style-type: none"> <li>- Dependent on external funding, which creates uncertainty about long-term sustainability</li> <li>- Technical impossibilities in relation to the marking database/application</li> <li>- Limited accessibility to imminent conflict areas where we would like to educate children</li> </ul>

## Board & Team

*Nils Hegel:* Nils is one of Mine Mark's co-founders and he has a military background. He served in the German Military Police and, in that position, was deployed to several conflict areas like Afghanistan. There he saw first-hand how explosive remnants of war destroy individuals, families and whole communities. Nils is currently studying Security Studies at Leiden University.

*Lala van der Kolk – Mustafazade:* Lala is a co-founder of Mine Mark. She worked for the Ministry of Emergency Situations in Azerbaijan where she discovered her interest in Crisis Management. Therefore, she did her Master in Crisis- and Security Management at Leiden University. Now she is working as a Senior Consultant for Deloitte's Crisis Management and Resilience team.

*Aleksandar Zdravkovski:* Aleksandar is a Finance and Strategy Manager at Mine Mark. He holds an MSc in Financial Economics from Erasmus University Rotterdam and currently works as an FP&A Analyst at Danone. Aleksandar is an avid half-marathon runner and strives for a world in which no children are harmed by explosive remnants of war.



*Ilaria Vallini:* Ilaria is passionate about communication and finds visual content a great tool to reach people and raise awareness. Her academic background is in Politics: BA International Relations from Sapienza University of Rome and MSc Middle East Politics from SOAS of London. Ilaria is now working for ASTP, a Knowledge Transfer association of Leiden.

*Bob van Grieken:* Bob is the latest addition to the Mine Mark team and he is primarily responsible for external relations. He holds a BSc in International Relations and graduated cum laude from Leiden University with a MSc degree in International Relations and Diplomacy. His passion for international relations, combined with his drive to contribute to society, makes him an excellent fit for the Mine Mark Foundation.