

20 October 2013.

Directed energy weapons Simulation exercise

The following ten groups will need to complete the tasks set out below within the time allotted.

The groups that are working on the campaign (i.e. not the two government groups or industry group) need to:

- i) work together to decide on a name for the campaign
- ii) work out how much their activities will cost

Groups are encouraged to interact with other and work together / against each other (!) as needed.

The overall time frame for this work is one-year, but the immediate context is that a meeting on weapons and protection of civilians will take place in the beginning of December, in six weeks time, in Geneva hosted by the UN. The campaign is expecting to launch around that time.

1. **STRATEGY** team.

Develop a strategy for the new campaign on directed energy weapons. The strategy should include an overarching goal and concrete objectives and outputs, as well as a structure for the campaign/coalition. Develop a one-year budget that covers the costs of the activities being undertaken by the other campaign groups.

2. **OPERATIONS** team.

Develop a plan for field research, including a list of places that you will visit, a terms of reference for your research missions, partners that you will work with to get into and get around the country, who you will interview in the country, and what you plan to produce following your missions.

3. **RESEARCH** team.

Develop a research plan, including key issues and themes to research, institutes/organisations that could carry out this research with you, publications to produce, and plans for launching and distributing your research. You should also look at funding sources for the different projects.

4. **POLICY** team.

Develop a policy briefing for the campaign, including key arguments and frequently asked questions. You should also think about how the campaign should frame its approach anticipating how the international debate will develop – what will be the key points of tension between the campaign and governments? How do we make the case for new rules?

5. **ADVOCACY AND CAMPAIGNS** team.

Develop an advocacy and campaigning plan, including a set of key targets and key constituencies to engage. Draw up some plans for lobbying and campaigning events including the launch of a campaign on directed energy weapons, as well as meetings and stunts that can be undertaken to influence key targets in different countries.

6. **MEDIA** team.

Develop a media plan, including some key messages, and a one-page press release to support the new campaign on directed energy weapons. Develop a plan for holding a press conference, and together with the operations team plan a media trip for journalists to produce broadcast material.

7. **FILM** team.

Produce a short film to promote the new campaign on directed energy weapons. Gather ideas from the other campaign groups to find out what they want to see reflected in the film.

8. CORE GROUP GOVERNMENTS team.

Develop a plan for government action to promote new rules on directed energy weapons. The plan should include common negotiating instructions for the UN conference, included desired outcomes, key messages, a plan on who to engage and who to work in partnership with. Work with the campaign.

9. WEASEL GOVERNMENTS team.

Develop a plan for government action to prevent new rules on directed energy weapons. The plan should include common negotiating instructions for the UN conference, included desired outcomes, key messages, a plan on who to engage and who to work in partnership with. Conspire with industry.

10. INDUSTRY team.

Develop a plan of action for a company that is currently producing directed energy weapons. This should include a communications and advertising plan, and a plan of activities for around the conference including lobbying governments and monitoring NGOs. Conspire with the weasel governments.