

50th Ratification Media Briefing for ICAN Partner Organisations

October 2020

Key Things to Know

1. **The day of the 50th ratification is the key media moment.** Media outlets covering the TPNW story will mostly consider the story already covered and not give as much attention to the day of actual entry into force 90 days later.
2. **The key message is “Things have changed: nuclear weapons are now illegal”.** The detractors will be out in force claiming “this changes nothing”. Our message must rebut that head on, and explain how things are different now, even for countries that are not part of the treaty.
3. **The Entry into Force moment will be a celebration.** On a local and national level, campaigners create a visual presence that generates coverage locally and nationally.

Themes

50th

- Success — The TPNW is moving forward despite opposition. The states standing up against nuclear weapons are winning.
- Future — Nations who refuse to engage with the TPNW are stuck in the past. The TPNW is the future.
- Leadership — Strong leaders protect their people and the planet from the instability and insecurity of nuclear weapons. This is what leadership looks like.
- Change — The TPNW has already created meaningful change in the world. It will create more.

Entry Into Force

- 75 years of fighting — This has been a decades-long, intergenerational movement.
- Will of the people — This is a victory of global democracy over authoritarianism, of the people, who overwhelmingly demand the elimination of nuclear weapons, over military and monied interests.
- Global — People in every part of the world have played a role.
- Progress — The world is different today than it has been. This is a historic moment

Change

- *Change* must be the watchword for this moment. Detractors succeed by painting this as the culmination of efforts that amount to nothing. ICAN must show why this upsets the status quo.

- However, messaging should be careful when listing the ratifying nations and raising expectations of immediate change. Juxtaposing Trump, Putin and other nuclear armed leaders with states ratifying could make the treaty seem pale in comparison, and undermine its effectiveness.
- ICAN should instead focus on *Change Agents*. Change agents can be leaders, states, organizations, businesses, localities, universities, or individuals that are making change through the TPNW or because of the Treaty. The TPNW is where the world is headed and will be a key factor in finally achieving a nuclear weapons-free world.

Questions to Ask

Answer the following questions and turn this into a short statement or bullet point/talking points. These are key questions journalists will want to know, but also framing points that can help localize the overall messaging. Being prepared with these answers will help with interviews.

1. Where does your national government stand?
2. Where do local authorities stand?
3. Where do the people stand?
4. What do young people think of nuclear weapons?
5. Which corporations are/could be affected? What changes should they make?
6. What is different today than yesterday?
7. *Note: Don't answer the questions journalists want, answer the ones you want to answer by pivoting back to your key points.*

Identify Risk

Is your government in compliance with the TPNW? If yes, note your country's leadership on the issue and example setting. If no, talk about what it would take to be in compliance when they do join. **Assume the public knows little to nothing about nuclear weapons policy in your country.** Speak about specific changes that would happen — for example it may be news to many that your country hosts nuclear weapons, or that corporations operating within your borders may need to change some behavior.

- What issues could your government face as the TPNW moves forward if they do not comply?
- Which businesses are at risk and why?
- Which financial institutions need to make changes to comply? Note the cross-border nature of the modern world. International law has an impact on all multinational corporations.

Highlight Success

- What positive changes is the TPNW and the movement as a whole bringing?
- Talk about how your local/national activism has had a global impact.
- Big ambitious ideas can win.
- What does this mean to survivors and impacted communities?

Key Messages

- The TPNW will change the state of nuclear weapons in the world.
- The TPNW will change the state of other things in the world..
- This is the future; those developing new nuclear weapons are stuck in the past.
- The states joining the Treaty show real leadership.
- Business and financial institutions must adapt to the Treaty or they will see themselves left in the past and failing shareholders.
- This is a win for civil society and forward-thinking governments over the traditional power structure.
- The victims of nuclear war and testing must be respected and their communities must be protected.

Key Messaging Grid

	<i>Things will change</i>	<i>Don't Risk Non-Compliance</i>	<i>We Are Winning</i>
SUPPORTING MESSAGE 1	Even states that have refused to join the TPNW are affected by it entering into force	Financial institutions will not invest in companies that deal with controversial weapons	Democracy has triumphed, the vast majority of people support the TPNW
SUPPORTING MESSAGE 2	Previous disarmament Treaties led to change of behaviour even in countries that refused to join	Alliances will face a reset of expectations, will your alliance be tested by the new expectations to disarm	Decades of activism have achieved what many said was impossible: nuclear weapons are banned
SUPPORTING MESSAGE 3	There is a new reality in international disarmament, and it is a world where nuclear weapons are banned	What consequences will you face as part of a nuclear order now illegal under international law?	More states will now join, as has happened with every other treaty entering into force

What Will Change

There are a number of ways *all* states will be affected in the months and possibly years following entry into force, not just the ones who have ratified the treaty. Activism is key to advance these impacts.

- **Prohibitions:** All states party are prohibited from developing, testing, producing, manufacturing, transferring, possessing, stockpiling, using or threatening to use nuclear weapons, or allowing nuclear weapons to be stationed on their territory. It also

prohibits them from assisting, encouraging or inducing anyone to engage in any of these activities.

- **Divestment:** Financial institutions often choose not to invest in “controversial weapons,” which are typically weapons prohibited by international law. The entry into force of the TPNW clearly puts nuclear weapons in this category and will likely trigger additional divestment. In addition, states parties may issue directives to financial institutions under their jurisdiction to divest from companies producing the prohibited weapon in states not party. In anticipation of the entry into force of the TPNW, some financial institutions, including ABP, one of the five largest pension funds in the world, have already divested from nuclear weapons producers.
- **Alliances:** States not party that are in military alliances with states parties may be impacted by the TPNW’s entry into force if the states parties are required to alter their cooperation with nuclear-armed and nuclear-allied states due to their treaty obligations. For example, while members of the NATO alliance may join the TPNW, to be in compliance once it enters into force, these states will need to renounce the use of nuclear weapons on their behalf.
- **Production:** Since the entry into force of other weapons treaties, production of the prohibited weapons among states parties and states not party has virtually ceased. US companies producing cluster munitions in the United States, a state not party to the cluster munitions treaty, have stopped production since it entered into force despite the US not being a party.
- **Use and transfer:** Once the landmine treaty entered into force, the roughly 34 states that exported landmines have ceased all transfers (despite not being party to the treaty). The US has also shifted their position on landmines and cluster munitions after those treaties entered into force.
- **Peer pressure:** All states parties will now have an obligation to urge other states to join, and to work towards universalization of the Treaty. This means that not only citizens, but peer pressure from other governments will increase over time, during state visits, in bilateral, multilateral discussions, at a wide range of different bodies of the United Nations and other international organisations, in other treaty bodies and meetings, etc.
- **More states will join:** Due in part to this mounting political and normative pressure, countries opposing a treaty upon its adoption have joined treaties after their entry into force. Given the overwhelming public support for the TPNW in many countries that have not yet joined it (79% of Australians, 79% of Swedes, 78% of Norwegians, 75% of Japanese, 84% of Finns, 70% of Italians, 68% of Germans, 67% of French, 64% of Belgians and 64.7% of Americans) these countries may also follow suit.

Timeline

1. **This week** — Send emails, texts/Whatsapp, Twitter DMs to journalists who have covered the issue or might: Foreign Policy, Defense, Business and inform them that the treaty will enter into force soon and why they should cover it.
2. **Next week** — Send fact sheet adapted for national context and information about what will happen when 50 is reached and contact info to your spokespeople.
3. **Send occasional updates until we get 50** — don’t overwhelm journalists with messages, but if it takes a while between sending the fact sheet and reaching 50, let them know if there’s any interesting update in the meantime so the issue stays on their mind.
4. **Day 50 is reached** — Text/Whatsapp journalists who have indicated interest. Send statements from national lead/spokesperson, government representatives, and ICAN, hibakusha, test survivor. ICAN will provide partner orgs with some general

quotes/statements from ICAN, hibakusha and test survivors as soon as the 50th ratification is confirmed

5. **Day After** — Send information about who ratified and your previous national context information plus quotes. Assume some journalists never saw original emails.