COMMUNIQUE

FIGHTER NOT KILLER
Campaign launched by Geneva Call against violations in Syria

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Two years into the armed conflict in Syria, numerous flagrant and highly visible violations of the laws of war are contributing to a vicious circle of escalation and brutality, and the increased targeting of civilians. Geneva Call has launched a new campaign using TV, video and social media describing, with simple easy-to-follow graphics and voice-over, the obligations that ALL fighters must respect in armed conflict to protect civilians. See below for download details.

The message is straight down the line: fighter not killer. Just as video is now being used to portray escalations in violence, Geneva Call is using video to call for fighters to respect their obligations under international law to protect civilians.

Geneva Call identifies 15 main rules of international humanitarian law and has refined them down into 6 key points for the video spots:

• Do not target civilian objects or public property
• Do not target or attack civilians
• Respect and protect medical personnel and objects
• Treat all people under your control humanely
• Do not use prohibited weapons or unlawful methods of warfare
• Do not recruit children or use them in combat or hostilities

Videos in this series have been viewed by more than 177,000 people in the first week, and have been promoted by the Syrian National Coalition and the Syrian Red Crescent. Geneva Call has also produced a booklet showing all 15 rules using cartoons and very short explanatory text. Geneva Call is grateful to the many individuals and organisations who have begun disseminating the videos, posting them on their social media accounts, blogging and posting articles.

The videos are available at Fighter not Killer on facebook and youtube
The videos and a booklet can be viewed and downloaded in low resolution here.
For high resolution download for TV use, please contact Geneva Call.

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Notes for editors
Geneva Call is an international NGO, based in Switzerland, with over 13 years’ experience, focusing uniquely on engagement with armed non-State actors to ensure their understanding of and compliance with international humanitarian law and thereby the protection of civilians. Geneva Call promotes ownership of international law through Deeds of Commitment which mirror international treaties and legal obligations, and its experience shows that armed groups that are involved in discussions on such obligations, that take ownership of them, are more likely to comply.

Geneva Call was contacted by lawyers close to the Syrian opposition in spring 2012 and provided advice regarding international standards in armed conflict. At the time the opposition was fragmented with little co-ordination, but Geneva Call has pursued its engagement directly with different elements of the armed opposition, advocating respect for international standards and the protection of civilians, and has provided training and advice face-to-face, by phone, email, skype and other channels with brigade leaders, civilian coordination and lawyers.