

# SECURING A SAFER FUTURE

How Incentives for Gun Safety  
Technology Can Stop Shootings

Safety technology could make guns far more secure and protect kids and adults from unintentional injuries, suicide, and firearm misuse. But the gun industry has collectively failed to take on the job of designing a safer gun. It's time for policymakers to fund and incentivize the development and sale of gun safety technology so it can start saving lives.

## Lifesaving Design Safety Innovations

Gun safety technology allows owners to secure their firearms against access by unauthorized users, like children or household members in crisis. The building blocks of safer, personalized guns (also called "smart guns") already exist. All that's left to do is pair firearms or locking devices with existing technology capable of reliably identifying authorized users, like radio frequency identification (RFID) chips, fingerprint readers, or other biometric sensors.

## Gun Safety Developers Lack Adequate Funding

Start-ups and entrepreneurs are finessing new designs for safer firearms, gun safes, and trigger locks. But they've had trouble raising capital to build lifesaving products. Here are the facts:

Cost of building  
and selling a new  
firearm design

**\$20  
MILLION**

Government grants  
for gun safety  
technology

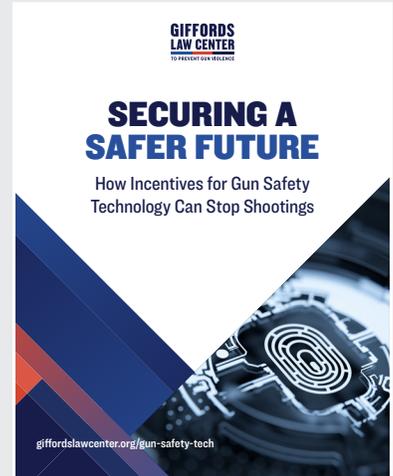
**NONE  
CURRENTLY**

Private sector  
investment in  
gun safety

**1.1% OF  
INVESTMENT**  
in comparable industries

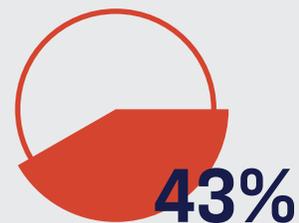
## READ THE REPORT

Learn more about how guns and locking devices equipped with gun safety technology can make firearms more secure and stop tragedies before they occur.



## A DECADE OF RAPID DEVELOPMENT

Due to recent technological advancements, gun safety developers now have the benefit of more reliable fingerprint sensors, faster biometric algorithms, and smaller RFID chips. Demand also surged over the same period: a 2016 survey shows that 43% of gun owners would buy a personalized gun.



**43% of gun owners would  
buy a personalized firearm.**

READ THE FULL REPORT

[giffordslawcenter.org/gun-safety-tech](http://giffordslawcenter.org/gun-safety-tech)

## INCENTIVES TO FUND GUN SAFETY

Connecting gun safety start-ups with funding is critical for ensuring that safer firearms reach store shelves. But a new approach is needed to counter entrenched opposition from the NRA and gun manufacturers. These groups have deterred private investment by framing gun safety technology projects as risky. There's a powerful way to counter the gun lobby's obstructionism: government grants and financial incentives to support gun safety entrepreneurship and close the funding gap for safety technology start-ups. The right policy incentives can ensure personalized guns and accessories are actually developed and sold—and start saving lives—as soon as possible.

## OPTIONS FOR INCENTIVES

To encourage businesses and entrepreneurs to develop safer firearms, and to strengthen the market for gun safety technology, the federal and state governments should consider the following approaches:

- ✓ **Targeted grants.** Grants could be offered to companies or small businesses meeting specific benchmarks.
- ✓ **Developer or consumer tax credits.** Companies that develop gun safety technology could qualify for tax credits, or purchasers could receive a tax credit.
- ✓ **Consumer rebates.** A percentage of the purchase price could be offered as a rebate to consumers who buy a personalized gun or security accessory.
- ✓ **Tax breaks.** Qualifying firearms could be exempted from federal excise taxes and sales taxes.

## INCENTIVE MODELS FROM OTHER INDUSTRIES

In the automobile and other industries, lifesaving technological advancement was achieved only after the US government used incentives to spur innovation and entrepreneurship. The results jumpstarted stagnant industries and led to real progress, including the development of drugs to cure rare diseases, new sources of clean energy, and car safety technology. It's the urgent responsibility of our state and federal governments to fund the same type of programs for gun safety—especially because the private gun industry has failed to take any action to reduce preventable gun deaths.

## GUN SAFETY TECHNOLOGY COULD:



Reduce the 21,000 gun suicides per year.



Protect the 4.6 million kids living with easily accessible guns.



Prevent gun crimes and assaults with the 500,000 guns stolen every year.

## WE'RE ON A MISSION TO SAVE LIVES

For 25 years, the legal experts at Giffords Law Center to Prevent Gun Violence have been fighting for a safer America by researching, drafting, and defending the laws, policies, and programs proven to save lives from gun violence. Founded in the wake of a 1993 mass shooting in San Francisco, in 2016 the Law Center joined with former Congresswoman Gabrielle Giffords to form a courageous new force for gun safety that stretches coast to coast.

**CONTACT US**  
[media@giffords.org](mailto:media@giffords.org)

[READ THE FULL REPORT](#)

[giffordslawcenter.org/gun-safety-tech](https://giffordslawcenter.org/gun-safety-tech)

FACEBOOK [/Giffords](#) TWITTER [@GiffordsCourage](#)