



Customer Organisation: UK Foreign & Commonwealth Office

Customer Contact Name: Lt Col. Kevin Stratford-Wright

Phone Number: +44 0207 218 5971

Email: OpsDir-MSE-StratComProj3@mod.uk

Contract Start Date: 1 August 2013

Contract Completion Date: 31 March 2014

Approximate Contract Value: GBP 823,295

Description

The communications project was designed to contribute to the transition away from the current Syrian regime to a more stable, accountable, open and inclusive Syria founded on respect for human rights and rule of law. By supporting an independent Syrian production and dissemination capability that resonated with local and regional audiences, the activities and outputs aimed at undermining the Assad regime narrative, promoting a peaceful transition and encouraging Syrian unity. In addition the project aimed at countering extremist ideologies and sectarian incitement, and providing support to and increase coordination amongst a broad network of internal Syrian opposition communications entities, whilst providing HMG with a trusted and competent communications channel to internal Syrian audiences. As a result the Syrian opposition was more able to project effective messages to resonate with key external and internal audiences using the full range of media platforms and social networks.

Customer Organisation: UK Foreign & Commonwealth Office

Customer Contact Name: Neil Best

Phone Number: +44 (0)20 7008 6326

Email: Neil.Best@fco.gov.uk

Contract Start Date: 1 July 2013

Contract Completion Date: 31 March 2014

Approximate Contract Value: GBP 2,070,997

Description

On behalf of HMG, ARK designed and delivered the Syrian Civil Defence programme. Responding to the needs of vulnerable civilian communities in Syria, the programme trained and equipped over 700 volunteers from all walks of life as civil defence personnel. Organised into 60 teams, they have saved the lives of 2,514 Syrian civilians to date. The programme enables direct and public linkages between donor funding and support to the Syrian opposition, enhances the legitimacy of local governance actors by associating them with the delivery of the training, and provides lifesaving skills to civil society members. Delivery of the programme requires management of and coordination with local and international partners and procurement and delivery of equipment and training.