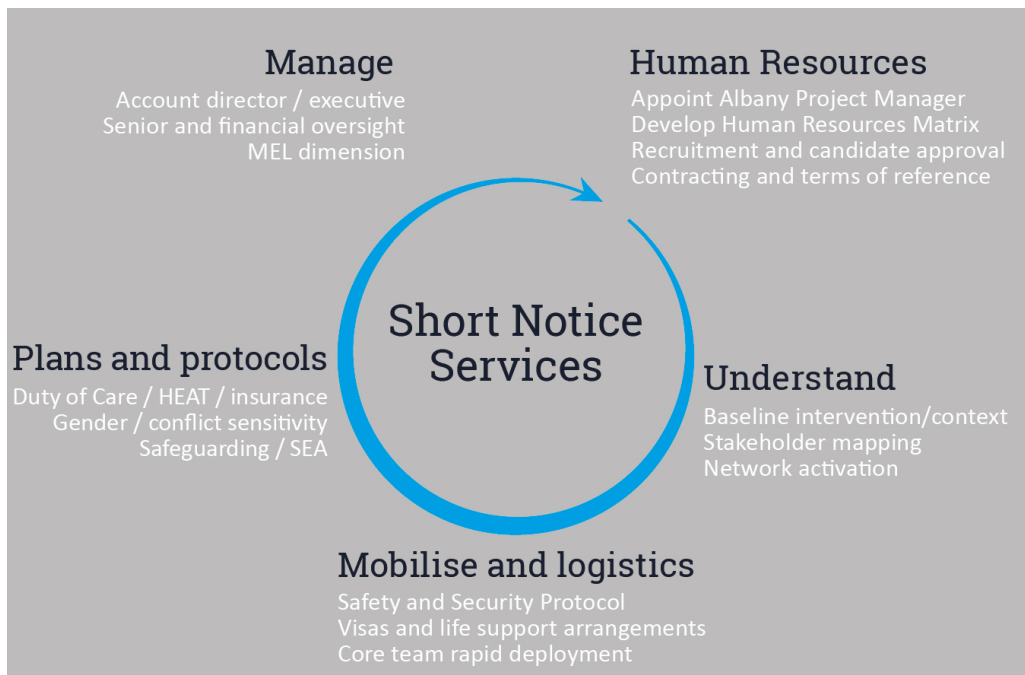


Albany has proven experience of delivering both capability and equipment to tight deadlines, demonstrated by delivery of a range of projects in *inter alia* Syria, Somalia, Sudan and Ukraine for HMG, EU, UN and USG. We have in-house a range of thematic and administrative expertise, supported by associate consultants for deployment at short notice. This infographic sets out how Albany responds to short notice calls for services.



Beyond capability and equipment, project design at short notice is also one of our strengths, incorporating all aspects of programme design and foundational documents. Furthermore, Albany's experience of multiple funders, often concurrently, provides insight in and ability to deliver at pace and scale, and insight into the alignment of donor objectives and opportunities for enhancing impact. Over our 14 years of operations, we have developed efficient processes to short notice requests, and would respond as follows to such Authority calls.

1) Deployment of Capability

For example, in Albany's field of work, short-notice provision of services might mean organising research and production capability – or products – at short notice. Here we are able to rely on our extensive network of relationships with service providers, especially in MENA / East and West Africa, many of whom we have worked with in the past and are known, trusted quantities in terms of speed, quality and reliability. Throughout the Middle East and other areas of our operations, we can mobilise organisers/fixers and all media production resources within 24-48 hours – providing a subject matter briefing, strategic departure point, and creative guidance, and receiving indicative costs. For example, in 2014 we were able to produce campaigning videos in Syrian refugee camps in Lebanon following a notice period of only a few days, covering all aspects of the creation from storyboarding to post-production and delivery to the client. Albany is sufficiently experienced in strategic communications to understand the moving parts of any such process and evaluate what is essential and what not, and this includes where costing is concerned. Evidence of value for money is taken each time round – multiple quotes, performance-linked payments etc. to ensure that these types of actions become engrained in the company's processes. Moreover, our reputation as reliable, trustworthy partners is of considerable value where solutions need to be expedited rapidly and there are related financial considerations.

2) Response for immediate delivery of activity / implementation

One example here could be: The British Embassy in Tajikistan in early 2018 engaged Albany to undertake a scoping mission to advise on the possibility of the expansion of a regional media literacy programme into the country of Tajikistan. Through a rapid process of scoping design and arrangement of the visit's particulars, Albany was able to set up a robust schedule with contingency, then deploy and engage with relevant stakeholders and test out project-linked assumptions as agreed with the Embassy. This left Albany and the client better informed to expand programming into new environments.

3) Mobilisation of platforms

Sometimes, an entire operational platform needs to be set up with only very limited notice. For example, during the Geneva II peace talks, where Albany was funded by the FCO to work up a communications staffing unit in very short order when the last-minute announcement was made that the talks were going to take place. The political situation surrounding the talks was fluid, and conducted at pace. We supported the Syrian National Coalition through two rounds of talks with the Assad regime, helping the SNC hold the high ground in international opinion on the issues at stake and maintain leverage in the talks. Albany were requested to deliver and move some two thirds of the SNC delegation from Istanbul to Geneva at short notice. In addition to staffing the communications team consisted of multiple functions: strategy press handling, audio-visual news gathering, research, translation, social media. However, Albany's back office was able to mobilise and respond and the whole delegation was delivered and accommodated on time, according to the processes described above.