

InCoStrat – A BRIEF SUMMARY OF CAPABILITY AND EXPERIENCE

SUMMARY

- **We are a discrete US registered company that offers tailored solutions to media and communication programmes and capacity building projects. The company was formed in July 2014**
- **We have international staff with appropriate language skills, cultural understanding and a depth of knowledge based on over two years experience working with all parts of the Syrian opposition including the moderate armed opposition, politicians, tribal and civil society.**
- **InCoStrat has an extensive network of Syrian stringers and activists (over 120) inside Syria who are currently supporting three Syrian run media and communication production offices. The capability exists now and is available for immediate tasking.**
- **We have access and distribution capabilities into the majority of Syria including: Damascus, Der Ezzour, Ar Raqqa, Aleppo and other areas that are contested by violent extremists and the Assad Regime. We have excellent contacts with Syrian, regional and international media outlets and use social media extensively to support our traditional in country products.**
- **We have developed and delivered comprehensive communications strategies for Syrian civil activists, the political opposition and Supreme Military Council in Syria as well as a detailed strategy to counter violent extremism in Syria.**

Who we are. We are a core team of experienced intercultural practitioners, with extensive regional and linguistic expertise in the Middle East, Africa and South Asia. We have proven track records of designing and delivering complex media and communication projects in broader conflict and post-conflict environments. We have over two and a half years of continuous experience of Syria specific work. Our team draws its strength from the diversity of our collective experience. We have backgrounds in a wide range of fields: military, intelligence, research and analysis, diplomacy, development, project management and delivery, commerce, communications and journalism.

How we could support you. InCoStrat understands the need to deliver innovative solutions to support complex communication programmes in conflict afflicted areas to create local and strategic effect. We can support pre, during and post conflict phases of conflict from the tactical to strategic level with bespoke communication programmes that deliver effective messages that resonate with the target audience or support capacity building and training projects to enhance or develop nascent political, local government or military institutions. In the last six months our directors have all been lead managers for projects in multinational interagency environments to support foreign policy goals in Syria and the region. Collectively we have extensive experience in developing and delivering Counter Violent Extremist programmes or activity to support them in Iraq, Libya, Syria, Yemen, Nigeria, Pakistan and Niger.

Our current Syrian capability. Our capability in Syria is geographically diverse with over 120 stringers providing regular newsfeed and influencing the population including: Damascus, Der Ezzour, Ar Raqqa, Aleppo and other areas that are contested by violent extremists and the Assad Regime. Our three production offices produce HQ video reports that appear weekly on regional satellite TV, daily on Syrian TV and regularly on international TV and print media. We have an extensive network of social media sites that are trusted by the Syrians and have an extensive reach, we place products on all the prominent Syrian focused social media sites and have even had products on pro regime TV and social media. We have first class Syrian graphic designers, script-writers and animators who produce products that resonate with the target audience and 'start the conversation' or generate the media story. We have a number of spokesmen, whom we coach, who regularly appear on key satellite TV channels and the radio. Our team developed the FM radio strategy for Syria, trained and delivered the first eight FM radio stations and a number of community magazines. We can employ innovative solutions to reach difficult to reach audiences such as the Regime security and military forces and local populations.