

## **IDENTIFIED IMPROVEMENTS TO SCOPE**

### **Requirement for Monitoring and Evaluation**

The tender document includes no mention of monitoring and evaluation of the project, which will be critical in judging the success of particular parts of the programme, and its overall effectiveness. ARK therefore suggests that this should be included in the scope to ensure that the project is effective and to maximise the potential for sustainability.

In April 2013, ARK began focus grouping all Basma products with all-Syrian, non-Basma audiences, typically comprising recent refugees from the crisis. This has resulted in significantly greater resonance of products and exemplary feedback into the product design process.