

## TRANSITION TO SUSTAINABILITY

To ensure the sustainability of the project, ARK has chosen an Arab-led team from the outset to ensure maximum SMC/FSA buy-in to, and engagement with, the project. Following the initial six-month period, depending on the levels of support still required by the SMC press office team and if funding remains available, we would recommend reducing the core team from five people to a maximum of two part-time advisors.

Additional training would also be programmed, which would either reinforce or expand on training given during the initial six months, again dependent on the degree of success determined at the end of the project. Such training could be carried out in conjunction with the NC press office to further facilitate links between the two organisations.

ARK would also look at seconding one or two Basma staff members to the SMC Media Office for a limited period to develop areas of content production and provide any support required during the transition phase.

In addition to such formalised support, ARK will retain its full time presence in Istanbul with staff members working on Syrian STRATCOM issues, enabling SMC members to call on ARK team members for assistance or advice if and when required. (Members of ARK's Syrian and international staff are regularly approached by the NC for media handling advice, most recently around the chemical weapons attacks in Ghouta.)