

BBC Media Action is well set-up to respond and deliver on calls for services at short notice as a result of:

Our global presence – BBC Media Action has **15 country offices**¹. This long-term presence is a considerable asset and enables rapid deployment. We have teams of talented and experienced local staff, close relationships with key partners (CSOs, research agencies and donors) deep understanding of the local media and communication landscape² and strong cultural sensitivity in our approach to project design and delivery. Our network of over 500 local and national broadcast partners, enables us to get programming on air within a short time frame. Our country offices would lead on any tenders issued under this CSSF Framework in their particular context with support from managerial, technical and editorial advisory staff in London. BBC Media Action also has considerable experience of **remote delivery from HQ** of projects in complex settings. For example, our work in CSSF work in Iraq is managed from London. We also have experience in rapid deployment via our humanitarian work³, whereby we aim to have programmes on air within 72 hours.

Access to a range of expertise and experience – BBC Media Action has substantive expertise available in-house, including in media production, policy, thematic advice and editorial guidance, as well as a pool of over 200 external trainers and consultants that can be called upon at short notice and which includes production professionals, experts in communication, project management, development and media strategy. We have approved internal procedures to accommodate responses to rapid-onset emergencies, streamlined management processes during delivery and a roster of trained staff (in-country and HQ) who can be drawn upon, with agreement in advance with line managers that such staff will be released from normal duties wherever possible.

Our BBC links – These links allow access to vast local knowledge of local media environments and cultural insights. The BBC World Service delivers programming in 29 languages and the BBC's international newsgathering operation operates bureaux in over 80 cities around the world with staff in more than 100 cities globally. This is an invaluable resource in enabling BBC Media Action to respond rapidly to crisis situations. Broadcasting outputs on BBC World Service radio (reach: 279 million⁴) means we can **reach audiences almost immediately** following a sudden-onset emergency and can operate **at scale**, which is cost-effective.

Our Lifeline preparedness programme – As part of our work to strengthen the capacity of media and humanitarian actors in crisis-prone countries to communicate effectively with people who potentially face humanitarian crises, we have developed a number of [on-line tools](#), resources and guidance, including **emergency preparedness plans** (for 12 countries – 8 of which are FCAS). We would seek to leverage these where appropriate, using the plans to help us decide if and how to respond in different scenarios, map out risks and response options and ensure we have the right tools and contacts in place to set up programming quickly and effectively. This has given us the ability to **deliver swift and effective responses to crises**. For example, following the sudden increase in the number of Rohingya refugees crossing into Bangladesh in late August 2017, the BBC Media Action team temporarily redeployed resources, releasing the office Executive Editor from substantive duties to work on planning and leading the initial stages of the response. He was able to build a team – including secondees from existing BBC Media Action programmes in Bangladesh as well as rapidly recruited new staff – ensuring that deployment to the affected area could be immediate. This was complemented by surge support from the UK in the area of specialist training and technical guidance.

¹ Afghanistan*, Bangladesh*, Cambodia, Ethiopia*, India, Kenya*, Myanmar*, Nepal*, Nigeria*, Sierra Leone*, Somalia*, South Sudan*, Tanzania, Tunisia (from where programming in Libya and Algeria is also managed, and Zambia. A * indicates FCAS, according to the criteria used to prepare the 2015 OECD report on States of Fragility

² Via our InfoAsAid project with Internews (www.infoasaid.org), we have developed media and telecoms landscape guides for 20 countries at risk of natural disasters and/or conflict, to facilitate rapid response interventions

³ Including in Afghanistan, Bangladesh, Haiti, India, Iraq, Jordan, Kyrgyzstan, Lebanon, Myanmar/Burma, Pakistan, the Sahel, Somalia and Sudan.

⁴ BBC Global Audience Estimates 2018