

Breakthrough (BTM) has a proven track record in mobilising staff and equipment at short notice in response to Authority calls to provide services. We do this in a number of ways (as below) and often use a ‘blended approach’ of redeployment/recruitment strategies to fully meet Authority requirements and timeframes.

1. Agile redeployment of resources

BTM employs 200 people in the UK and 50 across the globe on contracts that require fluctuating levels of resource. We are a full-service agency employing individuals with experience across strategy development, creative development, digital marketing and social media and direct marketing. This gives us the expertise and flexibility to respond to Authority calls for services by redeploying staff in response to the scaling up and down of our contractual requirements.

Example 1 – Redeploying staff to respond to the 2018 Iraqi election campaign

The Iraqi election campaign was a digital led programme that promoted participation in the upcoming parliamentary elections and raised awareness about the technical mechanisms of the election process. BTM redeployed staff, including our Head of Digital and Content Strategist, from our London office to Iraq, temporarily sharing their responsibilities among appropriately skilled/qualified London staff. Visa challenges were overcome quickly using *Diversity Travel*, our specialist Iraqi visa services company.

2. Mobilising our network of freelancers and consultants

Where it is not feasible or desirable to draw on existing teams to meet new Authority requirements, we have a global network of 150+ freelancers and consultants across a range of disciplines including: ♦ account directors ♦ producers ♦ copywriters ♦ creative directors ♦ social media managers ♦ and content strategists. This network of trusted communications professionals have a proven record of delivering successful projects for BTM and our clients. This also adds value to our services by enabling us to learn from professionals and partner agencies to embed new perspectives and techniques into our delivery.

Example 2 – Mobilising our network to counter violent extremism (CVE) in Tunisia

Our *Haya* project empowered young Tunisians to build an inclusive, peaceful and prosperous future, and support them in developing narratives to counter violent extremism. BTM mobilised a network of young local writers within 3 weeks, including bloggers, activists, CVE champions and journalists, providing each with a brief to outline key messages, format and editorial guidelines. Our Editor-in-Chief and Project Director reviewed each article to quality assure content / messaging and ensure a compelling narrative.

3. Recruiting new staff

In some cases we need to recruit new staff to meet Authority requirements. Our HR Team operate a Rapid Recruitment Process to recruit new staff quickly, whilst recognising the need for robust selection / vetting to recruit high-quality staff. In addition to our usual recruitment methods (advertising to our 12,000+ followers on LinkedIn and accessing global media CV databases, e.g. 65,000+ on *developmentaid.org*), we would approach our trusted network of local contacts and organisations to rapidly identify and onboard individuals.

Example 3 – Recruiting new staff to respond to an FCO research programme on disinformation

The FCO contracted BTM to research Russian disinformation tactics and impact in response to a high-profile event. The project required a rapid mobilisation, producing over 20 reports for 5 European countries over a period of 4-weeks. We used our secure network of contacts and organisations to identify and recommend 7 multilingual individuals, all of which were recruited with fast-tracked due diligence and risk assessed, briefed on security, provided with laptops and user permissions, security fobs, and inducted **within 1-week of the FCO request**. The project successfully delivered all required outcomes.

4. Mobilising equipment at short-notice

In countries where BTM are active, we have an established local network of equipment providers (e.g. production and IT equipment) along with quotes and an inventory check for commonly used equipment (e.g. HD / 4K cameras). This enables us to procure equipment at short-notice with trusted providers. We can also deploy UK staff with equipment to the country of operation if required, typically within 48-hours.

Example 4 – Mobilising equipment at short notice for the *Jasoor* project in Tunisia

Our US Department of State-funded *Jasoor* project was a photography project to build trust and dialogue between youth workers and students to counter violent extremism. Due to higher-than-anticipated student engagement, we arranged for our Project Manager to travel to Tunisia **within 24-hours** carrying a large Peli transport case holding 10 additional cameras, tripods and laptops to meet the increased demand.