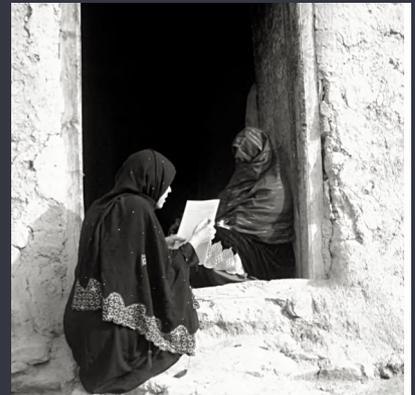
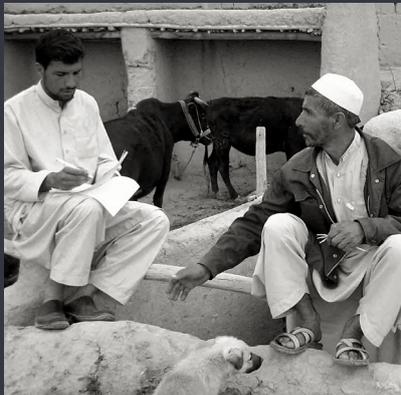


# STRATEGIC COMMUNICATIONS

Enabling Success



Responding - Adapting - Evolving

## G4S - AT THE HEART OF ENABLING SUCCESS

G4S understands that where the project meets the population, it is the people who will secure it. Security and stakeholder engagement are intrinsically symbiotic - one cannot function without the other. Working with local communities and implementing partners, we have the proven corporate capability, resilience and the experience in complex environments to provide the nuanced security risk management services, stakeholder engagement and strategic communication solutions needed to build the acceptance and support required to ensure the success of your projects.



## OUR APPROACH

G4S has demonstrable experience in end-to-end project security risk management provision in complex environments. We combine our corporate depth and past performance across the security, intelligence, ordnance management and training spheres with a research and insights-led approach to community engagement and strategic communications. We couple this with a relentless focus on international compliance and ethical employment practices, and the principles of transparency and accountability to ensure we not only do things right but also do the right thing.

Utilising local knowledge, research and insights, we develop compelling engagement strategies and communications in advance of, during and after the rollout of project activities. By understanding the interests, priorities and perceptions of local communities, we design strategies that address these factors through appropriate communication channels and enable you to convey your narrative with due sensitivity to conflict, gender and cultural issues and secure a 'social licence' to operate, thereby setting the conditions for project success. By understanding and addressing local community perceptions of your project, our solutions are effective in articulating the benefits your project brings, and where required, in myth-busting and tackling difficult root causes.



Establishing an effective interface is essential for organisations to be able to operate. We do this by mapping and building relationships and local partnerships. Using two-way engagement with the local community, we measure the impact of our engagement strategies and messaging. This allows us to refine our approach continuously so that it resonates with the audience throughout all stages of your project lifecycle.

Working in Africa, the Middle East and Central Asia since 2003, our experience in conflict-affected countries means clients and partners will gain a culturally attuned and sensitive partner with deep local expertise who can drive cost-effective success. Our commitment to obtaining carefully established social licence to operate builds two-way community trust and offers legitimacy to obtain appropriate and safe access to land, local employment and professional mentoring of new skills to build sustainability. This lowers the risk from violence while better guaranteeing lender funding and profitable return, all of which is achieved through ongoing acceptance and goodwill of the community.

We have an established Consortium to de-risk your programmes which draws together the world's leading research and communications capabilities into a powerful mutually supportive whole. We recognise that the method, manner and process of engaging stakeholders and the audience will vary and be dependent on the human-terrain. For this reason, all our solutions are insights led and data driven.

Led by G4S Risk Consulting, this Consortium has the skills, reach and past performance to provide dynamic and agile solutions capable of evolving to meet the challenge of enhancing the security and stability of local populations and societies. Our success is based around the principles of honesty, transparency and mutual trust. Projects are ultimately a human endeavour and integrity underpins the way in which we all interact.

## THE CONSORTIUM APPROACH





## Securing Your World

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