

The Open Briefing intelligence sponsor programme

What is Open Briefing?

Open Briefing is the world's first civil society intelligence agency.

We produce actionable and predictive intelligence on defence, security and foreign policy matters. We tell you what has happened and what is likely to happen next. Most importantly, we tell you why.

We do this so that better informed citizens can more effectively engage in peace and security debates and civil society organisations can make the right advocacy choices. Together, we can then influence positive policy decisions by our governments.

Open Briefing is a bold and ambitious not-for-profit social enterprise. We are a unique volunteer collaboration of intelligence, military, law enforcement and government professionals from around the world.

What is the intelligence sponsor programme?

Open Briefing recognises that private intelligence and risk companies have a great deal to offer the peace and security sector. Companies like yours have access to expertise and resources that would be of significant benefit to Open Briefing's work on behalf of aid agencies, charities and other civil society organisations. So, unlike traditional financial sponsorship, we are suggesting various intelligence and capacity-sharing agreements, which might include:

- Open Briefing publishing occasional intelligence briefings produced by your analysts that would be of interest to our community.
- Open Briefing republishing any relevant bulletins and other material you already regularly publish for free.
- Your analysts occasionally assisting us in responding to intelligence requests from an international network of 100 civil society organisations that we work with.
- Working together on consultancy or submitting joint tenders.
- Open Briefing being able to utilise some of your company's resources from time to time, including, for example, databases, satellite imagery or local contacts.

In addition, your company might like to consider making an optional donation to Open Briefing as part of this scheme.

Why join the intelligence sponsor programme?

In return for your support, Open Briefing can offer your company a range of benefits that focus on **marketing** and **corporate social responsibility**, and include:

- Your company logo and website address prominently displayed on all co-produced material, which will be seen by **2,000 unique visitors a month** to our website.
- Your company regularly promoted on our social networks and email newsletter, which currently have nearly **3,000 subscribers**.
- Your company exposed to a wide range of aid agencies, charities and other civil society organisations and benefiting from the association with Open Briefing.
- Your analysts gaining experience working with third sector organisations, and many appreciating being able to combine their work with volunteering.
- Co-produced material benefiting from the considerable improvements our experienced in-house fact checkers and editors will make to documents.
- Your company advertising itself as 'An official intelligence sponsor of Open Briefing, the civil society intelligence agency' in promotional material.

Who else is a sponsor?

This programme was trialled over 2014 with our first intelligence sponsor, **Bradburys Global Risk Partners**. Together, we have produced weekly political and security risk updates and other occasional intelligence briefings. We are now ready to expand the programme to other carefully vetted private intelligence and risk companies with excellent reputations. We expect to eventually include around a dozen such companies in the programme.

What next?

If you would like to discuss joining in our intelligence sponsor programme, please email our founder and executive director, Chris Abbott, on chris.abbott@openbriefing.org or call **+44 (0)20 7193 9805**.

www.openbriefing.org

