

ABOUT US

People Demand Change Inc. (PDC), was established in early 2013 in response to the seismic changes taking place in the Middle East and North Africa (MENA). Our mission is to provide a better, more streamlined model for providing aid and support – on a long-term basis – to civil society actors in the MENA region. PDC works to expand and strengthen civil society through the provision of aid and support which is both skills-oriented and humanitarian in nature. We strive to assist local communities to procure the resources, training and capital needed to reconstruct responsibly and sustainably toward a free, democratic Middle East and North Africa. PDC works to help in aiding this transformation by developing long-term relationships with key communities and populations within the region, working with them in a collaborative and culturally competent fashion that takes into account the changing dynamics of this region over the course of time. PDC has previous experience working across the MENA region including in Syria, Yemen, Lebanon and Turkey with a focus on conflict-prone and fragile states.

PDC MISSION

Our mission is to provide a better, more streamlined model for providing aid and support – on a long-term basis – to civil society actors in the MENA region. We work to expand and strengthen civil society through the provision of aid and support both activist and humanitarian in nature. We strive to assist local communities to procure the resources, training and capital needed to responsibly and sustainably rebuild a free, democratic Middle East and North Africa.

Our core areas of work include:

- I. Monitoring and Evaluation services
- II. Sustainable and Humanitarian Aid
- III. Civil Society Support and Capacity Building
- IV. Mapping and Data Information Services

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OUR APPROACH TO WORK IN SYRIA AND THE WIDER MENA REGION

PDC leverages an extensive and trusted network within the MENA region that taps into the knowledge of local activists, local governance structures, and grassroots media and relief networks, enabling our organization to access privileged, up-to-date information on the ground. This knowledge informs our own programming and enables local and international organizations and policymakers to make informed decisions about the socio-political and communal dynamics found within this fast-changing region. Moreover, our Arabic, Kurdish and Syriac-speaking staff possesses the capacity to execute our monitoring and evaluation program for all funded projects, through frequent on-site visits. Through programming and local connections, PDC remains committed to supporting a diverse and pluralistic MENA.

PAST AND CURRENT FUNDERS

- The US Department of State
- USAID
- The Government of Canada
- GIZ
- UK Foreign and Commonwealth Office

PAST AND CURRENT PARTNERS AND CLIENTS

- Creative Associates
- DAI
- Chemonics Intl
- IFES
- World Vision
- Adam Smith Intl
- Development Transformations
- Center for Victims of Torture
- IBTCI
- Counterpart Intl
- IRD
- NDI

OFFICES

Main Offices

- Washington, DC USA
- Gaziantep, Turkey
- Erbil, Iraq

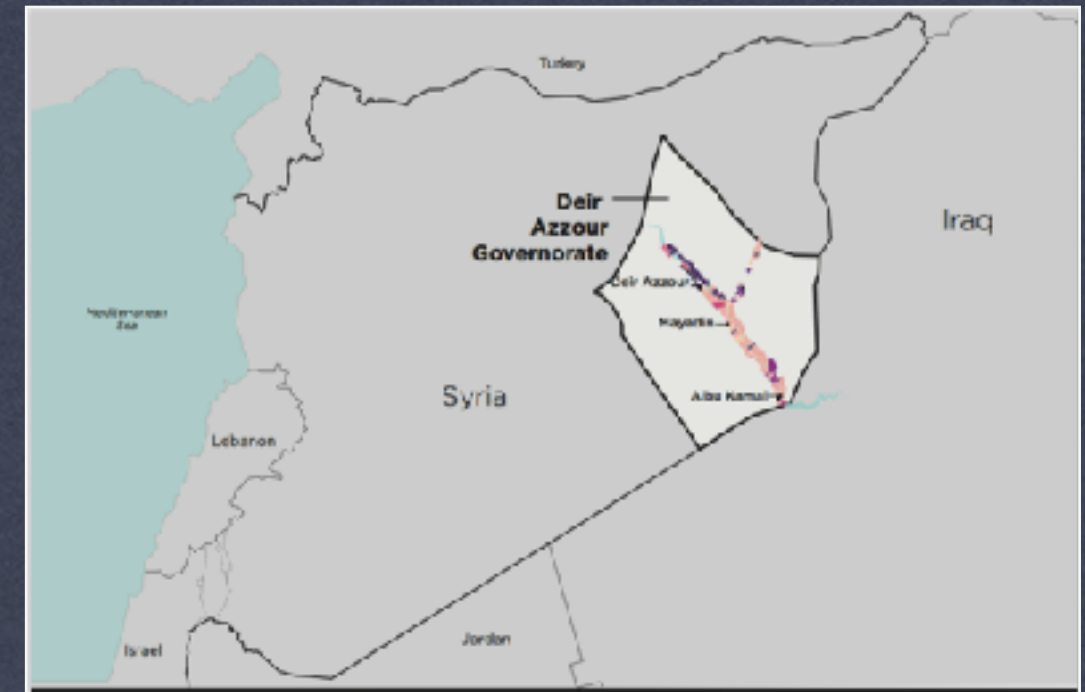
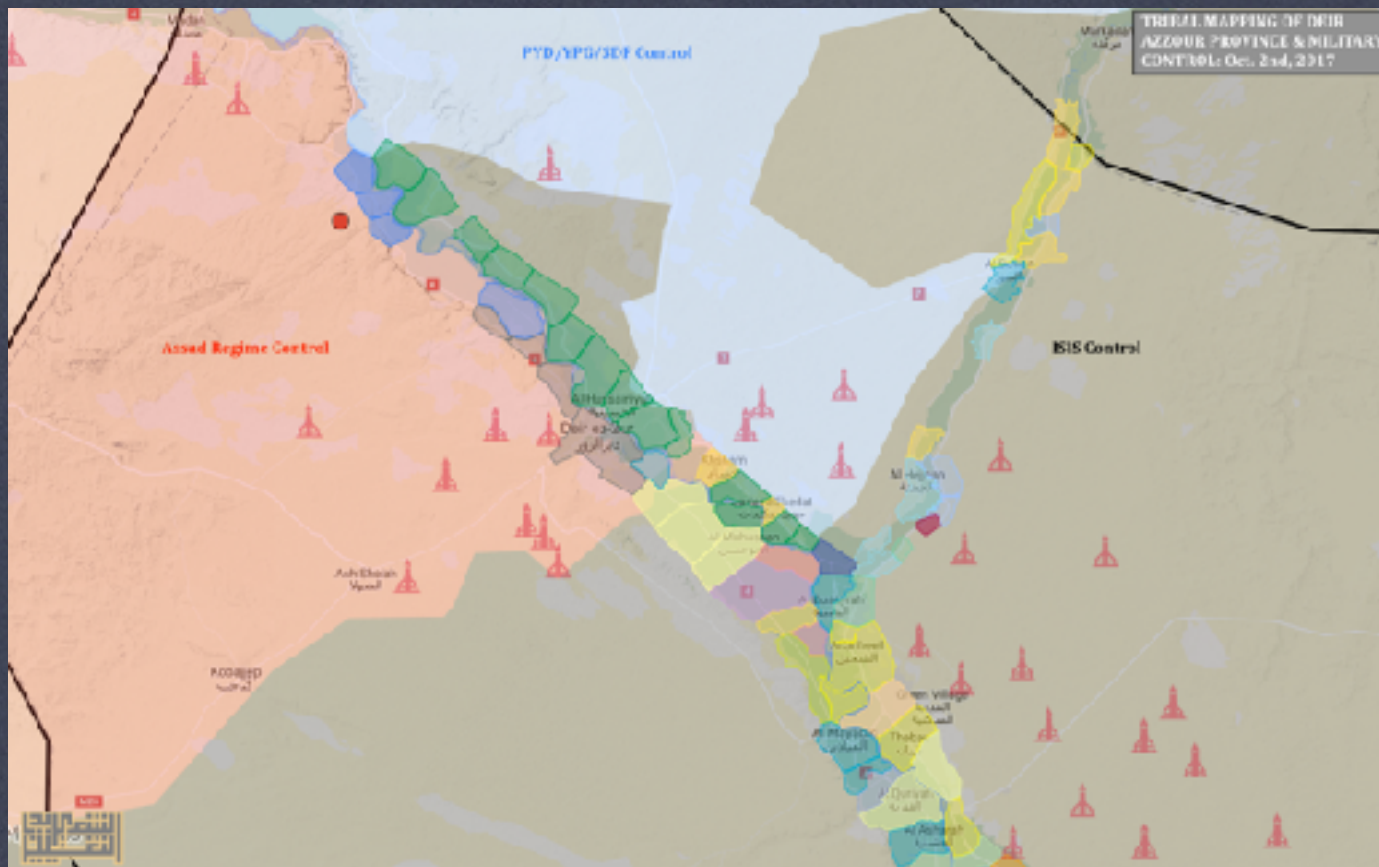
Representative Offices

- Beirut, Lebanon
- Baghdad, Iraq
- Tunis, Tunisia

CONSULTING, MAPPING AND INFORMATIONAL SERVICES

MAPPING AND DATA INFORMATION SERVICES:

PDC has developed a unique data collection and information platform that uses a combination of open source, social media and PDC's own internal network of activists, civil society organizations, citizen journalists, grassroots media centers, local councils and contact with other pertinent actors to provide comprehensive reports on the situation in Syria province-by-province. PDC combines these reports with a multimedia approach that includes access to static and interactive maps. This service is designed so that each province being monitored has a dedicated analyst who monitors his or her native province and draws upon his or her own personal networks inside, as well as PDC's contacts on the ground to craft comprehensive reports that review the overall situation in that province and then delves into a more detailed analysis district-by-district. PDC is working to standardize this data-mapping model to work in other countries in the Middle East. PDC has also collaborated with a variety of organizations including think tanks to create reports and presentations. Most recently PDC co-produced a report with the Center for New American Security (CNAS) to produce an in-depth report on the tribal structure of Deir Azzour.



DEIR AZZOUR
Tribal Mapping Project

Nicholas A. Harnas, Bassam Barabandi & Nidal Betare



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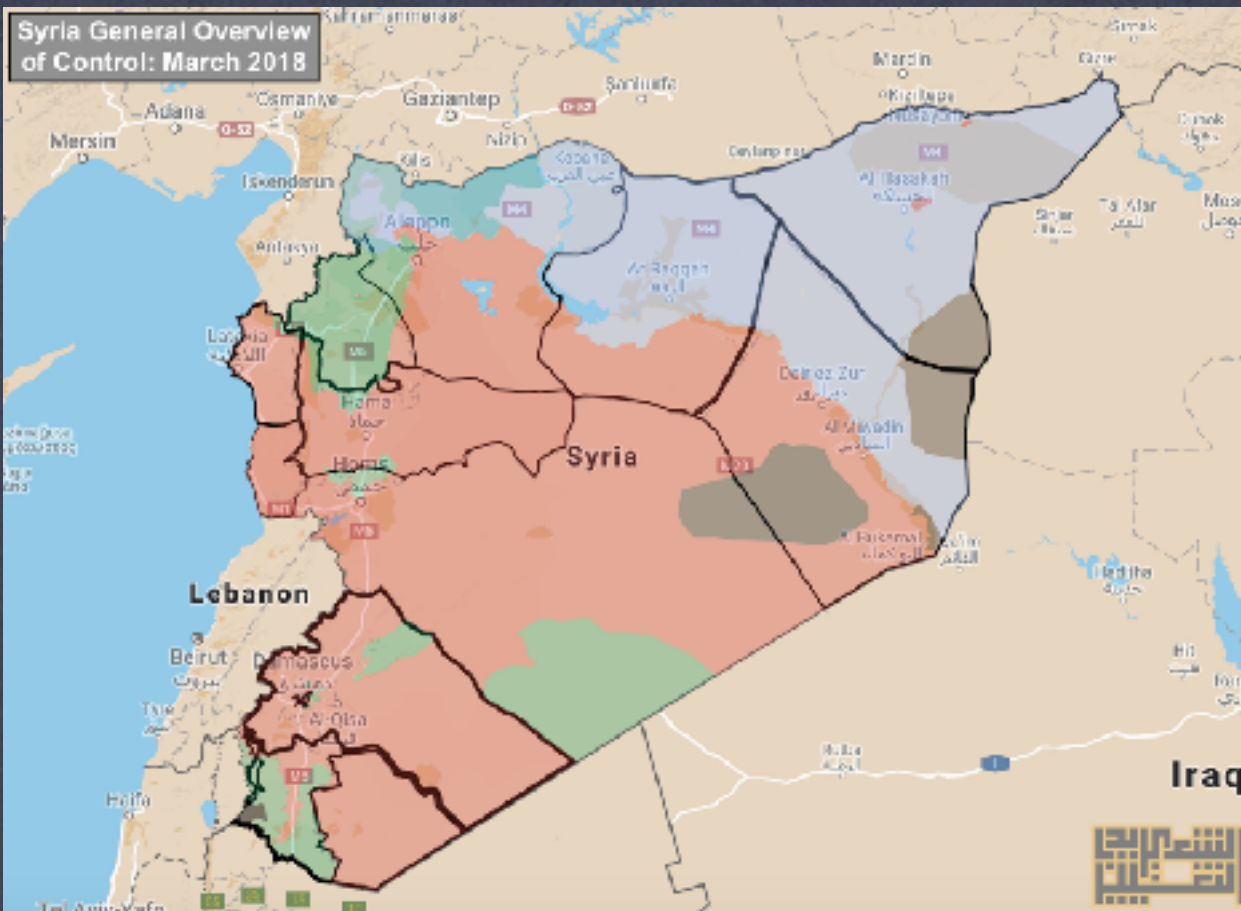
CONSULTING, MAPPING AND INFORMATIONAL SERVICES



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CONSULTING SERVICES:

PDC has provided consulting services for numerous public and private sector clients, on topics ranging from the political, military, social and tribal nuances of the MENA region. PDC staff have published articles featured in a number of international media outlets, as well as provided analysis for important international stakeholders both in Washington, DC and abroad. PDC staff have worked on numerous publications both public and private, which provide clear and thoughtful analysis of the situation on the ground in Syria and across the MENA region and is capable of providing direct primary sourcing for all research and analysis conducted.



CIVIL SOCIETY SUPPORT:

PDC supported the International Foundation for Electoral Systems (IFES) in its mission to conduct needs assessments on a variety of indicators regarding Syria's evolving conflict dynamics, various experiments with elections processes, and the general state of Syrian civil society through comprehensive discussions with a diverse variety of stakeholders, civil society and human rights activists, external opposition leaders and defected government employees and diplomats.

Pride: PDC helped facilitate a majority of the aforementioned dialogues, providing IFES access to an extensive network in Turkey, Jordan and Qatar. PDC then worked with IFES to create a number of trainings and workshops on electoral themes. This included Socratic and lecture-based methods of teaching a basic introduction to election models and systems and the effects of transparent elections on daily life. The workshops concluded with the development of a small booklet, which was distributed and discussed inside Syria through various Syrian CSOs and local councils operating inside the country.

Democracy Forums: PDC currently works with IFES to create an enduring platform for dialogue among the Syrian CSOs in Turkey. This platform will provide space for community leaders among the Syrian diaspora to establish common ideas and constructive dialogue. PDC also assists in establishing conduct for open-dialogue and trust within the forum.

THE PDC TEAM

Sasha Ghosh-Siminoff | Executive Director and Co-Founder

Mr. Ghosh-Siminoff is the President of People Demand Change LLP. The former Executive Director at the Syrian Emergency Task Force and journalist with Congressional Quarterly, Mr. Ghosh-Siminoff was living in Syria attending an immersion Arabic program when the Syrian revolution broke out in early 2011 and had the unique opportunity to experience Syrian society right before, at the beginning and then immediately after the commencement of the revolution. Before Syria, Mr. Ghosh-Siminoff worked on and completed a Masters degree of Middle East Studies at the University of Exeter, UK and conducted fieldwork in Israel and in the Occupied Territories of the West Bank. Mr. Ghosh-Siminoff has been a guest analyst discussing Syria on a number of international media outlets and has also published several articles on the topic. Mr. Ghosh-Siminoff currently works with an extensive network of Syrian activists, human rights defenders, grassroots media, opposition figures, moderate opposition soldiers and commanders both inside and outside of Syria and has continuously advocated on behalf of the Syrian Revolution since its inception.

Bassam Barabandi | Director of External Relations and Co-Founder

A native of Damascus, Syria, Bassam Barabandi worked in the diplomatic civil service of the Syrian Government for 14 years before leaving the Syrian Embassy in Washington DC in the summer of 2013 and joining PDC. Mr. Barabandi's previous postings before becoming the first secretary at the Embassy of Syria in Washington DC included a posting at the Syrian Embassy in Beijing as the head of political affairs, and a post at the Syrian Government's UN mission in New York City. Through his time as a diplomat, Mr. Barabandi also worked with the World Bank, the US Treasury Department and as a liaison to the US Congress. Prior to entering the diplomatic service, Mr. Barabandi also worked as the Chief of Staff for political affairs in the office of the Vice President of Syria from 2006–2008 and worked on bilateral relations between Syria and Iraq, and Lebanon regarding economic issues. Since the outbreak of the Syrian revolution in 2011, Mr. Barabandi was instrumental in providing unhindered access to consular services for all Syrians regardless of political or ideological affiliation, including access to many Syrians who had no other avenue through which to acquire passport extensions and other necessary legal documents. Mr. Barabandi has a BA in political science and public administration from the American University of Beirut and speaks fluent Arabic and English.

Nidal Betare | Managing Director and Co-Founder

Nidal Betare (Bitari), holds a Masters in Political Sociology, and worked as a program coordinator in Support of Iraqi refugees in Syria at the Syrian Arab Red Crescent (SARC) and Danish Red Cross (DRC). Mr. Betare also worked as a freelance reporter with NPR and an interpreter to McClatchy in Lebanon, and has written widely in many Arabic journals such as al'Safir, al'Hayat, and other websites. His last report on Syrian-Palestinian refugees was published in the Journal of Palestinian studies. Mr. Betare also worked as a program coordinator for the Arab NGO Network for Development (ANND), focusing on increasing the capacity of Syrian civil society to defend human rights. Mr. Betare has also been asked to speak at numerous events discussing the plight of Syrian-Palestinians, including the Annual World Bank meeting in 2013, the UN – Headquarters in New York City, Tokyo, Japan and at a variety of universities around the United States.

Dost Perik | Country Director, Turkey

Dost Perik has a background in business and marketing and was previously a sales manager at Syria Soft in Damascus, Syria, prior to the outbreak of the Syrian Revolution in 2011. Originally from Qamishli, Hasakah, Mr. Perik is fluent in Kurdish and Arabic and also has conversational Turkish and English. After leaving Damascus, Mr. Perik arrived to Turkey and worked with several INGOs in monitoring and evaluation and survey research methods for projects being conducted in Northern Syria on a wide range of topics. Currently Mr. Perik runs PDC's Gaziantep, Turkey office and oversees the implementation of numerous programs and projects in the field inside Syria and in Turkey. Mr. Perik also coordinates all communications between PDC's DC and Gaziantep offices and helps with strategic planning and program development.

Arie Groenveld | Grants and Contracts Associate

Arie Groenveld joined PDC in 2017, having previously completed an internship with PDC in 2015. Arie possesses a Bachelors in International Relations from Rollins College and an Masters in Political Science from the University of Amsterdam. Arie has conducted extensive research across a range of political and military topics in the Lebanon-Syria-Iraq nexus, and currently works on atmospheric reporting, GIS mapping, grants and administration for PDC's Washington, DC and MENA offices.



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