

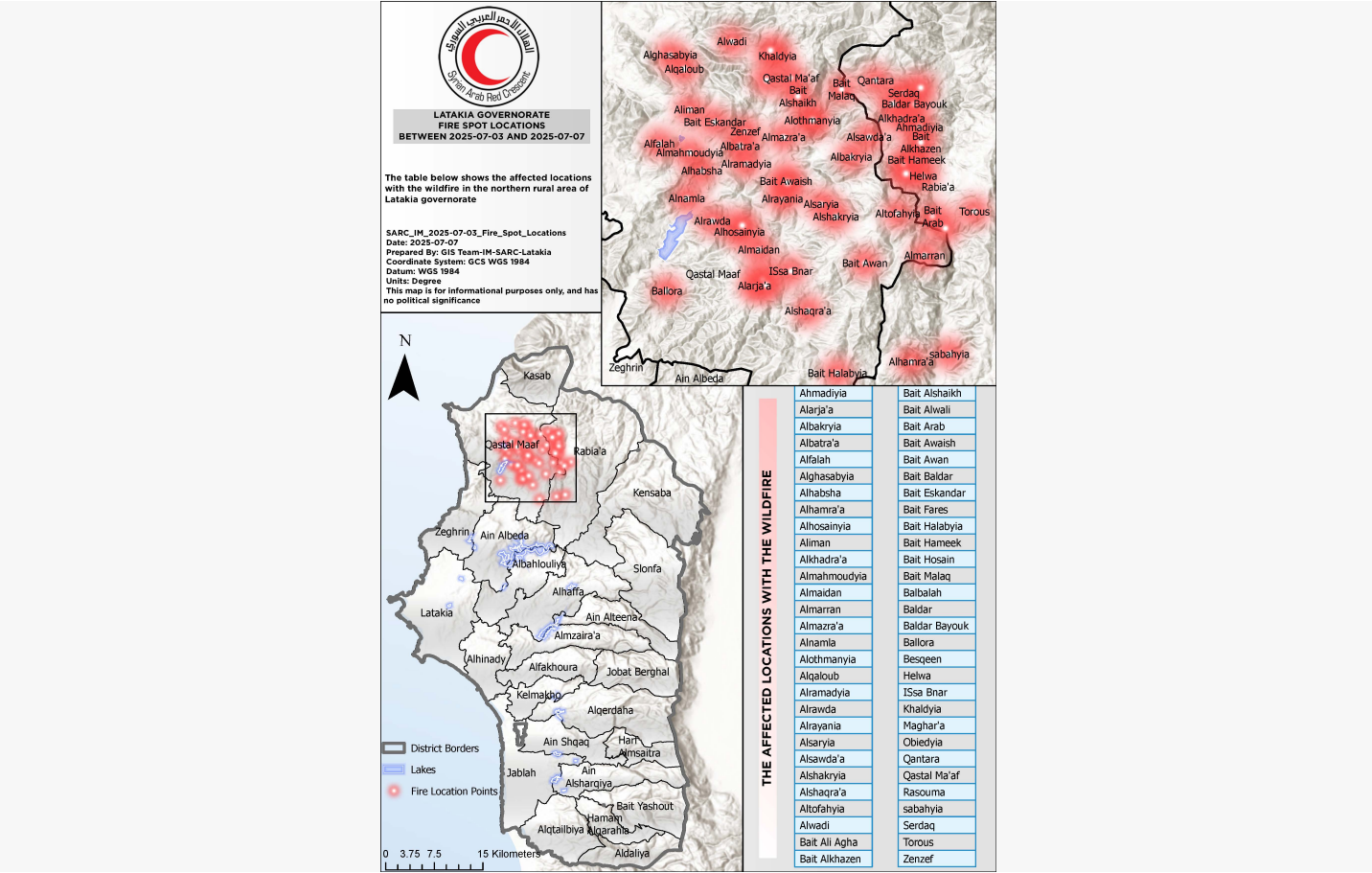


Appeal: MDRSY015	Country: Syrian Arab Republic	Hazard: Fire	Type of DREF: Response
Crisis Category: Orange	Event Onset: Sudden	DREF Allocation: CHF 519,810	
Glide Number: WF-2025-000109	People Affected: 25,000 people	People Targeted: 25,000 people	
Operation Start Date: 11-07-2025	Operation Timeframe: 6 months	Operation End Date: 31-01-2026	DREF Published: 11-07-2025
Targeted Regions: Lattakia, Tartous			

Description of the Event

Date of event

30-06-2025



What happened, where and when?

A series of devastating wildfires erupted on 30 June 2025 in rural northeastern Latakia Governorate, primarily affecting the Turkman and Bassit mountain ranges. Fueled by hot eastern winds, dry vegetation, and rugged terrain, the fires rapidly spread across more than 60 villages, overwhelming local firefighting capacities and prompting the Syrian government to declare a national emergency on 4 July. The presence of unexploded ordnance (UXO) and landmine contamination further complicated suppression efforts and posed serious risks to both responders and civilians.

The fires caused widespread destruction of forests, olive groves, and farmland, displacing thousands of residents. Many families fled to nearby villages or sought shelter with relatives. On 5 July, new fires ignited in Tartous Governorate, particularly in Al-Hmysiah Farm and Khrbit Kassih, directly affecting 113 families and destroying over 150,000 square meters of agricultural land.

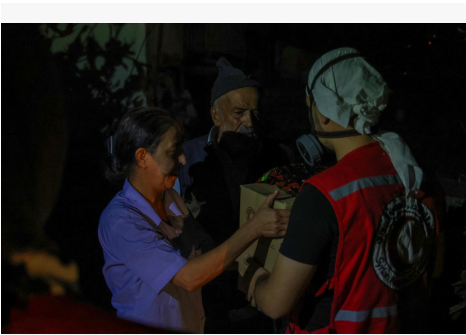
Critical infrastructure was severely impacted. Main roads connecting Latakia city to rural districts such as Kassab and Bassit were cut off, isolating communities and delaying emergency response. Damage to the electricity network—including cable towers, transformers, and substations—led to power outages that halted water pumping operations in key facilities, affecting dozens of villages and increasing the risk of waterborne diseases among displaced populations.

Notably, many of the areas affected in 2025 had not experienced severe wildfires in previous years, making the speed and scale of destruction particularly alarming. In response, the Syrian government formally requested international assistance on 4 July. Turkish firefighting teams arrived the following morning with 11 vehicles and 2 helicopters, followed by additional support from Jordan, Lebanon, and Greece.

The international community responded swiftly. The United Nations deployed humanitarian teams to assess damage and coordinate relief. The European Union activated its Civil Protection Mechanism (UCPM), facilitating the rapid deployment of firefighting resources and technical expertise from EU member states. Additionally, the Copernicus Emergency Management Service was activated to provide



satellite imagery and geospatial analysis, offering critical data to monitor fire spread and guide response strategies. These coordinated efforts were instrumental in containing fires that scorched over 10,000 hectares of land and threatened vital infrastructure. UN officials, including Deputy Envoy Najat Rochdi, emphasized the need for sustained international solidarity to address both the immediate crisis and its long-term environmental and humanitarian impacts.



Aids Distribution - DM teams



tanks supporting firefighter



EMS teams



Scope and Scale

The wildfires that erupted in early July 2025 across Latakia and Tartous governorates have resulted in one of the most severe environmental and humanitarian emergencies in Syria in recent years. As of early July, an estimated 25,000 people have been directly and indirectly affected, with at least 1,700 individuals evacuated or hosted by relatives and neighbors due to the immediate threat to homes, farmland, and personal safety. The fires have destroyed vast areas of olive groves, seasonal crops, livestock, and beehives, severely undermined local food security, and further destabilized already fragile rural economies.

More than 65 villages across Latakia and Tartous have been directly impacted, with varying degrees of damage to housing, infrastructure, farmland, and access to basic services. Many other districts and villages have suffered indirect effects, including smoke exposure, economic disruption, and displacement-related pressures. The destruction of agricultural assets—over 2,500 dunums of farmland, 117 irrigation systems, and 202 beehives—has dealt a significant blow to household livelihoods, particularly for farming and herding families who were already living in precarious conditions.

The fires have also caused widespread power outages, which in turn have halted water pumping operations in critical facilities such as Al-Zour, Ballouran, Al-Namleh, and Al-Basit junction. This has disrupted water access in dozens of villages, increasing the risk of waterborne diseases and hygiene-related health issues, especially among displaced populations living in overcrowded or makeshift shelters.

The humanitarian impact extends beyond physical damage. The fires have placed immense strain on communities already burdened by economic hardship, damaged infrastructure, and security instability. These compounding factors are severely challenging efforts to protect family resilience and alleviate suffering. Emergency medical services have responded to numerous cases of smoke inhalation, burns, and trauma, while mobile clinics have treated over 180 patients in remote areas. The presence of unexploded ordnance (UXO) in fire-affected zones has further complicated both firefighting and humanitarian access, posing ongoing risks to responders and civilians alike.

Source Name	Source Link
1. Syrian wildfires spread due to heavy winds and war remnants	https://apnews.com/article/syria-wildfires-latakia-wind-temperatures-0a367cfa0449179c04d046d511ede26d



2. Syria fights 'catastrophic' wildfires for fourth consecutive day

<https://www.france24.com/en/middle-east/20250707-syria-wildfires>

3. Syria evacuates citizens as wildfires spread, hindered by mines and unexploded ordnance

<https://trt.global/world/article/babc0491d79d>

Previous Operations

Has a similar event affected the same area(s) in the last 3 years?	Yes
Did it affect the same population group?	Yes
Did the National Society respond?	Yes
Did the National Society request funding form DREF for that event(s)	Yes
If yes, please specify which operation	MDRSY005 2020, MDRSY010 2023, MDRSY013 2024.

If you have answered yes to all questions above, justify why the use of DREF for a recurrent event, or how this event should not be considered recurrent:

Although wildfires have affected the same geographical areas (notably Latakia governorate) in recent years, the severity and scope of the current event are linked to increasingly intense climate change effects, including prolonged drought, extreme heat waves, and dry winds. These conditions have exacerbated the risk and spread of wildfires, overwhelming local capacities and exposing significant humanitarian needs.

Each wildfire season presents new levels of destruction due to the compounded vulnerabilities caused by years of crisis, environmental degradation, and limited recovery capacity. The operational and economic infrastructure remains severely weakened, public services (such as firefighting and water access) are under strain, and affected communities lack the means to fully recover before the next disaster strikes.

The Syrian Arab Red Crescent (SARC) has consistently responded to these emergencies with life-saving interventions focused on supporting first responders (e.g., firefighting units and civil defense), conducting evacuations, and delivering immediate assistance to affected families. These efforts aim not only to address urgent needs but also to help protect and preserve what little resilience remains in these vulnerable communities.

Therefore, despite the recurrent nature of the hazard, the evolving intensity, humanitarian impact, and climate-related drivers justify the use of DREF for this specific response.

Lessons learned:

Faster Response: Pre-identification and briefing of SARC teams before the fire season led to quicker deployment and reduced response time during the emergency.

Targeted Assistance: Previous data collection efforts supported the development of prioritized village-level lists, improving targeting and timely support to the most affected families.

Improved Coordination: Established communication channels with local authorities, civil defense, and fire brigades enabled better planning of evacuation routes and operational coordination.

Community Awareness: Pre-fire season FGDs and awareness sessions with local families contributed to safer behavior, fewer injuries, and partial protection of household assets during evacuations.

Resource Optimization: Available Emergency supplies were pre-positioned in fire-prone areas based on vulnerability mapping from previous wildfire events, ensuring faster response and more efficient logistics.

Did you complete the Child Safeguarding Risk Analysis in previous operations, what was risk level?

No



Current National Society Actions

Start date of National Society actions

01-07-2025

Health	EMS teams responding from day one, they recorded so far 26 cases (3 transported to the hospitals + 23 treated on location), mobile clinics started on 7th of July in two locations. medical supplies been transported.
Water, Sanitation And Hygiene	Two mobile water tanks were deployed from the Hama branch to Lattakia, in addition to 9 commercial water tanks, supporting the Firefighter teams by transporting water to the fire spots. distributing bottled water for families and the first responders, coordinating with authorities regarding the water situation in the city and recent damages (network and stations), analyzing the next step to support the recovery of communities and entities after shock.
Risk Reduction, Climate Adaptation And Recovery	Awareness session against fires and all related topics (Health, mitigation, acting ..etc.) been prepared to be conducted in highly risky areas with similar statuses. WeC (Weapon Contamination) teams started their action in the affected areas.
Coordination	SARC is a main member of the operation room established by the MOE&D, as a convener all the MVT partner coordinating together through a task force led by SARC. UN agencies willing to support using SARC's figures and advice under the mentioned operation room umbrella.
Assessment	In parallel to the response and after the rapid assessment and lessons learned during the previous years, SARC's assessment teams are conducting house to house visits (so far 700 families) trying to identify families' needs and gaps. SARC understand the importance of analyzing this data to plan next steps.
Resource Mobilization	Humanitarian Relief and Relief materials (Food, Water), vehicles, Commercial Water mobile tanks in addition to SARC's tanks, medical supplies, HQ and branches support (financial, personnel). All of these capacities been mobilized immediately, and ongoing.

IFRC Network Actions Related To The Current Event

Secretariat	The IFRC has a permanent presence in Syria through its Country Delegation in Damascus, supported by the MENA Regional Office. In response to the wildfire emergency, IFRC is coordinating closely with the Syrian Arab Red Crescent (SARC), providing technical and strategic support to plan and implement the operation. Through this DREF, IFRC is also offering financial support to address urgent needs, in line with SARC's mandate. Additional support includes coordination, PMER, logistics, finance, security, and preparedness efforts to strengthen SARC's response capacity.
Participating National Societies	RCRC actors continue their support to SARC on regular bases, allowing the team to be the first responder, ready to scale up as per needs and support such a response. many PNSs shows their flexibility to support, during this response and in the later phases in addition to the already ongoing support, joining with IFRC the task force established due to fire response.



ICRC Actions Related To The Current Event

Present in Syria since 1967, the ICRC is a neutral, impartial, and independent organization with an exclusively humanitarian mission. The ICRC works closely with and supports SARC to meet the food, water, and health needs of people and communities affected by armed conflicts and other situations of violence and to help them start rebuilding their lives. They also work together to raise awareness about the risks of mines and other explosive remnants. The ICRC works to restore family links between persons who have been separated by conflict and migration and promotes respect for international humanitarian law. Finally, ICRC provides technical advice and support to local authorities and forensics practitioners in managing human remains with respect and dignity. In this response, as during previous emergencies, ICRC supports SARC DM, Wash, and EMS teams, provides emergency food and medical supplies, and participates in the movement Task forces for further and next phases activities.

Other Actors Actions Related To The Current Event

Government has requested international assistance	Yes
National authorities	the Civil Defense and firefighter teams are responding since the beginning. Ministry of Emergency and Disaster (MOE&D) established an operation room in Lattakia includes all the actors and stakeholders to coordinate the response. Additional support (international) was requested (Turkey, Jordan), allocating all the available resources from different governorates to support Lattakia's teams.
UN or other actors	UN called for HCT meetings in Lattakia with the Governor and the established OP room, and another meeting in Damascus for all humanitarian actors. An assessment will be conducted through UN to plan the response and identify the gaps.

Needs (Gaps) Identified

Multi purpose cash grants

Economically, the fires have devastated livelihoods in regions already suffering from extreme poverty and economic instability. The Syrian economy has been crippled by years of conflict, sanctions, and inflation, leaving many families dependent on humanitarian cash assistance. The wildfires destroyed agricultural lands, livestock, and small businesses, stripping families of their primary sources of income. This has led to increased food insecurity and forced reliance on external aid. The destruction of local markets and supply chains has further limited access to essential goods. There is a pressing need to expand multi-purpose cash assistance programs to help families meet their basic needs, while also exploring possible support for the recovery of livelihoods.

Health

The health sector, already weakened by years of conflict, has been overwhelmed by the consequences of the fires. Health facilities in affected areas have been damaged or are operating beyond capacity, with limited medical supplies and personnel. The fires have caused a surge in respiratory illnesses due to smoke inhalation, particularly among children, the elderly, and those with pre-existing conditions. Mental health needs have also escalated, as communities face renewed trauma from displacement, loss of homes, and the destruction of their environment. The delivery of healthcare services has been further complicated by access constraints and the destruction of transportation routes. Immediate priorities include extension of support to the deployed mobile health units, provision of emergency medical supplies, and scaling up mental health and psychosocial support services.

Water, Sanitation And Hygiene

The recent wave of wildfires in Lattakia Governorate has caused widespread devastation, prompting an urgent and ongoing response led by the Syrian Arab Red Crescent (SARC) and local water authorities.



The fires have intensified the struggle for clean water and adequate sanitation. Many affected areas were already reliant on fragile water trucking systems. The fires destroyed or contaminated natural water sources and damaged infrastructure critical for water delivery. Ash and debris have polluted reservoirs and open wells, increasing the risk of waterborne diseases. The need for emergency water supply is very urgent at the start of the response. The drought conditions impacting the country and the limited access to water sources have also impacted the ability of the firefighters to secure the needed water for extinguishing the fires, water trucking from close by branches is also needed to support the effort of the responders.

As of 7 July 2025, a total of 500 cubic meters of water had been transported using 7 water trucks of various capacities to different strategic locations to support firefighting efforts. On the same day alone, 458 cubic meters of water were delivered through 11 trucks, including 3 large-capacity tankers (up to 45 m³ each) that served as mobile water stations in the most critical fire zones, in addition to 8 smaller trucks. In parallel, SARC distributed 4,050 bottles of drinking water (1.5 liters each) to residents and frontline responders affected by the crisis. One of the major challenges reported was the burning of power poles connected to the Al-Basit power substation, resulting in further disruption of essential services and complicating emergency response operations. In response to the growing demand for water, the Baloran Water Unit was used as a critical filling point to supply firefighting trucks working around the clock to contain the fires. Despite these substantial efforts, the need for support remains urgent. Wildfires in the region have severely affected infrastructure, damaged or destroyed homes, and disrupted transportation, power, and communication networks. The smoke has caused respiratory health risks for both nearby and distant populations, and the extensive burning of land has jeopardized watersheds and increased the long-term risk of floods and landslides due to changes in soil composition. The fires have also threatened biodiversity and damaged agricultural lands, compounding the humanitarian impact. With the Middle East region facing extreme drought and climate-induced hazards, the response in Latakia requires significant scaling up, including the provision of more large-capacity water tankers, protective equipment for volunteers, and emergency supplies for affected communities. Enhanced coordination and international support are critical to ensure an effective, timely, and comprehensive response.

Any identified gaps/limitations in the assessment

Access to affected communities remains a significant challenge. Many of the wildfire-impacted areas are located in regions still contaminated with unexploded ordnance (UXO) and landmines, remnants of the prolonged conflict, such as Jabal Al-Atata and Wadi Jahanam areas. These hazards pose a serious risk to both civilians and humanitarian responders, limiting the ability to deliver aid and conduct assessments. In addition, damaged roads and infrastructure, combined with rugged mountainous terrains, hindered assessment, evacuation, and aid delivery.

These risks delayed firefighting operations and necessitated the use of aerial response (helicopters) to access high-risk zones safely.

Operational Strategy

Overall objective of the operation

The IFRC-DREF operation aims to deliver immediate support in order to reduce the humanitarian impact for at least 25,000 people affected by the July 2025 wildfires in Latakia and Tartous governorates. This will be achieved by providing targeted assistance to first responders, particularly firefighters, and supporting directly affected families through the distribution of multi-purpose cash assistance, water, and evacuation services, and delivering emergency medical services to both responders and civilians. The operation also includes the deployment of mobile water tanks to reduce firefighting response times in areas with difficult terrain and limited water resources. In addition, the operation will implement community awareness and disaster risk reduction (DRR) activities. The six-month operation includes both immediate response and replenishment components.

Operation strategy rationale

The July 2025 wildfires in Syria have caused widespread destruction across Latakia and Tartous governorates, affecting thousands of individuals, damaging critical infrastructure, and overwhelming local response capacities. The operational context is marked by complex terrain, limited water resources, and the presence of unexploded ordnance, all of which have significantly hampered firefighting and humanitarian access. The government requested assistance in the response to the event, and different actors, including international (Lebanon, Jordan, Greece, and Turkey) are supporting the response.

The rationale for this DREF operation is grounded in the urgent need to protect lives and reduce the immediate and long-term humanitarian impact of the wildfires. First responders, particularly firefighters, are operating under extreme physical and logistical constraints. Supporting them with essential supplies, water trucking, and logistical reinforcement is critical to sustaining fire suppression efforts and preventing further spread. Simultaneously, directly affected families, many of whom have lost homes, livelihoods, and access to basic services, require immediate relief, including water, food, shelter, and evacuation support.

Emergency Medical Services (EMS) are also a cornerstone of the response, addressing the health needs of both civilians and responders suffering from smoke inhalation, burns, injuries, and trauma. The deployment of mobile clinics and ambulance teams ensures life-saving care reaches remote and high-risk areas. In parallel, community awareness and disaster risk reduction (DRR) activities are being implemented as well.



The six-month timeframe allows for both immediate response and replenishment of critical stocks, ensuring continuity of operations and maintenance of SARC response capacity.

The overall SARC response has a wider scope beyond this operation, with coordination with multiple partners to address the wide range and long-term needs on the ground. This DREF operation will focus on the following:

- Multi-purpose CASH
 - o Multi-purpose cash is essential to ensure addressing the needs of the impacted population, especially those who have lost their shelters and their livelihoods. The operation is tentatively planned to provide 2 rounds of cash assistance; this will be confirmed along with the number of targeted beneficiaries after the assessments are concluded.
- Health
 - o The DREF operation will focus only on the provision of medical consumables to the responding health units and teams. Other support will be sought through partners and different funding streams.
- DRR
 - o The operation will support at least two awareness raising sessions in addition to media and IEC materials on wildfires and best practices.
- WASH
 - o The operation will focus on the provision of drinking water for the affected families and the replenishment of the quantities already disbursed from SARC stocks.
 - o The operation will also support SARC's capacities for the provision of water trucking and firefighting equipment supporting first responders

To ensure the capacity of SARC to respond to the disaster, the operation will also include elements of support to the national society, its volunteers, and its operational capacity.

Targeting Strategy

Who will be targeted through this operation?

This operation will target at least 25,000 people with a focus on:

Evacuated and fire-affected families, particularly those from villages severely impacted by the wildfires. These families have experienced forced displacement, loss of access to basic services, and heightened exposure to smoke and fire-related hazards.

First responders, including firefighting teams, civil defense units, and SARC emergency volunteers, who have been continuously deployed in dangerous conditions with limited access to food, water, and rest. Supporting their operational continuity is essential to ensure continued fire suppression, evacuations, and public safety.

The selection of these groups is based on identified urgent needs, direct risk exposure, and their critical role in both the response and recovery. Vulnerable households, including elderly persons, persons with disabilities, children, and female-headed households, within the affected areas will be prioritized for assistance through close coordination with local SARC branches, community leaders, and updated beneficiary databases which the team are working on collecting in parallel to response activities, this data will be the base line for the next phase services including early recovery activities and resilience restoring.

Explain the selection criteria for the targeted population

the targeted communities are already categorized as one of the most vulnerable, with this event and the additional burdens caused by the fires, these families moved to a very high rank on the severity scale.

during the response and fighting fires, the criteria are linked to the geographical locations of the families (residing in the affected areas) to distribute a one-time cash payment.

later, the teams will continue assessing the total population affected (directly and indirectly), which is estimated by 25,000, and prioritize the need with communities that help them in their recovery and resilience restoration.



Total Targeted Population

Women	6,750	Rural	100%
Girls (under 18)	5,500	Urban	-
Men	8,000	People with disabilities (estimated)	0%
Boys (under 18)	4,750		
Total targeted population	25,000		

Risk and Security Considerations (including "management")

Does your National Society have anti-fraud and corruption policy?	Yes
Does your National Society have prevention of sexual exploitation and abuse policy?	Yes
Does your National Society have child protection/child safeguarding policy?	Yes
Does your National Society have whistleblower protection policy?	Yes
Does your National Society have anti-sexual harassment policy?	Yes

Please analyse and indicate potential risks for this operation, its root causes and mitigation actions.

Risk	Mitigation action
Liquidity challenges to cash assistance	The operation will consider distribution of cash in USD. As of 1 July, transactions in USD are no longer prohibited in Syria
Risk of exposure to unexploded ordinances and mines	Coordination with the authorities and different actors on potential risk areas is continuous, access is avoided to areas with such a risk and areal support for firefighting is preferred in this case
Risk of health issues due to smoke inhalation, burns or other injuries	Volunteers involved are well aware of the risks and the good practices in such cases, they are provided with PPEs and are accompanied by health teams

Please indicate any security and safety concerns for this operation:

the fire areas are categorized as accessible security-wise.
while the safety risks arise because of the fires, speeding, and hard terrain, which make it difficult and risky to predict the next spots and the safer areas during responding.
MOE&D operation room instructed all the volunteers and other humanitarian actors to limit their visits and movement to the limit of the response area boundary identified by ZERO POINT, while our team is following their S&S procedures with coordination with the OPs room.

Has the child safeguarding risk analysis assessment been completed?	No
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Planned Intervention



Multi Purpose Cash

Budget: CHF 287,344

Targeted Persons: 5,000

Indicators

Title	Target
number of families benefitting from the Multipurpose cash assistance	1,000
% of surveyed people whose households received cash transfers are satisfied with the amount received.	90

Priority Actions

- Multipurpose cash assistance to 1000 families whose households were impacted or whose livelihoods were impacted, the assistance will be for 2 months
- Conduct PDM activity



Health

Budget: CHF 12,677

Targeted Persons: -

Indicators

Title	Target
number of teams/clinics/ambulances supported with medical consumables	-

Priority Actions

- Medical consumables for responding ambulances, clinics and teams



Water, Sanitation And Hygiene

Budget: CHF 77,076

Targeted Persons: -

Indicators

Title	Target
Number of litres of safe water distributed	30,000

Priority Actions

- Distribution and replenishment of 20K 1.5L bottled water for families and responders
- Procurement of water hoses and water pumps
- Maintenance toolkit for onsite repair of hoses and pumps
- Maintenance of water trucks, pumps and hoses
- Rental of 6 water trucks for daily water delivery to firefighting teams



Risk Reduction, Climate Adaptation And Recovery

Budget: CHF 9,465

Targeted Persons: 20,000

Indicators

Title	Target
# of sessions on best practices in case of fires conducted	2

Priority Actions

- at least 2 awareness raising sessions on best practices in case of fires
- The NS will continue to share messages on its social media platforms



Secretariat Services

Budget: CHF 7,606

Targeted Persons: -

Indicators

Title	Target
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Priority Actions

- Attendance at the lessons learned workshop
- two field visits



National Society Strengthening

Budget: CHF 125,641

Targeted Persons: -

Indicators

Title	Target
number of lessons learned workshops conducted	1
number of field visits conducted	5

Priority Actions

- Lessons learned workshop
- 5 field visits
- two Media meetings
- communications equipment to cover the situation and create videos and field interviews
- Development of IEC materials
- Operational cost
- Vehicle maintenance
- Loading and offloading fees
- Fuel for field teams for 6 months
- Equipment for field staff including headlamps for night operations, portable lighting tools and floodlights
- Volunteer per diem
- Meals for staff and volunteers responding
- Rental of a van for the assessment teams

About Support Services

How many staff and volunteers will be involved in this operation. Briefly describe their role.

About 150 volunteers, 40 staff members.
EMS, DM, DRR, WASH, Health, OPs, LOG, assessment.

These responses are fully managed by SARC's HQ and the sub-operation room in the branch.

Does your volunteer team reflect the gender, age, and cultural diversity of the people you're helping? What gaps exist in your volunteer team's gender, age, or cultural diversity, and how are you addressing them to ensure inclusive and appropriate support?

SARC ensures that its volunteer teams reflect the gender, age, and cultural diversity of the communities they serve. The response to the wildfires is led jointly by headquarters and the affected branches, with volunteers mobilized directly from the impacted areas. This localized approach ensures that teams are culturally attuned with the people they are supporting, which helps build trust and deliver more effective assistance. Both men and women are actively engaged in the response, allowing for more inclusive outreach which is particularly important when supporting vulnerable groups such as female-headed households or individuals with specific cultural or protection needs. While the current composition of teams reflects the local demographic, SARC continues to assess and address any gaps in representation to ensure that all affected individuals feel safe, respected, and understood throughout the response.

If there is procurement, will it be done by National Society or IFRC?

The procurement will be done through SARC, nationally, and in alignment with the IFRC procurement standards. IFRC remains ready to support if and when needed.

How will this operation be monitored?

The SARC standard operating procedures for monitoring are utilized across all SARC operations and programs. This includes post-distribution monitoring, process monitoring, and community feedback mechanisms, as well as coordinated assessments conducted with implementing partners, including IFRC.

A monitoring plan will be created and put into action during this response in direct conjunction with the PMER and Quality Assurance team at IFRC MENA RO. PMER, IM, and CEA capabilities are included in the PMER and Quality Assurance unit and will work directly with SARC.



Please briefly explain the National Societies communication strategy for this operation

The Syrian Arab Red Crescent (SARC) has developed a strategic approach to media and communications that ensures timely, accurate, and impactful messaging. This strategy is grounded in three key pillars: the use of real-time field data, alignment with SARC's humanitarian mandate, and a focus on sharing stories that reflect the needs and experiences of affected communities. These elements guide all communication efforts, ensuring they are relevant, credible, and resonate with the public.

The Media and Communications Unit plays a central role in implementing this strategy. It is responsible for covering field operations, providing timely updates on the activities of SARC teams across the country. By documenting these efforts, the Unit helps convey the scale and significance of SARC's humanitarian response.

A key part of the Unit's work is recognizing the support of partners such as the International Federation of Red Cross and Red Crescent Societies (IFRC), the International Committee of the Red Cross (ICRC), and other humanitarian organizations. Highlighting these partnerships reinforces transparency and strengthens collaboration.

The Unit also engages with national and international media, offering verified information, statistics, and stories from the field. This helps position SARC as a trusted source of information during emergencies and enhances its visibility in the humanitarian landscape.

To support its outreach, the Unit produces a range of multimedia content, including reports, short films, and documentaries. These materials showcase the challenges faced by communities and the strategies adopted by SARC to address them. Additionally, the Unit provides media support to field teams, including the design of publications, banners, and other communication materials that enhance visibility and public engagement.



Budget Overview



DREF OPERATION

MDRSY015 - Syrian Arab Red Crescent Society SARC
Wildfires 2025

Operating Budget

Planned Operations	386,563
Shelter and Basic Household Items	0
Livelihoods	0
Multi-purpose Cash	287,344
Health	12,677
Water, Sanitation & Hygiene	77,076
Protection, Gender and Inclusion	0
Education	0
Migration	0
Risk Reduction, Climate Adaptation and Recovery	9,465
Community Engagement and Accountability	0
Environmental Sustainability	0
Enabling Approaches	133,247
Coordination and Partnerships	0
Secretariat Services	7,606
National Society Strengthening	125,641
TOTAL BUDGET	519,810

all amounts in Swiss Francs (CHF)



Contact Information

For further information, specifically related to this operation please contact:

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IFRC Project Manager: Hosam Faysal, Acting Head of IFRC Delegation- Syria, hosam.faysal@ifrc.org

IFRC focal point for the emergency: Nader Bin Shamlan, Operations Coordinator-MENA, Nader.binshamlan@ifrc.org

[Click here for the reference](#)

