
PROJECT ENDGAME

EXECUTIVE SUMMARY

QATAR SUPREME COMMITTEE FOR DELIVERY AND LEGACY

OFFICE OF THE SECRETARY GENERAL

March 2017

Supersedes All Previous Versions



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ENDGAME INTRODUCTION

U.S. Election Threatens Qatar

Qatar is suddenly under threat in Washington, D.C. Immediate action is necessary to preempt attacks that could damage Qatar's standing with an unpredictable President.

- ◆ **Enemies with dark motives are dedicated to harming Qatar**
- ◆ **Real Danger:** Despite recent efforts, Trump is not your ally. Your enemies have already started co-opting him.
- ◆ **World Cup Risk:** Trump could attack FIFA's 2010 vote as stolen from the U.S., threatening the 2022 World Cup once again
- ◆ **Imminent Threat:** Qatar's enemies are already plotting against you. The time to act is now!



QATAR'S VULNERABILITIES

Attack Routes Will Be Indirect, Harder to Stop

Trump's supporters can't find Qatar on a map. Your enemies can't make "Qatar" the issue. Instead, your enemies will attack your allies to attack you.

- ◆ Qatar's allies have come under fire for years, but without harming Qatar's standing or reputation. Your enemies will aim to change that.
- ◆ **Hamas:** The Israel Lobby has targeted Hamas for years. Qatar's support for Hamas is a vulnerability your enemies will aim to exploit.
- ◆ **Muslim Brotherhood:** Sen. Ted Cruz has reintroduced his bill to designate the Muslim Brotherhood as a terrorist group. Unless you act soon, your enemies will inject Qatar into this fight.
- ◆ **High Alert:** An attack on Hamas is an attack on Qatar. An attack on the Muslim Brotherhood is an attack on Qatar



SUCCESSFUL BLUEPRINT

Qatar Has Succeeded Before Facing Similar Threats

Total Information Awareness gave Qatar the **Predictive Intelligence** that defeated (or flipped) your enemies within FIFA. Now is the time to once again seize the initiative to **dominate** the information battlefield.

- ◆ **Just as before, only a proactive approach will work**
- ◆ **Advance Warnings:** Qatar's enemies will attack, but you don't know *when* or *how*. **Total Information Awareness** gives you advance warning before your enemies strike.
- ◆ **Comprehensive Solution:** Success will require a comprehensive strategy that utilizes and combines a mix of technology, human intelligence, and information operations



UNMASKING ENEMIES

Qatar's Enemies Must Be Identified

When **Project CHECKMATE** removed Qatar's biggest threat from FIFA, your enemies were known to you. In the U.S., your enemies operate in the shadows. You can't stop the enemies that you can't find.

- ◆ **Your enemies in the U.S. work for your enemies in the GCC**
- ◆ **Total Information Awareness:** GRA has already proven that using technology to obtain **Total Information Awareness** empowers Qatar to preempt attacks and take action before your enemies can strike
- ◆ **Direct Route:** There is one direct path to identify most of your enemies in the U.S., and you must seize that opportunity before it's too late!



NEUTRALIZE YOUR ENEMIES

ENDGAME's Powerful Allies Threaten Qatar's Standing

ENDGAME is the most powerful Ambassador in the U.S. He has allies and assets across Washington D.C., ready to do his bidding. ENDGAME co-opts journalists with expensive gifts and attends the highly influential Sun Valley Conference.

- ◆ **Qatar must act *immediately* because ENDGAME has infiltrated Trump's inner circle**
- ◆ **Centralized Threat:** ENDGAME is charming and speaks perfect English. He directly handles reporters to shape media narratives, sets their lobbying agenda, and manages their assets in think tanks.
- ◆ **Unparalleled Influence:** ENDGAME has built a powerful influence infrastructure with allies and assets in think tanks and thought leaders. He has even co-opted Qatar's own allies and assets.



EXPOSING SECRETS

Preempt Attacks By Exposing Enemy Secrets

ENDGAME derives power from having **Secret Allies** and **Secret Plans**. Until Qatar achieves **Total Information Awareness** into ENDGAME and his operation, you will suffer attacks on your culture and your way of life.

- ◆ The only way to defeat ENDGAME is to expose his secrets
- ◆ **True Motives:** Exposing ENDGAME's **Secret Allies** will reveal their true motives for harming Qatar's interests and destroy their credibility
- ◆ **Mitigate Attacks:** With **Total Information Awareness**, Qatar can show that ENDGAME has co-opted:
 - Think tanks, like FDD and Counter Extremism Project
 - Journalists
 - Top Republicans and Democrats



CONTROL INFORMATION BATTLEFIELD

Effective Narratives to Manipulate Public Sentiment

Following successful completion of Phase One, collected information will be reviewed. GRA will utilize its expertise in covert information operations undertaken at the most sensitive levels of the U.S. intelligence and military communities to determine the most effective narratives.

- ◆ **Qatar must be the “victim” of hostile and jealous neighbors**
- ◆ **Turn the Tables:** Show ENDGAME scheming with his allies and assets to harm you.
- ◆ **Powerful Approach:** Proactively framing the messaging and public understanding about Qatar and the Gulf is critical to:
 - Preempt attacks on national image
 - Dictate the narrative before your enemies can
 - Shape public perceptions



AMPLIFICATION OPPORTUNITIES

Maximum Impact Through Qatar's Media Assets

GRA will weaponize the ENDGAME narratives with a high-visibility distribution campaign to control the messaging surrounding the conversation about Qatar and the Gulf and to dominate the digital, online, and social media spaces.

- ◆ **To overcome this challenge, GRA must utilize Qatar's media assets to amplify messages and narratives**
- ◆ **Distribution:** Many news organizations won't publish ENDGAME content, so Qatar's media assets must play a critical role:
 - Max Blumenthal
 - Middle East Eye
 - New York Times
 - The Intercept



ENEMY COMMUNICATION NETWORKS

Combat and Curtail Qatar's Adversaries

To maintain **Predictive Intelligence**, GRA will map ENDGAME's assets and allies to identify secondary and tertiary targets. Ongoing, covert monitoring will result in total awareness of **Enemy Communication Networks**.

- ◆ Qatar has never faced a threat this dangerous. Total Information Awareness is no longer enough.
- ◆ **Key to Winning:** Qatar must capture **Total Information Control**
- ◆ **Multi-Faceted Plan: Total Information Control** is a comprehensive strategy that will:
 - Provide advance warning of enemy attacks
 - Identify your enemy's allies and assets carrying out attacks
 - Create opportunities to mitigate or preempt attacks



Thank You

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