



At a glance

Courses: **Awareness training**

Topics: **UK Armed Forces**

Platform: **No Ordinary Ant**

Type: **Community awareness**

Audience: **General public**

Funding: **Not for profit**

Key metrics



New platform in build progress



Designed for communities



Online and on-demand



Supporting 1.85m UK veterans



Free education and networking

No Ordinary Ant

A public education website about the UK Armed Forces

PROJECT BRIEF ▲

No Ordinary Ant is a website dedicated to raising public awareness and changing perceptions of the **Armed Forces Community**.

The website shall provide plenty of freely available content and will house its very own eLearning platform. Here all kinds of organisations from around the **Armed Forces** support community can contribute eLearning courses and materials.

This platform shall improve understanding through education.

CHALLENGES ▲

To create a platform with a directed purpose and educational aims.

To target real problems with public perceptions of the **Armed Forces Community**.

To promote the platform for use by charities and community groups for measurable and proven benefits.

To attract a practical network of businesses and industry contacts.

SOLUTIONS ▲

We undertook significant research and development to decide on the website mission and scope to add value to the community.

Our team created the identity and branding to be relevant and appeal to all age and community groups.

Working with **White Bicycle Ltd**, we are creating rich website content to engage the public and introduce the **Armed Forces Community**.

Work is still in progress to build **No Ordinary Ant** and to establish a strong future with businesses and industry contacts.

OUTCOMES ▲

- **No Ordinary Ant** will change public perception on the Armed Forces Community, via eLearning and website information.
- **Spiral Horizons CIC**, is a new non-profit company borne out of the vision to champion community eLearning projects.
- Charities, businesses, and support agencies will benefit from raised awareness and professionally accredited education.