

DEVELOPMENT COOPERATION PROJECT CONCEPT NO 8
“STRENGTHENING STRATEGIC COMMUNICATION IN MOLDOVA”

GENERAL INFORMATION ON THE PROJECT	
1. Partner country (-ies)	Republic of Moldova
2. Area(s) of cooperation	Democracy and civil society
3. Project description	
3.1. Project aim	Strengthening the resilience to disinformation and strategic communication skills, ensuring the dissemination of independent information.
3.2. Project objectives	<ol style="list-style-type: none"> 1. Building strategic communication capabilities of the government institutions of Republic of Moldova to enable effective response to hostile state-sponsored disinformation. 2. Strengthening of civic and independent media capacities to engage in disinformation analysis and countering of it; developing partnerships between government institutions and non-governmental organisations with the aim to increase societal resilience to hostile state sponsored disinformation, information manipulation, and information operations. 3. Empowering civil society, including independent media and non-government organizations, to systematically debunk and counter hostile attempts of disinformation and public opinion manipulations; increasing public awareness about the threats posed by disinformation, the tactics and techniques used by hostile actors. 4. Sharing Lithuania’s experience in the sphere of cooperation among public authorities and civil society, including independent media; exchange of experience between the countries participating in the project; building long-term capacities of the project partner country by developing a culture of inter-institutional cooperation in the field of strategic communication through the transfer of Lithuanian best practise.
3.3. Target group(s)	Public opinion leaders, public servants, media and the civil society.
4. Estimated duration of project implementation	Up to 24 months
5. Additional information <i>Where available, indicate additional evaluation criteria* for project applications to be drawn up according to this project</i>	-Experience in implementing projects of a similar nature.

<i>concept, or other information important to applicants.</i>	
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**According to Paragraph 35 of the Description of the Procedure for the Implementation of Development Cooperation and Humanitarian Aid Activities by State and Municipal Institutions and Agencies approved by Resolution No 278 of the Government of the Republic of Lithuania dated 26 March 2014, an application can be assigned additional scores for compliance with the additional project application evaluation criteria indicated in the institution's call. The additional criteria may be provided for if a specific development cooperation activity is planned in the call or if specific abilities or experience are expected from the applicants.*