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COVID-19: Civil Society Resilience and Sustainability

CALL for applications

Media campaign, advocacy and awareness raising grants to support CSOs and media in informing about COVID-19/Coronavirus pandemic and its impacts

1. CONTEXT

“COVID-19: Civil Society Resilience and Sustainability” is a regional project run by IREX Europe (doing business as Equal Rights and Independent Media (ERIM) and funded by the European Union. The project aims to support Civil Society Organisations (CSOs), independent activists and independent media to continue their work throughout and after the COVID-19 pandemic.

2. OBJECTIVE AND TARGET GROUPS

As COVID-19 continues to evolve and there are many myths and facts, ERIM is launching grants for local media outlets and CSOs to inform communities about COVID-19/Coronavirus pandemic and its impacts. Grants will focus on countering disinformation on health risks related to COVID-19 and the vaccination, and inform the local population, mainly vulnerable groups, about governmental actions. The type and amount of support will vary depending on the size, expected impact and reach of the proposed content/media output/campaign.

CSOs and independent media are eligible to receive a grant. Joint applications submitted by CSOs and media outlet(s) will be prioritised. Additionally, applications that intend to reach citizens in the regions or vulnerable groups and those disproportionately affected by the pandemic will be prioritised.

Eligible beneficiaries are:

- Officially registered CSOs working on local/regional level
- Local/regional independent media outlets

We encourage joint applications from local/regional media and CSOs.

Examples of actions may include:

- Media campaigns to raise awareness on the difficulties faced by vulnerable groups during the pandemic and/or the laws and regulations that should be changed to support them in future;
- Success stories of active citizens who find ways of helping people, how their ideas work at the local level, how it can be brought to the national level, how to organize mutual assistance and support;
- Monitoring initiatives that provide accurate information at the local, regional and/or national level on financial support, health resources, mortality rates, unemployment and related data on the impact of the COVID-19 pandemic;
- Outreach activities (online or in-person, respecting all pandemic restrictions) with specific groups (youth, elderly people, teachers etc.) to provide accurate information about the COVID-19 pandemic, vaccine, scientific developments, government actions; etc.
- Public campaigns with simple, clear and memorable messages to distribute critical information to keep people safe and informed;
- Fact checking initiatives on countering disinformation on COVID-19, vaccine, scientific developments, government actions targeting local communities;



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- Production and distribution of information related to the COVID that targets vulnerable or marginalized population/underserved populations.

Number of Grants: up to 2

Maximum Grant Size: up to EUR 7,000

Project Duration: up to 12 months. We encourage a project start date two months after application submission.

3. ELIGIBILITY AND SELECTION CRITERIA

Minimum Eligibility Criteria

- Applicants must be registered in accordance with the Moldovan law;
- Applicants must have minimum 1 year of activity;
- The applicant's current statute and mission are in line with democratic and human rights principles or to support the most vulnerable groups disproportionately affected by the pandemic.

Selection criteria:

1. Cost-efficiency of the proposed budget
2. The project targets vulnerable groups and/or discriminated groups
3. The project addresses local issues on disinformation and covers rural areas
4. The application has a coherent and clear plan for running the media campaign/advocacy/awareness raising event
5. Potential impact of the campaign to raise awareness
6. Sustainability of the effects after the campaign is over

Eligible costs:

- The direct costs for the implementation of the campaigns/actions will cover expenses such as transportation fees, costs for promotion materials, coffee breaks etc.
- The costs for the purchase of equipment will not be covered, unless a strong justification is provided.

ERIM will have to approve all experts/trainers/consultants hired under each grant.

4. APPLICATION PROCESS

All applications must be submitted electronically using the relevant Application Form and supporting documents specified in the application. Documents enclosed with the application which are not requested will not be assessed. The application form can be submitted in Romanian, Russian or English to the e-mail addresses: moldova-csoed@erim.ngo. The applications should be submitted in word, if possible, please, provide an English version of your application to the original one, google translate is an acceptable method of translation. Please state in the subject line "Media, advocacy, campaigns grants COVID-19". Proposals must be submitted online by **18:00 local time, October 4, 2021**.

All questions regarding this call shall be addressed at moldova-csoed@erim.ngo. Questions, comments, and requests for clarification will not be accepted after September 27, 2021. ERIM is not obliged to provide clarifications to questions received after this date. The answers will be given no later than 5 days before the deadline for the applications submission.



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Incomplete applications or submitted after the deadline will not be accepted. All applicants will receive an email with the final results of the selection.