

Keeping Moldova Democratic and European

Duration: 01.07.2025 - 31.03.2026

Countries:
Moldova

EU contribution: € 889 173

Total budget: € 889 173

Implementer:
NGO Institute for Strategic Initiatives



Project description:

This initiative aims to strengthen Moldova's democratic resilience and pro-European direction in the face of growing hybrid threats. To achieve this aim, the project will implement a series of targeted activities in collaboration with media outlets, civil society organisations, opinion leaders, and engaged citizens. Project activities will transition from a reactive approach, focused on countering Russian narratives through fact-checking and debunking, towards a proactive strategy built around pre-bunking and strategic communication. Likewise, we will shift from fragmented, project-based interventions to coherent, impactful public campaigns.

Expected results:

- 1. Strengthened strategic information and awareness campaigns countering Russian influence:** A comprehensive set of information campaigns will be implemented across TV and online platforms, to counter pro-Kremlin narratives. These campaigns will include tailored messaging, video content, influencer collaborations, investigative journalism, and proactive media partnerships to address propaganda, highlight Russia's aggressive role, and expose electoral interference. Through expert-generated content, sociological research, and responsive media engagement, the project will provide real-time, fact-based messaging on key societal issues vulnerable to manipulation, increasing the public's awareness and media literacy.
- 2. Enhanced capacities for democratic engagement and electoral mobilisation:** Mobilisation of pro-European citizens through voter education, door-to-door outreach campaigns in rural and semi-urban areas, motivational campaigns, and mentorship programs. Activities will encourage civic activism and foster the emergence of new democratic actors by offering strategic communication support and training for emerging political forces.
- 3. Sustainability of the action:** The project team will continue monitoring emerging trends, developing partnerships, and conducting fundraising activities to ensure the continuity of resilience-building efforts.