Communication and Information Strategy for the European Integration of the Republic of Moldova

* The Strategy is a project of the Ministry of Foreign Affairs and European Integration of the Republic of Moldova and was drafted in cooperation with an European expert on communication, with the support of the UNDP Moldova and EURASIA Foundation, Moldova.
## Communication and Information strategy for the European Integration of Moldova

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1. Integration process of Moldova

Background of the situation/description of the European integration process

Partnership and Cooperation Agreement (PCA) represents the juridical framework of cooperation between Republic of Moldova and European Union. The agreement was signed on 28 November 1994 and entered into force on 1 July 1998 for the next 10 years. This agreement sets the basis of collaboration with EU in the political, commercial, economic, juridical, cultural and scientific sectors and has the objective to support the Republic of Moldova for:

- Strengthening the democracy and rule of law, guarantee the protection of human and minorities rights through adequate framework of political dialogue
- Developing the economy and finalizing the transition process to market economy by promotion of commercial exchanges, investments and good economic relations

EU - Moldova relations are institutionalized through the creation of three responsible structures for enhancing the political dialogue and monitoring the PCA within Cooperation Council, Cooperation Committee and Cooperation Subcommittees.

On 30 December 2004, the Parliament of the Republic of Moldova has the PCA Additional Protocol between European Community and Member States and Republic of Moldova ratified, taking into consideration the accession to the EU of the ten new countries.

Once with launching the European Neighborhood Policy, with the objective to avoid the emergence of some dividing lines between EU and its neighborhood, to spread the enlargement benefits, peace, stability, sustainable development outside the EU borders, EU endow to sign Action Plans with its neighbor states.

Republic of Moldova signed the Action Plan Moldova-EU on 22 February 2005, at Brussels. The Action Plan Moldova-EU is a document which includes the strategic objectives and specific actions for achieving these objectives. The implementation of the Action Plan will enhance considerably the process of legislative approximation and adjusting to the EU
standards. The efficient implementation of the objectives and actions from the Moldova – EU Action Plan creates proper conditions to advance the level in relations with EU.

The European integration represents the priority of the foreign and domestic policy of the country.

The European integration policy of the Republic of Moldova is based on two pillars: (i) implementation of the Action Plan Moldova – EU and (ii) exploring the possibilities of the Republic of Moldova to participate in all the regional initiatives from the Stability Pact for South Eastern Europe, South Eastern European Cooperation Process (SEECP) and future modified CEFTA Agreement. These are two main direction of the European integration process of the Republic of Moldova, which could overlap and complete each other.

On the institutional level a mechanism of coordination and supervising of the implementation of the Action Plan was established, at ion of those four Inter-ministerial Commissions, whose activity is coordinated by the four specialized ministries. The Ministry of the Foreign Affairs and European Integration has the monitoring and coordinating role of all the activities aiming to the implementation of the Action Plan.

Despite of the fact that only one year of the Action Plan implementation was running out, the Republic of Moldova has obtained significant progresses in the process of the fulfillment the Action Plan objectives in all its domains, so that the actions planned for the 2005 were mostly achieved.

The most significant developments in the relations between the Republic of Moldova and the EU, from the signing of the Action Plan, were:
- Designation of the EU Special Representative for the RM
- Opening of the European Commission Delegation in Chisinau
- Including of the EU and US in the process of negotiations of the Transnistrian conflict with observer status
- Launching of the EU Border Assistance Mission to Moldova and Ukraine
- Including of the Republic of Moldova (from the 1 January 2006) on the list of the states which are benefiting from the general system of preferences (GSP+)
Some progresses were registered in consolidating the stability and efficiency of the state institutions, being also attested a high level of cooperation with the Parliament, Government and President. There is a political consensus on the realization of the two priority objectives of the state: European integration and state reintegration.

On the 24 March 2005 the Parliamentary Declaration on the political partnership for the realization of the objectives of the European Integration was adopted. It stipulates a large consensus of those four parliamentary fractions regarding the gradually and irreversible promotion of the strategic course to the European Integration. Following this Declaration, the Parliament of the Republic of Moldova has adopted a range of important legislative measures for the consolidation of democracy and of the state of law in the Republic of Moldova, which were elaborated with the participation of the civil society and the opposition.

At the Tessalanoki Summit, on 4 May 2006, the Republic of Moldova was accepted as full fledged member in South Eastern European Cooperation Process (SEECP). Therefore, was confirmed the membership of the Republic of Moldova to the south-eastern European region, both from political and geographical point of view.

The Republic of Moldova undertakes all the necessary efforts to launch during the year 2006 the discussions in order to advance the juridical status of EU - Moldova contractual relations.

The Republic of Moldova intends to sign a similar Agreement to the Association Agreement/Stabilization and Association Agreement, which will open the European perspective and the same preferential treatment as for the west Balkans states.

One of the important objectives of the EU-Moldova Action Plan implementation is the contribution to the settlement of the Transnistrian conflict. The Transnistrian region of the Republic of Moldova is the eastern region of the country (situated on the left bank of the river Nistru, within internationally recognized border of the Republic of Moldova) which is controlled by a separatist, anti-constitutional and unrecognized regime.

EU is involved in the process of negotiation on the political settlement of this conflict, having status of observer in “5+2” format\(^1\). EU is also participating in enhancing security and

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\(^1\) 5+2 format includes – Ukraine, Russia, OSCE as mediators, EU and US as observers and Chisinau and Tiraspol
appropriate control on Moldovan-Ukrainian border\(^2\), through EU Border Assistance Mission (EU BAM), that began its activity in December 2005. EU BAM produced large positive impact on the Moldovan-Ukrainian dialogue on border issues, organizing regular meetings, offering assistance and monitoring border and customs control on the check-points.

The Transnistrian regime is controlling the region by a developed mechanism of security services that are suppressing any civic or political initiative which doesn’t support leadership policy. It led to serious violations of human rights and freedoms, especially freedom of speech, and association. The regime has established monopoly on mass-media, largely using propaganda and manipulating with public opinion\(^3\). There is an obvious need of drawing a special attention to inform the population in the Transnistrian region about the process of European integration of Moldova. It may request a special strategy and instruments of implementation.

Moldova is actually facing two important challenges. To present the European Union and European values to its citizens (Internal EU Communication Strategy) and to present Moldova to the citizens of the European Union (External EU Communication Strategy). The External Communication Strategy for Moldova shall almost overlap the Internal EU Communication. Both strategies shall be implemented in synergy. One without the other will be much less effective with an incomplete impact.

Due to the above mentioned reasons regarding the continuing EU integration process of Moldova it seems absolutely crucial to start to increase the awareness of Moldovan public in the EU matters, stimulate higher and deeper interest and to start a debate with the citizens. To achieve these goals there is a crucial factor regarding the basic education in the EU affairs and provision of absolute and simple availability of EU information. **At the moment Moldova does not have any type of EU information structure for the public and the information are not properly and systematically targeted or disseminated. The EU information available are not adjusted to the common public, they seem to be technical, incomprehensible and official. Apart from media and several NGOs activities, (Ad hoc EU trainings provided, EU Info Centers opened only in three regions, EU web site**

\(^2\) 460 km of the border are not controlled by Moldova, due to the fact Transnistrian regime doesn’t allow access of Moldovan authorities to territory controlled by the separatist administration.

\(^3\) See the OSCE report on freedom of mass-media in the Transnistrian region of the Republic of Moldova http://www.osce.org/documents/efm/2005/03/14036_en.pdf
www.europa.md without inputs from the Government etc.), there is no strategic EU information flow from the side of the Government. The EU information is extremely fragmented, difficult to find, not available in the regions with poor access to internet, the existing information tolls are not at all or effectively used for the dissemination of the EU information etc. Due to these reasons as well as taking into consideration the fact that the EU integration is the number one priority for the Government of the Republic of Moldova, the strategy suggest the methods and ways how to improve the situation and offer to the citizens of Moldova active participation in the process.

2. External EU Communication Strategy

The main objective of the EU external strategy shall be to increase the awareness about Moldova in general and to present Moldova as a developing European country with the high motivation to fulfill all the criteria to become a candidate country for the EU integration.

2.1. Goals and Objectives

Moldova as a developing European country is among others looking for:

- More foreign investment,
- more trade opportunities,
- more foreign support,
- better official and business relations abroad,
- more tourism,
- more students and cultural exchange,
- better travel and work opportunities for its citizens,
- EU support in its political objective to become an EU candidate country.

For achieving at least some of these objectives it is absolutely essential to start to set up the external communication strategy including the training of the negotiation and PR skills of the representatives of Moldova abroad. Taking into consideration that the Moldova’s declared political priority number one is the European integration, there should be a specific strategy towards the EU, its institutions as well as citizens.
2.2. Target groups

For each message Moldova would like to send abroad there has to be defined a specific target audience. For the objective of the EU external communication strategy to present Moldova as a European country for which the European Integration represents a priority of its foreign and domestic policy there are the following target groups:

- European Commission,
- European Parliament,
- Member states – including their diplomatic missions (Permanent Representations) in Brussels,
- Other candidate countries,
- Brussels opinion leaders,
- Interest groups working on the European level (as European chambers, European associations, Committee of the Regions, etc.),
- Lobbyists and opinion makers,
- International media,
- European business community,
- Broad public and specific target groups among the European citizens.

2.3. Communication message

The government shall agree on the message which should be sending in different stages in different forms to the EU. The proposed message for the first part of the external communication strategy towards the EU might be:

“Moldova intends to undertake all the necessary steps to become a reliable partner for the European Union.”

(Under link message: “And sooner or later will be prepared to start to negotiate about the possibility of the eventual EU accession”)

2.4. Information tools and methods
As the implementation of such a complex External communication strategy will be very expensive project, there can be a slow start realized by:

- Ministry of the Foreign Affairs of Moldova,
- Mission of Moldova in Brussels,
- Other diplomatic missions of Moldova in the EU and candidate countries,
- Moldavians working and living in the EU,
- Official ministerial visits abroad with emphasis on the EU members States national and international working in the press,
- Academics and their cooperation with European universities,
- Young people studying abroad and others.

**These who will become the main actors in the project shall:**

- Design the EU External communication strategy for Moldova with the concrete steps, target audience, timeframe and budget,
- Organize press trips of foreign journalists to Moldova,
- Provide good lobbying activities in the circle of European opinion leaders,
- Perform an excellent job in making contacts in the diplomatic field,
- Perform an effective work with the international media,
- Present all the steps and concrete results leading to the European Integration,
- Present all the progress of Moldova in economic development,
- Present Moldova as a fully democratic and stable country,
- Choose an attractive logo for Moldova’s presentation abroad,
- Organize and support different presentation of Moldova from cultural, tourist and business point of view,
- Support the participation of Moldova at international fairs and congress etc.

Part of the strategy shall be dedicated to the high quality media monitoring and regular opinion polls on changing image of Moldova in the EU as well as in the individual Member States. Following and evaluating the results the strategy should be flexibly adapted.
2.5. Finding the Allies

To start an effective external communication towards the EU and its Member States it is extremely important to identify Moldova’s international allies. For example Romania, Bulgaria or the ancient countries from the Soviet bloc as Estonia, Latvia or Lithuania could be considered as natural allies. It is essential to start to build up the separate and specific communication strategy towards the identified allies who shall later on play a crucial role in the project of the overall EU Communication strategy of Moldova abroad as well as could assist during the process of the EU integration as such. However the allies have to be finding also overseas – USA etc.

1 5+2 format includes – Ukraine, Russia, OSCE as mediators, EU and US as observers and Chisinau and Tiraspol
2 460 km of the border are not controlled by Moldova, due to the fact Transnistrian regime doesn’t allow access of Moldovan authorities to territory controlled by the separatist administration.
3. Internal Communication Strategy

The Government of the Republic of Moldova has stated European Integration as country’s strategic foreign policy objective. On 22 February 2005 the EU-Moldovan Action Plan was signed in Brussels, a document that sets the agenda for complex economic, social, political and security reforms, aimed at bringing the country as close as possible to the democratic principle and European standards.

The lack of adequate information of the population and sustainable communication policy is one of the main reasons of the poor public acquaintance with European matters in Moldova. Communication shall be characterized by openness, transparency and a citizen oriented perspective. By ensuring a well-coordinated strategy, the different parts of which are not to be seen as separate projects by as components of a whole, MFA EI will be able to derive substantial benefit from the greater attention which will slowly be turned onto EU work and the Moldova’s developing relations towards the EU. The aim of the communication project is to widen the interface between citizens in Moldova and the other EU Member States/candidate countries and to increase people’s knowledge of EU cooperation.

The nature of the strategy shall be in particular:

- **Informative** (provide the full text of the EU – Moldova Action Plan to the public in various forms, an extensive dissemination of published information materials using many distribution channels – urban transport network, banks, libraries, national railways, national mail, schools, information centres, public administration website especially of the website of the Ministry of Information of Moldova etc.)

- **Educational** (workshops, periodic training, lectures etc. for specific target groups)

- **Explanatory** (press, educational TV programmes, radio and other media, presentations, meetings with the public etc.)

- **Q&A** (discussions, round tables, conferences, workshops, meetings in regions etc.)
• **Comprehensive** (provision of information on the Moldova EU integration cannot be done in the isolation from other European issues)

### 3.1. Potential Risks

Starting such a project, the Government might be facing specific risks given by the geopolitical, political as well as economic circumstances. There is a risk to:

- Make unrealistic promises,
- raise too high expectations within the Moldavians concerning the timeframe – at the moment there is no clear message from the side of European Commission neither from European Council on the possible start of the accession talks neither about the status of Moldova as a candidate country for the EU membership,
- raise too high expectations within Moldavians concerning the immediate effect of the EU integration on their living conditions and standard – flow of “European money” etc.,
- make unrealistic promises to the public without being able to give any specific date not even a year of the eventual accession,
- make an unwanted pressure to the European Commission and the EU and provoke the negative or at least too reserved and disappointing reactions,
- stimulate the Russian anti NATO and EU wave of opinions,
- provoke the negative reaction of Transnistria,
- activate the populists to start their anti EU campaign.

### 3.2. Public opinion and level of the EU knowledge

The actual level of public knowledge about the EU-Moldova dialogue, including the Action Plan is low: only 20, 2% heard about the Action Plan and are familiar with its content, 48% - heard, but do not know what is it about, and almost 25% do not know of the Action Plan. Thus, one could conclude that the public opinion in Moldova is currently selectively informed, confused and ignorant to large extent.

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4 Public Opinion Barometer, IPP, CIVIS, April 2006 (1506 people questioned in 99 localities, except Transnistria)
3.2.1. Sociological Research

The aim of this commissioned work is to collect complex, valid, representative and analytical outputs and sociological data, which could help formulate and direct a suitable and effective communication strategy on the EU in Moldova. To have an effective communication strategy, it is necessary to have substantial and good quality information, about representative and actual sociological data and its analysis. In the ideal case such a complex sociological research and inquiry should consist:

- **Secondary analysis** of available data from research on public opinion
  The research should be focused on the development and content of the EU support during at least last 3 years.

- **Regular public opinion poll so called Omnibus**- related to the information about EU priorities of the Government and covering series of questions focused on diverse issues concerning the EU. Respondents should be chosen by the method of a quota selection. The Omnibuses proves to be a useful resource for providing background information and measuring the impact of activities of the MFA EI within the framework of informing about EU integration and the marketing campaign of the information tools. The Omnibus should be materialized monthly on the representative group of about 900 people over the age of 15.

- **Expert in-depth interviews** (30 dialogues with top politicians, business people and personalities of the regions - altogether minimum100 interviews). The interviews should be conducted with 30 (minimum) respondents in each target group. Another required output will be a detailed analysis of arguments given by respondents.

- **In-depth research and analysis of the public opinion on the EU and information on the needs of relevant groups.** Representative, in-depth research and analysis of the public opinion on the EU covers all basic spheres connected with the EU integration process of Moldova (advantages, disadvantages, availability of EU information, trust in EU institutions, etc.). It also covers the identification of the relevant target groups for the Governmental communication strategy and reveals their information needs. Respondents over the age of 18 will be chosen by the method of a quota selection.
3.3. **Goals**

Given this, a new information and communication strategy is needed to meet the expected increase of demand for information about EU-Moldova dialogue and its implications for the country, with the following specific goals. Surveys of current knowledge, expectations and information requirement among the general public and studies of media content shall form the basis of the planning. In light of the overarching objectives proposed below, operative goals shall be established and focus put on target groups for individual activities. This concerns the overall communication project but is of special interest for the initiatives aimed at the Moldovan media and general public.

3.3.1. **Overarching objectives Communication Goals**

The Government of Moldova shall have four overarching communication objectives for the EU communication strategy 2007-2010.

- The Government’s prime ambition is to perform a competent, efficient, open and result-driven implementation of the EU – Moldova Action Plan that promotes the development of the EU – Moldova relations as well as common issues on the EU agenda.

- The Government shall, where there is scope, exert influence on the agenda so that its prioritised EU-oriented issues are carried forward.

- The EU-Moldova Action Plan shall be made a matter of urgency for the entire country and strengthen the interest of Moldovan citizens in the EU as a decision-making and consultative body in important political issues.

- All the measures taken by the Government shall lead to the deeper integration of Moldova into European space – in the first phase not necessarily into the EU as such.

**Overall communication goals can be driven from these objectives**
• Awareness of the Moldova’s priority issues concerning the EU integration shall increase both in Moldova and overseas.

• To improve public knowledge and understanding of the European Union, EU-Moldova matters, EU-Moldova Action Plan etc.

• By educational process contribute to the long-term goal of increasing awareness of EU project and European values especially among public and local administration, teachers, pupils and students, civil society, media etc.

• 75% of the population shall by 2010 be aware that European Integration is the priority issue for Moldova

• To initiate a relevant and efficient dialogue with people and connect to them by listening to them

• To ensure that basic information on the EU is easily available to the population, to both laic as well as specialized public

• To stimulate interest in the EU matters

• To support on-going implementation process of the EU-Moldova Action Plan by being pro-active in setting the reasons for unpopular but necessary reforms

• To stimulate the media to be involved in the debate on Europe – reporting on the EU in media shall be more effectively underpinned on the local level

• To involve the opinion leaders and opinion makers to the debate on Europe

• To follow the development of the public opinion together with the state of the media coverage of the EU matters in Moldova

3.4. Operative goals and activities

3.4.1. Short term actions (2007-2008)

3.4.1.1. Improvement of the Press service of the Government

After the investigation among the Moldovan journalists and some international reporters as well as experts on media in Moldova it is clear that the press service of the government and its individual ministries are providing insufficient and poor service. The media are complaining
about not being satisfied with the quality, availability and fastness of information provided by the state institutions. The information is not available on governmental web site in time and is very often incomplete. It seems that there is a lack of the professionalism in the press service including the incompetence of the service of spokespersons.

Plan for improvement

- Professionalisation of the press officers and spokespersons (media training, EU training, communication skills development, closer cooperation with journalists and identification of their needs, development of the high education in journalism – Faculty of journalism)
- Never say “No comment, I do not know, ask somebody else” - “Be always ready to answer, comment, look for information and find the expert”
- Outsourced media monitoring
- Media analysis
- Monitoring of national and main foreign media (Financial times, European voice etc.)
- Background meetings
- Spokespersons’ individual meetings with journalists
- Spokespersons in media
- High quality press releases
- Preparations of PR strategies explaining the undertaken steps or news laws, reforms etc.
- Special role of press department of the MFA EI EI
- Involvement of the governmental press departments to the EU strategy
- Regular press conferences of the government/ministers
- Getting experiences abroad, look for suitable model of the governmental press service
- Invite an international expert to assist to reform the press service of the government of Moldova

3.4.1.2. Definition of the target audience

The potential and obvious target groups
Following the results of the sociological research, the main target groups should be identified. The focus on target groups shall be based on the background information presented in the research data and on the task in accordance with the overarching objectives. Press, information and cultural activities in Moldova and abroad will be design primarily with the following target groups in mind:

- **Information disseminators**: Media, Members of Government, Government Offices and central agency networks, teachers’ organizations, teachers, local information officers, local authorities, librarians, student associations, business associations, etc.

- **Opinion-makers**: Moldovan and foreign journalists, politicians, academics, NGO representatives; the above-mentioned target groups often have good knowledge of the EU and look for information as part of their job

- **General public**: young people 15+, (un)interested people, media consumers, focus on information to people who know little about the work going on in the EU, private sector, farmers, police etc.
3.4.1.3. Consultation Mechanism

Structure of Consultation bodies of the Ministry of the Foreign Affairs of Moldova

Consultation Board

The MFA EI EI shall establish a Consultation Board as an advisory body of the Department of European Integration of the MFA EI EI. The Department will consult this body on goals and individual actions in the preparation and implementation of the EU information strategy. The Consultation Board will comprise the Consultation Council consisting of the representatives of all central government bodies and other relevant parties (relevant parties will be those that, in line with the rules set out in the Consultation Board Statutes and Rules of Proceedings and depending on the agenda discussed, will be invited ad hoc for co-operation) and two Expert groups.
3.4.1.4. Consultation Council on the inter-ministerial level

**Consultation Council**

Consultation Council (thereinafter "CC") will become an advisory body of the MFA EI of Moldova and will be composed of representatives of the state administration, the private and non-profit sectors. Its task is to participate on the preparation, realization and co-ordination of the Strategy. The approved outputs of the Consultation Council are made public.

3.4.1.5. Cooperation with the NGOs, journalists, business and other interest groups

**Expert group**

One permanent working group – Expert group - should be set up. The Expert working group provides, above all, feedback for the MFA EI when implementing the Strategy, assesses effectiveness and content of the communication instruments used and consults on concrete proposals and expert solutions. Its members consist of experts in communication, journalists, lawyers, sociologists, political analysts, representatives of identified NGOs and representatives of political parties or Parliament, economic spheres, universities, municipalities and regions, community partners and other interest groups.

3.4.1.6. Cooperation with the Delegation of the European Commission in Moldova

**MFA EI and EC Delegation Expert working group**

The special working group shall be set up with the Delegation of the European Commission in Chisinau. The aim of the body shall be to discuss the content of the strategy, to identify the possible financial sources from the different EU sources and programs, to co-participate on mutual communication events so that they do not double – coordination of activities, and to flexibly adapt the strategy to the political development in the region as well as in the EU and its policy towards Moldova. The groups shall identify the concrete results of EC projects in Moldova (TACIS, Neighborhood policy etc.) so to use them as positive examples of the EU and Moldova cooperation.
3.5.2. Middle term actions (2007 – 2009)

3.5.2.1 EU Information strategy logo

The official EU communication strategy shall have its own logotype. The Moldovan logotype with the graphic profile should pervade all information activities perform in the name of the MFA EI or the government to ensure that both context and origin of documents is clear. Special guidelines on the use of the logotype shall been draw up. Documents shall template for computers and manuals for printed matters etc. The logotype must be tested in advance as regards both functionality and communicative content. The logotype then shall be part and accompany of EU official web site and all other governmental information tools. The information system shall be visible and remarkable, so that citizens can get easily oriented in it and are able to make use of it. The logotype shall also guarantee the high quality of information provided by state. The symbol of the EU information will be a seal of quality. The suggestion is to organize the competition within Moldovan art schools and students and together with the Advisory body and the citizens themselves choose and test the most successful one. The logotype and eventual slogan accompanying the implementation of the strategy shall be introduce to the public and media after the approval of the action plan and after the clear identification of the financial source.

3.5.2.2. EU integrated Information system

An important part of the EU communication strategy in Moldova to creation of the information system which will be able to effectively, clearly and easily communicate European themes and issues to both experts and the general public.

The integrated information system shall be set up on the basis of both domestic and foreign experience with the provision of information about the EU.

In preparing of the creation of the EU info system, the experience of other EU member states shall be taken into the consideration, primarily of the efficient Danish model, which merged
all information tools into one unit. The Finish, Slovenian and other models can serve as inspiration for the creation of the telephone line concept.

- **The Danish model** – Three basic communication tools for informing about the EU (EU information centre, telephone line, Internet websites), all functioning in one centre. They use one common knowledge database and communicate and share the role of the above-mentioned information sources. The telephone line is operational only three days a week, for the remaining two days, the operators work as editors of the Internet sites and as the EU centre staff. This integrated model not only supports the creativity of all staff, which makes a maximum use of their knowledge for the benefit of all of the information tools, but also makes a positive impact on the public, which, upon entering the Information centre, finds itself in the midst of all the activities of the staff.

- **The Finish model** – A toll-free telephone line in Finland, operated by the MFA EI, specialises in specific national questions concerning Finland in the EU. It is connected / supplemented by a telephone line in Brussels, Europe Direct, to which the inquirer is referred in the case of a general question about the EU. This system has been in operation for 11 years. There is a close connection between the Finish system (telephone line, information centres), and Europe Direct free phone line.

- **The Slovenian model** – A toll-free telephone line “Evrofon” has been in operation since 1998, specialising in Slovenia’s membership in the EU. Its services are supplemented by the Europe Direct telephone line. Another possibility of obtaining information about the EU is the so-called Eurocards, which are available in the post office network, and through which a person can send a written inquiry concerning the EU.

- **The Czech model** – The Integrated Information System has been established in the Czech Republic in 2005. The free phone line Eurofon 800 200 200, 12 Regional Eurocenters including the Capital one, Internet portal [www.euroskop.cz](http://www.euroskop.cz) and
• Information bulletin “Euromessanger”. The Info system is fully interconnected by the Extranet network and effectively operating in the whole country.

Information infrastructure

The proposal to create the information infrastructure is based on the findings that currently, in Moldova there are many various sources of information about the EU, which are not interconnected and do not cooperate at all. The objective of the new information infrastructure shall be to create an integrated system of EU information provision, composed of mutually cooperating tools. 

The new information infrastructure shall have four basic pillars, created in short, middle and long term perspective:

- EU information Centres,
- Free EU phone line,
- EU website,
- Information bulletin - EU and Moldova,
- EU library & Distribution system,
- Knowledge and Expert database

All of these communication tools shall be co-ordinated by the MFA EI of Moldova. The merging, targeted coordination and supplementation of the existing information sources will make the existing fragmented system efficient, both as concerns the distribution of information (uniformed and high quality information), and as concerns the staff. The system shall be simple and understandable for citizens, as users. The aim of MFA EI should be to make such a “citizen friendly” EU information system visible and generally known. The symbol/logo of high quality information about the EU provided by state, which shall accompany all the information activities and tools, will be a seal of quality. The symbol/logo can be chosen in a competition of students of any Moldavian Art School.
3.5.2.3. EU official website- Gateway to the EU

The Internet portal on the EU in Moldovan and Russian languages

The Internet Portal should be one of the pillars of the integrated information system on the EU in Moldova. With respect to the ever increasing interest and utilization of the Internet, the website should serve as the first place of contact for citizens wishing to acquire information about the EU in their own language. In creating a new EU portal, emphasis should be put on providing relevant news from the EU and news from Moldova related to EU issues. The portal might contain seven main sections: Current news, Europe's future including the information on the future enlargement, Topics, the European Union, Moldova and the EU, the EU and me consisting the information on traveling, working, studying etc., Documents, Information and links, and Signpost for EU opportunities. The section ‘Signpost for EU opportunities should be a service provided for the public by MFA EI to help citizens understand their relationship with the EU opportunities in participating in different EU programs and projects. Thus, they must be able to obtain easily and quickly important information on possibilities for obtaining money for their projects from the portfolio of the EU funds or to find all the different students exchange possibilities, different projects etc.

An English version of the portal should be also available and serve as an important resource for those searching for information about the Moldova’s relationship to the EU. Specifically, it should provide references and links to other relevant sources. The main page and individual sections must also include a module about the EU information system of the MFA EI on informing about EU affairs and should be linked to the Government Internet portal if there is any. The EU website must be also linked to other relevant web pages of the state administration and non-Government organizations.

The MFA EI should be accountable for the editorial portion of the portal. The content can predominantly being provided by external associates, and partly by a technical server operator. A technical component of the such a website should include extranet modules, specifically an internal knowledge database, serving as a primary informational source for the staff of the information system and others. Information staff will continue to improve and expand the database, based on the information collected from the public. Due to the connection and link with the EU portal, the ‘most frequently asked questions’ section will be updated on the
Internet, which should enable the other information service to be accessible to deal with more
detailed and complex inquiries.

3.5.2.4. EU Information centers – Chisinau and regions

**EU Information Centre in Chisinau**

By creating the EU Information centre the MFA EI puts an emphasis on having direct contact
with the public. The Eurocentre Chisinau’s task is to fulfill the Strategy of Informing about
European affairs in Moldova, approved by the Government. The Eurocentre must be based on
the principal of the mutual interconnectedness of the main communication initiatives and its
mission is to provide information on the EU to citizens, mainly in Chisinau and Chisinau
region.

**Main Tasks of the Eurocentre Chisinau**

- To fulfill the Strategy of Informing about European integration in Moldova;
- Within the Eurocentre – to provide a mutual interconnection of the main communication
tools (Eurocentre, EU website, Free EU phone line) and through the extranet to connect
other regional Eurocentres;
- To provide information to citizens – through direct contact, the toll-free line, e-mails, and
informational materials;
- To distribute informational materials to regional Eurocentres and to citizens;
- To participate with informational activities of the MFA EI
- To organize other activities and seminars focused on communication priorities;
  Thematic seminars and training focused on the target groups - carriers of information
  - Media
  - Teachers of civics, history and geography (mainly of secondary schools)
  - Spokespeople
  - Regions
  - Europe Direct etc.
  - To organize seminars and training for external entities and experts.
- To hold regular evening "Eurodebates" with the public;
- To co-create the knowledge database, and informational materials;
• To co-create EU website;
• To co-operate closely with regional Eurocentres, and co-ordinate joint activities;
• To co-operate with secondary, high schools and universities (e.g. with the department of European studies - students' study stays, joint projects, and the sharing of information);
• To co-operate with the Delegation of the European Commission in Moldova
• To run a reading-room "Eurolibrary" and to lend expert materials;
  To create access to diverse information sources for the public (relevant web pages, TV - e.g. Euronews, Europe by Satellite]

Regional EU Information Centers

The model of the Chisinau Eurocentre will be also used in other regional Eurocentres, which will form the backbone of the system for disseminating information on the EU affairs in other regional to be located in regional cities. In keeping with the plan to open Eurocentres in all the CR regions, the MFA EI in cooperation with the Ministry of the Local Administration should appoint the strategic partners (institutions of the public administration, as the regional offices, public libraries, municipalities etc. ), who already have experience with providing information to the public.

The MFA EI should carefully assess the entities' offers and will select appropriate partners for the co-operation.

In addition to providing information, Eurocentres will also be responsible for holding activities like seminars and debates with citizens. The MFA EI will provide the Eurocentres with necessary informational materials. The Eurocentres, which will be linked through the extranet, will take part in the preparation of information papers concerning different sections of the European agenda, and will co-participate in creating the knowledge database and updating the EU Internet portal. The Eurocentres will also contain reading rooms with the possibility to borrow special materials. In each of the regional Eurocentre, citizens will have the opportunity to consult with staff, access the Free EU Phone line and search the EU web site on PCs with Internet access for the public. Eurocentres will co-operate closely with schools on various projects, stimulate debates and promote other activities and will provide the students with a possibility of participation in specialized internships.
This network will help to decentralize the information activities of the MFA EI. The Eurocentres will not only be directed from the Chisinau Eurocentre but will be able to address the specific needs of individual regions and thus will be more effective and flexible.

3.5.2.5. Distribution system

**EU Information distribution system**

The coordination body – MFA EI – shall create an effective and functioning distribution system. The system shall be able to distribute free of charge any information materials, brochures, CD Roms, DVDs etc. which contain the EU information. The materials shall be distributed:

- To EU information centres
- To the citizens on the request – citizens can send the request through the website by email, or make a phone call through the free phone line or demand in the EU centres
- To the local authorities – on regular basis – monthly for example
- To the libraries
- To all the public administration EU departments and ministerial archives
- To the media
- To the Parliament and the leadership of the political parties
- To chosen schools, universities, NGOs etc....

The system as such can be either outsourced by MFA EI and provided by an independant company or other organization, or can exist and work from Chisinau EU information center or the MFA EI itself. The system must be flexible, efficient, reliable and the information materials shall be distributed to everybody free of charge. The system shall be open for all the public administration (ministries and other state offices) and NGOs, universities or the European institutions producing the EU information or EU studies for the citizens or other target groups.

3.5.2.6. Preparation of the EU free phone line
Toll-free Telephone Line on the EU

Toll-free Telephone Line should be an integral part of the integrated information system on the EU which primarily responds to inquiries concerning specific Moldova’s issues in relation with the EU; and specifically provides information about the Moldova position in current issues, information concerning changes in legislation related to EU law, information on different programs and funds, tenders, training and educational options about the EU in Moldova. It also refers people to other sources.

For general information there is a toll-free line - Europe Direct 00800 6 7 8 9 1 0 11 located in Brussels, where operators will after the further EU enlargement {Accession of Romania and Bulgaria} speak in Romanian language, and reply to inquiries regarding institutions, the EU functioning, and their policies etc. Out of the stimulus of the European Commission and out of the will of the Member States, a great emphasis should be put on the interconnection between both lines and their close co-operation. The objective of this co-operation will be to make both lines more effective and to promote marketing.

3.5.2.7. EU – Moldova news magazine/bulletin

EU & Moldova Press point

The informational bulletin EU & Moldova Press point (EU & Moldova Press point, with a subtitle "Euronews from the Moldova Administration") is considered an additional communication instrument of the new information infrastructure. Its goal is to bring information on the activities of the Moldova’s administration in the sphere of the EU, to the public. Apart from the central level of the administration, the bulletin should focus on the regions.

EU & Moldova Press point can come out every two months in an electronic version and should be available to download from the EU website. It can also be e-mailed, if requested, and has limited distribution in printed form (hard copy). The work of editing is prepared by the employees of MFA EI, and authors are representatives of the state administration. Contributions have a form of informative articles and dialogues.

3.5.2.8. Expert and knowledge database

The MFA EI shall immediately start to work on two crucial databases:
1. **Expert database** should consist all the EU Moldova’s and EU experts who are ready to participate in the process of the EU communication strategy in Moldova.

2. **Knowledge database** consisting the frequent questions and answers from the citizens as well as all the facts and figures about the EU and its relation to Moldova.

Both databases should make a pillar to the EU information system in Moldova, should be constantly updated by MFA EI and the Consultation board. The EU info centers, EU website as well as EU free phone line should be actively connected to it. The databases shall also be updated by other ministries and selected public bodies or NGOs.

### 3.5.2.8. Marketing of the integrated information system in Moldova

The system of informing on the EU affairs of MFA EI must be supported by a marketing campaign. The purpose of this campaign is to increase the awareness of the public about existing information on EU sources in Moldova.

**How to make people know?**

- The system of informing on the EU affairs shall be supported by a new marketing campaign. The aim of the campaign is to promote the communication instruments of the MFA EI.
- The promotion shall be launched in the form of printed material, electronic media, on public transportation (trains, trolleybuses, busses etc.), in designated outdoor sites (e.g. billboards, benches etc.), and also through the EU web site, EU phone line and the Eurocentres.
- The purpose of this campaign is to increase the awareness of the broad public about the existing EU information sources in the Moldova.
- The marketing campaign must be accompanied by the chosen logotype so to unify the EU sources of information in the perception of the citizens.
- The form of the campaign shall be consulted with the Expert Group of the MFA EI.
- The key target groups (students, senior citizens, employees, farmers etc) and typical situations have to be picked (traveling to the EU countries, working in the EU, project
of the EU neighborhood policy, TACIS possibility, EU countries, living conditions etc.)

The communication and advertising company must be chosen to assist in a professional way the MFA EI to create and later on implement marketing strategy. The representative of the communication agency shall be a member of the Expert group as well as to present the stages of the strategy to the Consultation council on regular basis.

The marketing of the EU information sources shall not be done by the civil servants. It will never reach the level of the strong and properly targeted campaign and the awareness among citizens will remain low.

3.5.3. Long term actions (2007 – 2010 and on)

3.5.3.1. Media feedback and evaluation

Current monitoring and contextual analysis of the media in the sphere of informing on the EU affairs is absolutely crucial. Parallel Monitoring and Contextual Analysis of Media in the sphere of informing on EU affairs provides a compact view on the contents and structure of arguments used in audiovisual, printed and electronic media for the Ministry of the Foreign Affairs of Moldova. Monitoring serves as a tool to evaluate the effectiveness and accuracy of communication provided on relevant EU topics, and serves to correct any falsities related to the communication strategy, which sometimes occur in the media. Monitoring will run daily and a detailed contextual analysis should be provided twice a month. The contextual analysis shall be structured in such a way that it is possible to change the focus of the activities of the MFA EI of Moldova and to target emerging priorities on EU affairs.

The monitoring and the regular analyses should evaluate:

- The image of the Minister of the Foreign Affairs and his office in the European context
- The effectiveness of the activities in the field of the EU communication strategy
- The EU media coverage, development, trends, perception
Individual journalists – namely who writes what, when and how, looking for the media allies

Quantity and quality of the EU media coverage

Negative and positive media perception of the European topics

On the basis of the results of such a monitoring and analyses the proper and very well targeted PR strategy can be prepared and continuously implemented. The media monitoring and the analyses shall run throughout the whole EU strategy.

3.5.3.2. Training of public administration especially on the local level

EU to public service and political representation

The EU communication and information strategy cannot be implemented without the parallel process of the education of the public service and local administration in the EU affairs. There shall be a new strategy design to train the above mentioned target groups so that they can slowly become the EU information source themselves. The training shall be organized in the cooperation with the European Commission, TAIEX office, Ministry of Local Administration and different NGOs. The Regional EU centers shall be organizing different seminars and training for the local authorities, public service should be trained on the basis of the eventual program of the Government with the aim to increase the EU awareness and specialized knowledge within the civil servants. The representatives of political parties including the parliamentarians should be included.

3.5.3.3. EU to schools – teachers, students, parents

Aim

Purpose of the EU into schools project is to increase the level of information provided to the target group teachers – student – parent concerning current EU issues, and to build a basis, on an ongoing basis, for deeper knowledge and orientation in European affairs from school years.

Cooperation and the role of other ministries
Activities within this priority project should be designed in close co-operation with the Ministry of Education of Moldova and will focus on the preparation of concrete methodologies, instructions and advances which will make it possible for teachers to effectively implement EU issues within the framework of existing educational programs. This step is essential in providing good quality and important information about education in the EU both in basic and secondary schools. Special attention will also be given to the further training of teachers and school management regarding European affairs. The NGOs operating in the field of education should be involved too.

Analyses and survey
To properly start to design the project there shall be an analysis of the current situation of teaching about the EU and Europe in general which should be conducted at elementary and secondary schools, including a survey of the needs of teachers in this sphere.

Other objectives
1. Other positive objective of this project will be the encouragement of cooperation among educational institutions, their founders, and other parties involved, support of investment into infrastructure in the sphere of communication and information technologies, active preparation of methodologies for the teaching of European affairs for teachers of civics, history, and geography, and last, but not least, an improvement in teachers’ orientation in the EU through the further education.
2. To provide the young generation and the multiplicators of the information with the high quality knowledge of the EU so to prevent the population against the populists trying to mislead the public with an incorrect and demagogical arguments against the European integration.

The EU to schools working group
The EU to schools working group shall be established to create a separate strategy including the time table, budget, sample of schools involved in the pilot projects etc. The working group should be composed from the representatives of the MFA EI, Ministry of Education, Ministry of Information, selected NGOs, teachers association if any and representative of chosen local authority.
3.6 Media situation in Moldova

The situation of the media in Moldova is still subject to development and professional improvement, especially in terms of efforts on authorities’ side to ensure fair conditions for media outlets activity and favourable environment for journalists’ work (transparency and access to information). Independent media is crucial for successful implementation of the EU-Moldova Action Plan and further more the EU communication and information strategy. It also serves as a test to functioning of democratic principle in Moldova and is yet to become a matter of priority for the Parliament and Government. This is also one of the priorities for action, according to the EU-Moldova Action Plan: “Ensure transparent relationship between the authorities and media institutions in line with Council of Europe recommendations; State financial assistance for media to abide by strict and objective criteria equally applicable to all media; Put in place and implement appropriate legal framework guaranteeing the freedom of expression and of the media, in line with European standards and on the basis of the recommendations of the Council of Europe.”

Over the last years little progress in the field of media reform has been noticed. The independent press continues to face obstacles such as impediments in gaining access to information, unfair trials for defamation with unreasonable fines aimed at outlet’s closure, unfair competition with direct or indirect support by state authorities. Besides these general problems, there are few key issues on the agenda yet to be addressed by authorities:

- The successful transformation of Teleradio Moldova into a truly independent, unbiased Public Service Broadcaster. In particular, edited video stories from Parliament, Presidency, and other government institutions continue to be inserted regularly in news programs; thus undermining editorial independence of the broadcaster. Political will to change is yet to be proven.

- The independence of the Audiovisual Coordinating Council will be tested by the degree of transparency of the decisions taken by the new composition of the Council, subject to criticism for lack of professional and political bias. Transparency should be ensured in the process of frequency allocation, as well as the accountability of decisions.
• The audiovisual legislation passed in Parliament should be enforced so that it strengthens the independence and transparency role of the CCA, and consolidate the Teleradio Moldova to act according to its purpose.

3.6.1. Improvement of the media coverage of the EU topics

How to do it?

To improve the media coverage of the EU topics several crucial measures have to be implemented:

- Improvement of the governmental press service, especially of the MFA EIEI
- Give a more prominent role to audio-visual media by working closely with broadcasters and media operators
- Give Europe a human face by placing policies and activities in a “human interest” frame to allow citizens to understand better why is important and relevant to them personally
- Discuss the EU affairs in a national and local context. Constant and updated information flow on any event concerning the Moldova – EU relations (all the official visits, meetings, participation of Moldovan officials at any EU conferences, progress in fulfilling the EU – Moldova Action Plan etc.)
- Regular briefings – minimum once in two weeks
- Support of the National TV and Radio – look for EU financial sources and projects
- High quality EU website
- Background meetings on the EU topic, off the record debates with journalists
- Education of journalists in EU matters, training
- Sending journalists to Brussels and other Member states
- Directly involve national journalist into the integration process and implementation of the EU communication strategy
- EU information bulletin – news from the public administration
- Guide through the EU information sources in the EU and Moldova (with the annual update on the EU website)
- Use of publications on the EU and other EU information sources
- Cooperation with the Independent centre for journalism and other journalists associations in Moldova so to prepare a special strategy towards the media
3.7. Cooperation with the other countries

The direct cooperation with EU and candidate countries in the field of communicating Europe should be established. The MFA EI shall start to collect the pre-accession EU communication strategies and analyze their results, overtake the relevant suggestions. The concrete allies shall be identified and the most suitable models took into consideration. The EU internal communication strategy shall have its own PR in the EU as such; the contact with the DG Communication of the European Commission and European Parliament shall be established. The existence and implementation of the EU communication strategy in Moldova should be known in the European Parliament, Council of the EU as well as in Brussels opinion leaders’ circles and EU member states.

3.8. The Action plan

After the political agreement on the overall form of the EU communication strategy the detailed Action plan shall be introduced. The plan will contain exact timeframe, partners involved, description of the individual projects, actions taken, responsible bodies, necessary measures etc. The detailed version of the plan shall be agreed by all main actors, involved in the strategy = by Consultation body and donors, and will become a supplement of the EU Communication strategy. The draft of the plan is introduced bellow:

3.8.1. Action plan to the EU Communication Strategy in Moldova

2007-2010

April 2007

- Approval of the EU Communication Strategy 2007 – 2010
- Call the EU Ambassadors meeting to present the project and get the support of the Member States

May 2007

- Setting up the consultation mechanism
- Deciding on the decision process
- Decide and agree on the project types – see proposed list below
- Preparing the Terms of Reference for individual projects
- Coordination of the donors
- Presentation of the strategy and the individual projects to donors

**June 2007**
- Nominating of the Independent selection committees
- Setting up the rules and methodology of the selecting criteria
- Coordination meeting with donors and the committees /some donors have their own methods/
- Launching the 1. part of the projects in the following order:
  1. Sociological opinion poll research
  2. Media monitoring
  3. Training of the journalists
  4. Training of the local authorities
  5. Training of the Press officers on the all levels
  6. Training of the teachers – firstly geography, history, civilization – from primary to University level
  7. Expert & Knowledge database
  8. EU to schools – competitions, info materials….
- In parallel:
  - Official launching of the LOGO competition
  - Preparing of the „little“ campaign for the lunch of the strategy (posters „Let’s talk about Europe…“)

**July 2007**
- Selecting of the LOGO
- Implementation of the Campaign “Let’s talk about Europe/
- Launching the 2. part of the projects in the following order:
  1. EU text books for all the levels of the education – from primary to university
  2. EU website – Gateway to the EU for every Moldovan
  3. Regional EU Info centers – where are none
  4. EU free phone line – can be just additional to the existing call center
  5. TV programs – documentaries on EU 25
  6. TV spots on European values
  7. EU library & distribution system
8. EU bulletin
   ➢ Selection process of the 1. part of the projects starts

**September 2007**

➢ Launching of the 3. part of the projects in following order:
   1. Marketing of the new EU information sources
   2. Media plan
   3. EU debates TV programs
   4. Series of the brochures on the EU and EU-Moldova relations

➢ Selection process of the 2. part of the projects starts

**October 2007**

➢ Selection of the 3. part of the projects starts

**November 2007**

➢ 1. evaluation of the strategy

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### 4. Transparency in the project selection and monitoring of financial flows

Projects will be selected by small public tenders – Calls for Proposals. There will be a specific selection process created and coordinated by MFA EI or different selections processes organised by donors themselves (as most of the donors have their own selection rules designed).

#### 4.1. Selection Committee

The Ministry of the Foreign Affairs will create a system of **Selection Committee** which will assess and approve the projects. The Committee will have 7 members (and 3 substitutes) who can be partly nominated from the members of the advisory bodies and partly from the independent organisations. In addition to the representatives of the state administration there will be also representatives from non-profit sector, experts in EU law, social and political scientists, academics, and representatives of media and communication professionals. **For**
each committee a representative of media and NGOs or international organisations fighting against corruption shall be also nominated.

In addition to participation in the selection committee the MFA EI will also act as their secretariat and the chief coordinator. The president of the Selection committee shall be always a representative of the MFA EI.

The MFA EI will take minutes of each committee meeting and these will be signed by all members of the relevant committee and sent to all parties that were not excluded from the selection process. The members of the Selection committee shall be published only after the selection process of all the projects is finished (so nobody can influence their decision).

The projects within the Communication Strategy can be selected and supported in three ways: 1) in the form of tenders – Call for proposals and the selection committees process, 2) in the form of one way payments (contractual relation between the MFA EI or donor and the party delivering the benefits under the contract), 3) Call for proposal and the selection process organised and managed by the donor.

The transparent and efficient use of the donated funds will be monitored in several ways. The MFA EI shall regularly monitor the supported projects in accordance with the defined methodology for project selection, funding and implementation monitoring. The public monitoring will be possible as the approved projects and their outcomes will be published at the website of the Ministry of the Foreign Affairs of the Republic of Moldova.

4.2. Selection Process

The MFA EI shall propose to the Consultation body the selection criteria for each individual project. The criteria shall contain following items which will be evaluated by points transformed into the percentage.

1. Quality
2. Budget
3. Creativity
4. Maximum regional interference
5. References of the applicant
6. Target audience
The beneficiary of the project can be selected only in the presence of minimum 5 members of the Committee. The winner will gain the highest amounts of points (in percentage) evaluation. If there are two or more proposals with the same number of points the Committee will vote in a majority system of voting.

5. Budget

Due to the non-existence of social surveys the results of which could identify the specific needs of the target groups it is not possible to provide a detailed breakdown to individual items. For this reason it is necessary to consider the proposed items of the budget to be for information only. The amounts allocated to individual items shall be elaborated depending on the results of the impact studies and surveys of the public awareness as well as on the overall agreement of the government on the basis form and aim of the strategy.

The important aspect of figuring up the budget is to start to cooperate with the professional communication and media agencies, to see the cost of one communication expert per hour, the cost of purchasing the time on TV, Radio, newspapers and magazines. The agencies shall be able to indicate the prices of prints, posters, and cost of rentals of conference halls or distribution. The proposition would be to prepare the ToR based on the agreed strategy and to see what costs the agencies might suggest. Some of the money shall come from different NGOs projects, barters exchanges or donors from the private sector which is considered to have a logical interest in early European integration.

The material submitted will have direct budget implications. The use of funds will be closely monitored and regulated by the consultation and advisory bodies of the MFA EI and it will strictly follow the relevant rules set out in the legislation for the use of public funds (in the cases these are used).

Each Terms of Reference for individual projects shall request the approximation of the cost of the implementation of each project. The cost shall be included to the evaluation criteria for the Selections committees.
The budget will consist of several sources:

1. National budget (state finance)
2. NGOs - donors
3. European Commission programs, UNDP and other international organisations
4. Other EU funds
5. Allies assistance (Romania, Estonia and other member states…)
6. Donors and sponsors (private sector)
7. Barter activities

The budget shall be covering following undertaken actions and other projects described in the Action plan:

- Creation and functioning of the EU internet information gateway/EU web site
- Free phone – information on the EU over the telephone line
- EU Information Centre Chisinau and the regions
- Distribution system
- EU Press Point/EU bulletin
- Marketing Plan and Strategy co-ordination
- Surveys (mapping of the current status, impact studies and surveys in depth)
- Mapping of the information activities on EU in Moldova (mapping and analysis of the existing activities, synergy effects, effectiveness)
- Media and public relations (TV, radio, press, billboards, internet)
- Trainings of the main EU players – journalists, local authorities, PR departments, teachers
- TV programmes, clips and documentaries
- Advertising
- Printed materials
- Booklets
- Production (manufacture of stands, copyright, printing of posters and leaflets, production of educational programmes and radio spots etc.)
- Fees to external specialists
6. Evaluation, analyzes and evaluation of the achievements

The implementation of the strategy and the response of the media and public shall be regularly evaluated by the above mentioned sociological researches, media monitoring and analyzes, feedback of the civil society, public administration and private sector. The results of such a complex evaluation shall be discuss with the Consultation board and transmitted yearly to the Government. The outcomes shall help to find the financial sources and to indicate the way the strategy should continue.