



November 1, 2024

Request for Proposals
for a subaward to Support the Development of Information Integrity Media Products
(Chernihiv, Sumy, Kharkiv, Luhansk, Donetsk, Zaporizhzhia, Kherson, Mykolaiv, Odesa,
Dnipro, Poltava, Kirovohrad, Cherkasy, and Zhytomyr oblasts)

I. Background

Since 1992 NDI has supported democratic development in Ukraine through political party and legislative strengthening initiatives, election monitoring, civil society development, and efforts to enhance women's political participation and advocate for the inclusion of LGBTQ+ communities. Since 2017, and in the face of increasingly sophisticated Russian information attacks targeting Ukrainian audiences, NDI has been a leader in strengthening civil society, media, and governmental efforts to counter disinformation and support citizens' access to reliable information—a basic democratic prerequisite. NDI is also able to operate in the country under current wartime conditions.

NDI's approach rests on several key observations from the Institute's longstanding presence in Ukraine, regular assessments, and ongoing public opinion research to better understand and reach communities vulnerable to disinformation. These have revealed critical gaps in counter-disinformation approaches, such as a lack of coordination among key civil society, governmental and media actors, resulting in duplication. Moreover, NDI noted the dearth of research into disinformation and its impacts on Ukrainians, which meant that limited information integrity resources often failed to reach the most vulnerable, and potentially persuadable audiences.

II. Purpose of the call

The **purpose** of this announcement is to establish cooperation with **civil society, media, and grassroots-led initiatives** in the Northeast, East and South of Ukraine (e.g. Chernihiv, Sumy, Kharkiv, Luhansk, Donetsk, Zaporizhzhia, Dnipro, Poltava, Kherson, Mykolaiv, Odesa, Kirovohrad, and Cherkasy oblasts) that work or have the potential to conduct programming on information integrity, countering disinformation, or related topics. This cooperation will further assist NDI in the design of programming on building partnerships between national and local civic organizations in the selected localities. In total, up to **four local organizations will be selected**. The successful applicants will be expected to:

- Produce a counter-disinformation content (e.g., web articles, radio programs, podcasts, video stories, reels, analytical materials, social media posts, etc.) that would be primarily focused on thoroughly reaching one of oblasts in the northeast, east or south of Ukraine, but secondarily expected to reach as much of Ukraine as possible;
- Share messaging that would help to reduce citizens' vulnerability to disinformation, misinformation, and malign narratives in the abovementioned oblasts originating from Russia or pro-Russian sources;
- Develop plans to reach Ukrainian audiences in frontline or occupied areas, and other communities whom research indicates are particularly susceptible to disinformation.

The key audience of the program would be Ukrainian general public, particularly those disproportionately targeted by disinformation and misinformation, and the Institute would work with both its local media subawardees and its network of information integrity CSO partners to ensure that the program's content is both appropriate and accessible to this audience.

III. Expected results

- Ukrainians are informed about Russian disinformation efforts and its malign influence on these regions.
- Ukrainians have greater access to accurate messaging on topics targeted by disinformation.
- Media outlets receive capacity building trainings responsive to their needs to enable more effective programming promoting information integrity
- Media partners have accurate information regarding current disinformation efforts in Ukraine and Chernihiv, Sumy, Kharkiv, Luhansk, Donetsk, Zaporizhzhia, Kherson, Mykolaiv, Odesa, Dnipro, Poltava, Kirovohrad, and Cherkasy oblasts in particular
- Media representatives are better informed on disinformation trends and better connected to subject-matter experts.

This proposed subgrant would ensure that program activities reach Ukrainians in different regions of the country, with a focus on the northeast, east and south of Ukraine oblasts. This subgrant will

also be implemented in partnership with a leading Ukrainian civil society organization that will help to mentor and support the selected partners to increase the capacity of the local media partner to identify, analyze and communicate on disinformation and malign narratives, as well as strengthen their capacity for information integrity programming that responds to changed war and post-war conditions in Ukraine.

IV. Subaward duration and period of implementation

The duration of subaward should not exceed 8 months. The estimated subaward start date should be **January 1, 2025** and conclude no later than **August 31, 2025**.

V. Estimated budget thresholds for proposed subaward projects

The budget ceiling for this award is **\$45,000** for one organization. NDI expects to issue no more than four (4) subawards.

VI. Target Groups and Beneficiaries

NDI's main target groups are citizens of Ukraine, including but not limited to inhabitants of the frontline regions of Ukraine (Chernihiv, Sumy, Kharkiv, Dnipro, Donetsk, Luhansk, Zaporizhzhia, Kherson, Mykolayiv, Odesa, Poltava Oblasts), and internally displaced people (IDPs).

NDI's main beneficiaries are Information integrity CSOs, government agencies involved in various aspects of countering disinformation and/or with a mandate relevant to the proposed project, independent media organizations, Ukrainian general population that will be consuming evidence-informed multimedia products designed by NDI's partners.

VII. Geographic scope of work

Media organizations, CSOs working in the following oblasts: Chernihiv, Sumy, Kharkiv, Luhansk, Donetsk, Zaporizhzhia, Dnipro, Poltava, Kherson, Mykolaiv, and Odesa.

VIII. Eligibility Requirements

1. Applicants must be legally registered in Ukraine and possess valid documentation demonstrating their status as non-profit organizations or civil society entities.
2. Applicants should have proven experience of designing and implementing digital communication campaigns.

3. Proposed projects must align with the goals and objectives outlined in the RFP, focusing on promoting information resilience among vulnerable populations.
4. Applicants should demonstrate the organizational capacity and expertise necessary to effectively implement and manage the proposed project, including relevant technical skills, experience in advocacy, community engagement, and project management.
5. Applicants must exhibit financial transparency and accountability, including the ability to manage grant funds responsibly and provide accurate financial reporting as required. This also includes, but not limited to, absence of previously known and documented compliance issues, conflict of interest, fraud or any other misuse of funds under subawards issued by NDI or any other donor.

IX. Application Documents

For stage 1 of the selection process, the following set of core application documents will be expected from prospective applicants:

1. Pre-Award Questionnaire (PAQ).
2. Proposal.
3. Budget and cash needs by month.
4. Budget notes.

X. Deadline for submission of application documents

Application submissions are due to ukr_subgrants@ndi.org by the end of the day on **November 17, 2024**. Email submissions should be appropriately titled and have the following structure:

[NDI Infotegrity Subaward Call], [Organization Name]

Early submissions are encouraged. Only successful applicants selected by NDI will be notified about further steps. NDI reserves the right not to respond to any unsolicited requests or communication connected to this call. The preliminary start date of the selected subaward project is expected to be **January 1, 2025**.

XI. Attachements / Annexes

1. Pre-Award Questionnaire (PAQ)
2. Proposal
3. Budget and cash needs by month
4. Budget notes