



November 1, 2024

## **Request for Proposals for a Media Subaward Call**

### **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**

NDI would provide **one** subaward to an established media outlet to produce a program designed to encourage Ukrainians' resilience to disinformation, misinformation, and other forms of information manipulation (e.g. radio show, web articles, online news sources, TV, messaging apps, posts mainstreamed into outlets existing Telegram channels, collaborations with regional

media etc.) that would be broadcasted throughout Ukraine. The proposed program would serve as a platform for Ukrainian information integrity champions from civil society and the government to share success stories about Ukraine's information resilience. The program would also be used to share messaging that would help to reduce citizens' vulnerability to disinformation, misinformation, and malign narratives coming from Russia and other sources. 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 media subawardee and its network of information integrity CSO partners to ensure that the program's content is both appropriate and accessible to this audience.

### **III. 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**.

### **IV. Estimated budget thresholds for proposed subaward projects**

The budget ceiling for this award is **\$60,000** for one organization.

### **V. Target Groups and Beneficiaries**

NDI's main target groups are citizens of Ukraine, including residents of the temporarily occupied and front line territories, as well as internally displaced people.

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.

### **VI. Geographic scope of work**

Ukraine (not applicable for temporarily occupied territories).

### **VII. 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.

## **VIII. 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.

## **IX. Deadline for submission of application documents**

Application submissions are due to [ukr\\_subgrants@ndi.org](mailto: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 Media 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**.

## **X. Attachements / Annexes**

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