



## NATO PUBLIC DIPLOMACY PROGRAMMES

CALL FOR APPLICATIONS FOR PUBLIC DIPLOMACY PROJECTS  
PUBLIC DIPLOMACY DIVISION, INTERNATIONAL STAFF, NATO HEADQUARTERS  
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# CALL FOR #WEARENATO PROJECTS *APPLICATION GUIDELINES*

FY 2018

#**WEARE**NATO

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# NATO PUBLIC DIPLOMACY – CALL FOR #WEARENATO PROJECT APPLICATIONS

## Overall rationale

**The overarching objective of #WeAreNATO communications activities is that NATO is understood and valued as an essential guarantor of security for all member states and their citizens.**

The success and future of NATO is dependent on our citizens understanding the critical role that NATO plays in their security. Research shows that overall support for and awareness of, NATO is high, but there are large differences between countries. Women, young people and broader, non-specialized publics without necessarily a university degree, know less about NATO or its role. At the same time, influencers, opinion formers and decision makers have high impact potential in reaching key policy and communication objectives.

In order to better reach these objectives and key audiences, the Public Diplomacy Division is launching a call for applications for projects in support of #WeAreNATO communications activities, by providing discretionary financial support to civil society organizations for developing and implementing tailor-made communications activities. The proposed content and communications activities should be aimed at supporting the outlined key policy and communication objectives vis-à-vis these audiences.

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## What are the priorities – goal and audiences?

### #WeAreNATO objectives

Projects should aim at increasing public support for NATO and focus on contributing to the following objectives:

- increasing awareness and understanding of NATO and its role in global security;
- providing assurance that NATO will protect its citizens from threats from any direction, including from the threat of terrorism;
- building support for spending on defence and capabilities
- building support for collective defence (Article 5 of the Washington Treaty)
- strengthening resilience to perceived threats from outside the Alliance

### #WeAreNATO Target Audiences

- successor generation
- women
- broader, non-specialized publics without necessarily a university degree
- influencers, opinion formers and decision makers

Decisions on whether to support a project, as well as the level of financial support awarded, are at the discretion of NATO authorities. (Please be advised that for this call for applications, financial support up to EUR30 000 will be considered).

### Who can apply?

NGOs, universities, think tanks and other pertinent civil society organizations from **NATO member nations** can apply for NATO funding in support of #WeAreNATO communications activities on Defence and Security.

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## How to apply?

If you are a civil society organization from a NATO member nation and would like to develop a tailor-made communication programme in line with the above mentioned objectives and priorities you can apply by sending us a filled-in project application to the email address:

[mailbox.publicdiplomacyinformation@hq.nato.int](mailto:mailbox.publicdiplomacyinformation@hq.nato.int)

The deadline for submitting project applications in support of the #**WeAreNATO communications activities is 15 April 2018.**

NATO PDD will assess your project proposal and provide you a response to your application within **6 weeks following the closure of the call for applications.**

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## Financial rules

1. The following rules apply to external, non-profit organisations responding to NATO's Public Diplomacy Division call for applications.
2. In order to avoid any misunderstanding between parties and any future disputes, the application must provide all the necessary elements.
3. The project must start and end during the same calendar year.
4. Should the submitting project partner wish to receive an advance payment of 50% of the approved funding amount, this should be clearly stated in the letter of request. The balance can be paid after the completion of the project and the receipt by NATO of the final report including all supporting documents.
5. A cost summary per budget item category must be provided so that declared costs can be easily identified.
6. NATO cannot undertake direct payments to individuals (like private entrepreneurs or private persons). NATO can only undertake direct payments to recognized organisations and institutions.
7. The name of the submitting project partner and the name of the bank account owner must be the same.
8. All supporting documents must be legible and submitted in French or English, the two official NATO languages. If the originals are in a language other than English or French, translation of all key components must be provided by the submitting organization.
9. NATO reserves the right to request any additional documents if judged necessary.
10. In case of change of date, title, character and/or format of the project, the submitting project partner must immediately, and certainly prior to the start of the project, inform the responsible NATO Officer in writing. If the project is postponed to another calendar year, the submitting project partner will be required to reimburse the paid advance. The awarded NATO funding will be cancelled. A new application can be submitted for the next round of call for applications but will be assessed in line with evolving priorities.

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11. Once NATO's funding is approved and an award letter sent, the approved budget amounts and categories cannot be modified without prior approval. In cases where adjustments to amounts in certain budget categories become necessary, a request for adjustment, with justifications, should be submitted to NATO as soon as possible and no less than two (2) weeks before the start of the sponsored project. It is not possible to request an increase in the overall sponsorship amount.
12. Final report:
  - An initial assessment report must be submitted to the NATO Public Diplomacy Division **no more than two (2) weeks following the completion of the project;**
  - A detailed final report of the project, along with all supporting documents, must be submitted to the NATO Public Diplomacy Division **no more than two (2) months following the completion of the project.**
13. If the project partner fails to present the final report, NATO will seek reimbursement of the first instalment of the subsidy.
14. The project partner will have to declare on headed paper that all funds provided by NATO have been spent in line with the submitted budget.
15. If, after receiving the first half of the NATO subsidy, the project partner fails to complete the project or to duly justify the approved expenses, NATO will also seek reimbursement of these funds.
16. The project partner must keep the originals of all expense evidences for at least five (5) years for NATO audit purposes.

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## Visual acknowledgement of a NATO contribution



As part of its public diplomacy efforts, NATO provides various forms of support to non-commercial events or projects undertaken by third parties.

The main aim of the visual acknowledgement of a NATO contribution is to ensure that NATO's role in supporting the event or project is credited. The use of the NATO logo is governed by NATO's visual identity guidelines. In no circumstance should the recipient of a NATO funding use the NATO logo in such a way as to lead audiences to perceive the respective external event or publication as one of NATO's official activities.

As a general rule, the visual recognition of the NATO contribution to publications and conference material produced by third parties consists of the NATO logo, standard size of 1.5cm x 3cm varying in proportion to the size of the medium, followed by an acknowledgment sentence (e.g. "This event is supported by the North Atlantic Treaty Organization").

All instructions will be communicated to you upon confirmation of your project funding. The appropriate logo will also be forwarded in due time. In addition, NATO PDD will provide you with access to a toolkit where you will find relevant guidance on the implementation of the **#WeAreNATO** messages and visuals (e.g. copy lines, templates of banners, posters, backdrops, roll-ups etc.).

**When requesting a NATO funding, it is understood that you agree and will comply with the above conditions.**



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## #WeAreNATO Project Application: List of mandatory documents

The Application for a NATO funding in support of **#WeAreNATO** projects must include the following documents:

### 1. Letter of Request:

- Dated and signed by the person responsible for the project;
- On an official letterhead with an official stamp of the organisation;
- Indication of the project objective (brief) and the financial sum requested;
- Inclusion of all bank details (name, address, IBAN and BIC/SWIFT).

A scanned version of the original letter of request is accepted.

### 2. A structured outline for the applicant's activity (based on the following elements: objectives, audience insight, strategy, implementation, assessment).

2.1. **Summary:** a brief summary of the proposed activity (i.e. structure, timeline, etc.).

2.2. **Objectives:** an explanation of how the activity will contribute to one or more of the following #WeAreNATO communications objectives:

- increasing awareness and understanding of NATO and its role in global security;
- providing assurance that NATO will protect its citizens from threats from any direction, including from the threat of terrorism;
- building support for spending on defence and capabilities -
- building support for collective defence (Article 5 of the Washington Treaty)
- strengthening resilience to perceived threats from outside the Alliance

2.3. **Audience insight:** an explanation of how the activity will reach the primary #WeAreNATO target audiences:

- successor generation
- women
- broader, non-specialized publics without necessarily a university degree
- influencers, opinion formers and decision makers

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Is the goal to change or influence their attitudes and behaviours to help achieve the objective? What are the barriers to change that the activity can help to address?

2.4. **Strategy:** an outline of the approach to be applied, covering proposition/messaging, channels, and partners/influencers. The expected media coverage, use of social media tools as a way to promote the project, and ways to publicise NATO support should also be considered.

2.5. **Implementation:** an outline of how the communications will be delivered and what tactics will be used. This should comprise a clear plan that allocates resources and sets out timescales (including an indicative timeline of milestones and key events in the framework of the activity.) Noting the involvement of any influencers or partner organisations who may increase event visibility or amplify communication efforts, is also recommended.

2.6. **Assessment:** Please state which metrics you will use to measure outputs and outcomes for the activity. In cooperation with NATO PDD, an online assessment survey will be designed to gather participants' feedback.

2.7. **Outputs:** what is delivered/what target audience is reached? (distribution, exposure, reach).

- Expected coverage — e.g. interviews, clips, brochures and mentions.

2.8. **Outcomes:** what is the aimed impact/result of your activity on the target audience (impact, influence, effects/ attitude/behavioural change)?

- Quantifiable changes that occur because of the project – e.g. result of behavioural (perception) change.

Set specific targets and the timeframe in which they are to be achieved.

### 3. The completed Project Application Form

Send your project application, along with all the necessary supporting documentation, to the following email address: [mailbox.publicdiplomacyinformation@hq.nato.int](mailto:mailbox.publicdiplomacyinformation@hq.nato.int).

**PLEASE NOTE THAT ONLY COMPLETE APPLICATIONS, WHICH INCLUDE ALL MANDATORY SUPPORTING DOCUMENTS, WILL BE CONSIDERED**

# NATO PUBLIC DIPLOMACY – CALL FOR #WEARENATO PROJECT APPLICATIONS

## How to fill in the #WeAreNATO Project Application Form

### 1. Check-list

This checklist is to help ensure that your project application is complete.

#### Project information

- **Non-Profit Organisation:** please fill in all requested information about your non-profit organisation. The NATO financial rules do not allow subsidies to individuals. Please note that the contact person(s) must represent the submitting project partner.
- **Type of Project:** Any public diplomacy project that fulfils the criteria set by NATO, including conference, workshop, seminar, essay competition, documentary film, public event, on-line project, audio-visual project, etc.
- **Title of Project:** The title should reflect the content of the project and remain the same throughout the project.
- **Target Audience:** Specify the type of audience: successor generation; women; broader, non-specialized publics without necessarily a university degree; influencers, opinion formers and decision makers (and the approximate number for each category).
- **Venue:** Specify the complete address including country of the venue and the date of the event/project.
- **Request for NATO Speaker(s):** Provide names (and if known, titles) of requested speakers from NATO, if any.
- **Total Budget/Budget requested from NATO.** Please indicate the currency. These amounts must be the same as the totals mentioned in the budget table.

#### Budget breakdown list

- The budget breakdown list must be:
  - broken down per budget categories (including sufficient detail on the type and nature of the cost);
  - include the total amount requested from NATO;
  - all costs must be within the market price for the type of service or product requested.

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## #WeAreNATO Final Report: List of mandatory documents

As NATO's Public Diplomacy Division requires timely feedback from project partners for reporting purposes, partners are requested to provide this feedback in two stages: an **initial** assessment report and the **final** report. Further guidance is below.

### 1. Initial assessment report

No later than **two weeks** after the completion of the project, the organisers of the project will produce an **initial** assessment report, evaluating the effects and results of the activity and documenting the efforts taken to promote NATO, including NATO visuals. This report can be sent by email.

This report would include:

#### 1.1. Outputs:

- Target audience reached/attendance (number of participants, sector breakdown when possible);
- Media coverage assessment (including web-based media), i.e. press clippings;
- Social media statistics & analysis and screenshots of social media activities;
- Video clippings, soundbites and high-resolution pictures.

#### 1.2. Outcomes:

- How were the objectives of the project met?
- What was the actual outcome?
- Survey results:
  - Stakeholder satisfaction rating (including some quotes when possible);
  - Attitude/behaviour change: what will be the effect on the perception/information level of the target audience (percentage change, improvement, reinforcement)?
  - How will the audience use the information they have received?

For longer term projects, interim assessment reports will be required. Details should be agreed with the NATO Officer responsible.

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## 2. Final report

No later than **two months** after the completion of the project, the organisers will submit a final report.

This report must include:

### 2.1. Part A (Finance)

2.1.1. Confirmation of Bank details: a signed and dated document certifying current bank details.

2.1.2. Declaration that funds were spent in line with the submitted and approved budget.

### 2.2. Part B (Project implementation and assessment)

2.2.1. A detailed qualitative report on the project, explaining how funds were spent, including, in particular :

2.2.1.1. A consolidated report of the survey results;

2.2.1.2. Final Programme of the event/project (where applicable);

2.2.1.3. Final list of Participants (where applicable);

The final list of participants who participated in the event/project. Add also a list of participants for all meals and accommodation for which NATO provided financial assistance.

2.2.1.4. Additional comments;

If needed, please submit any additional comments.

2.2.1.5. Translation of documents.

In the event that the originals are not in French or English, all essential elements must be translated (see Point 8 of the financial rules for a description of essential elements).

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## How to fill in the #WeAreNATO Project Final Report Form

### 1. Check-list

This is to ensure that your final report is complete.

#### Project Information

Please copy all the information indicated in the same section of the Project Application form.

Please indicate the name of the Project Representative, date and sign this page.