



NATO PUBLIC DIPLOMACY PROGRAMMES
CALL FOR PROPOSALS FOR PUBLIC DIPLOMACY PROJECTS
PUBLIC DIPLOMACY DIVISION, INTERNATIONAL STAFF
NATO HEADQUARTERS
Blvd. Leopold III, B-1110 Brussels, Belgium

CALL FOR PROPOSALS

June 2021

“INCREASING SOCIETAL RESILIENCE: INNOVATIVE WAYS TO COUNTER DISINFORMATION AND HOSTILE INFORMATION ACTIVITIES”

APPLICATION GUIDELINES

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1. OVERVIEW

Robust resilience in Allied nations is essential to NATO's collective security and defence. Each NATO member needs to be resilient to resist and recover from a major shock such as a hybrid or armed attack, natural disaster, a health crisis (including pandemics) or failure of critical infrastructure. Resilience is a society's ability to resist and recover easily and quickly from such shocks and combines both civil and societal preparedness and military capacity.

In addition to governmental institutions and private sector, national resilience includes civil society. The ongoing pandemic and possible future civil emergencies demonstrate the direct impact on citizens themselves and the importance of civil societies in national preparedness and national responses, including in areas such as effective public communications and ensuring access to transparent, timely and accurate information to counter disinformation.

Trust between citizens and governmental institutions plays a key role in improving societal resilience. Engaging the public and involving them in civil preparedness and resilience over the medium- to long-term is the most effective way to inoculate people against hostile information. The role of citizens in support of national and collective defence needs to be recognized and empowered.

The success and future of a society's ability to resist and recover ultimately depends on citizens' understanding of the challenges and active contribution. With this goal in mind, the Public Diplomacy Division is launching a call for proposals for projects to develop innovative ways in support of building resilience in our civil societies against the challenge of disinformation, propaganda and other hostile information activities.

2. ABOUT THE CALL FOR PROPOSALS

Who can apply?

NGOs (non-governmental organisations), universities, think tanks, community groups and organisations, and any other pertinent civil society organisations, from NATO member nations.¹

Budget and duration

For this call for proposals, financial support will be considered to cover the costs of projects up to 100%. **Project implementation must be completed by the end of 2021.**

Application procedure

If your organisation fulfils the above-mentioned criteria and is interested in developing a project along the lines above, as well as the objectives and priorities explained in Section 4 of this document, you can apply by sending a complete project proposal to mailbox.publicdiplomacyinformation@hq.nato.int

The deadline for project submission is **30 June 2021 and the applicants will be informed by mid-September.**

¹ Albania, Belgium, Bulgaria, Canada, Croatia, Czech Republic, Denmark, Estonia, France, Germany, Greece, Hungary, Iceland, Italy, Latvia, Lithuania, Luxembourg, Montenegro, the Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Turkey, the United Kingdom and the United States

3. LIST OF MANDATORY DOCUMENTS TO BE SUBMITTED

The Project Proposal must include the following documents:

I. 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);
- Indication of the **financial sum requested**;
- Inclusion of **all bank details** (name, address, IBAN and BIC/SWIFT).

A scanned version of the original letter of request will be accepted.

II. APPLICATION FORM (see template)

- Details of the organisation applying
Fill in all requested information about your organisation. **NATO regulations do not allow subsidies to individuals.**
- Contact persons
Include the name of two contact persons (one main and one alternative). Note that the contact person(s) must represent the submitting project partner.
- Type of project
Any public diplomacy project that fulfils the criteria outlined in Section 4 of this document.
- Title of project
The title should reflect the content of the project and remain the same throughout the project.
- Type of target audience(s)
If possible, specify the type of audience(s) your project aims to reach. E.g.: students, youth (specify age groups if possible), parliamentarians, government officials, media, NGOs/think tanks, academics, etc.
- Estimated number of target audience to be reached
Please list an estimated total number of participants, be it in-person or online.
- Format of project
Please specify whether it is an in-person, online or hybrid project.

- Venue
If the project does not take place online, specify the location of the event (address, city and country).
- Date(s)/ Time frame of project
Specify the start date and end date of the project.
- Consortium partners
If the application is made on behalf of a consortium, please list the other organisations that make up this consortium.
- Additional co-sponsoring institutions
Please indicate any other co-sponsors (including amount of co-sponsorship per institution), as well as own funds if applicable.
- Request for NATO speaker(s)
Provide names and titles of requested speakers from NATO to attend your event, if any.
- Estimated total costs and budget requested from NATO
Please indicate the amount and currency. The amounts declared on the first page of the Application Form must be identical to the totals mentioned in the budget table (see template within the Application Form).

On a separate page, please include the budget breakdown list, broken down per budget categories, as per the financial regulations (see the Financial and Reporting Procedures in a separate pdf file under this call for applications). All costs must be within the market price range for the type of service or product requested. A budget table template is included within the Application Form.

III. OUTLINE OF THE PROPOSED ACTIVITY (see template)

1. **Summary:** a brief summary of the proposed activity, including structure, timeline, and any other essential details.
2. **Objectives:** an explanation of how the activity will contribute to one or more of the objectives mentioned in Section 4.
3. **Audience(s):** an explanation of how the activity will reach one or more critical audiences, as explained in Section 4.
4. **Strategy:** an outline of the approach to be applied to realise the project, covering key potential messages, 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.

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. Note the involvement of any influencers or partner organisations who may increase event visibility.
6. **Assessment:** state which indicators and metrics you will use to measure outputs and outcomes for the activity.
7. **Outputs:** what is delivered/what target audience is reached? Include expected coverage — interviews, clips, brochures, mentions, channels used, events attendance, number of events delivered, etc.
8. **Outcomes:** what is the aimed impact/result of your activity on the target audience (impact, influence, effects/ attitude/behavioural change)?

Please send your Project Proposal, along with all the necessary supporting documentation, to the following email address with the subject “Increasing Societal Resilience: Call for Proposals - NAME OF ORGANISATION - COUNTRY”:

mailbox.publicdiplomacyinformation@hq.nato.int

PLEASE NOTE THAT ONLY COMPLETE APPLICATIONS SENT BY 30 JUNE 2021 INCLUDING ALL MANDATORY SUPPORTING DOCUMENTS WILL BE CONSIDERED.

FOR FURTHER DETAILS ON NATO PDD’S FINANCIAL RULES AND REPORTING PROCEDURES, PLEASE REFER TO THE SEPARATE DOCUMENT ‘FINANCIAL AND REPORTING PROCEDURES - VERSION 10 MAY 2021’ PUBLISHED UNDER THIS CALL FOR PROPOSALS. FOR THE CORRECT USAGE OF THE NATO LOGO AND THE VISUAL ACKNOWLEDGMENT OF THE NATO CONTRIBUTION, PLEASE CONSULT [NATO’S VISUAL IDENTITY GUIDELINES](#).

4. STRATEGIC GUIDELINES

The Call for Proposals is oriented towards an overarching strategic goal: to strengthen resilience of NATO citizens and societies to disinformation, propaganda, and other hostile information activities.

A. OBJECTIVES

1. To increase knowledge, awareness and understanding among citizens of ways to counter disinformation, propaganda and other hostile information activities;
2. To develop innovative and non-traditional ways to increase societal resilience in the above areas;
3. To produce content of enduring value, which can be shared widely within and outside NATO and civil society networks.

B. TARGET AUDIENCES

While NATO's communications efforts aim to reach the general public, the following groups are considered priority audiences for the Alliance:

1. Successor generation (young people 18-35 years old);
2. Influencers, opinion formers and decision makers.

C. TYPE OF ACTIVITIES TO BE SPONSORED

A diversity of projects will be considered. While the experiences of a region, a country, or an individual will vary, central questions to be addressed in the projects to be submitted should be as follows:

“How to develop and use the most effective and innovative ways and techniques to counter disinformation, propaganda and other hostile information activities at societal level? How to get citizens involved in contributing to NATO resilience in this area?”

This can be done through:

- Activities using innovative ways to build societal resilience to disinformation, propaganda and hostile information activities;
- Analytical reports with recommendations;

- Policy roundtable discussions, academic seminars, and conferences, face-to-face and/or online;
- Digital media projects, including documentaries, interviews, educational tools;
- Other innovative projects.