



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

April 2022

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

CONTENT 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 2022.** Projects should not start before 15 July 2022.

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 3 of this document, you can apply by sending a complete project proposal to mailbox.publicdiplomacyinformation@hq.nato.int

The deadline for project submission is **10 May 2022**.

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. 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:

“What are the most effective and innovative ways to counter disinformation, propaganda and other hostile information activities at societal level? How to empower citizens, especially youth and vulnerable groups, to counter disinformation?”

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.

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 10 MAY 2022 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 ‘APPLICATION GUIDELINES AND FINANCIAL AND REPORTING PROCEDURES - VERSION 3 JANUARY 2022’ PUBLISHED ON [NATO PDD’S CO-SPONSORSHIP GRANTS PAGE](#). FOR THE CORRECT USAGE OF THE NATO LOGO AND THE VISUAL ACKNOWLEDGMENT OF THE NATO CONTRIBUTION, PLEASE ALWAYS CONSULT YOUR NATO PDD POINT OF CONTACT.