



NATO PUBLIC DIPLOMACY PROGRAMMES

CO-SPONSORSHIP GRANTS FOR PUBLIC DIPLOMACY PROJECTS

PUBLIC DIPLOMACY DIVISION, INTERNATIONAL STAFF, NATO HEADQUARTERS

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NATO PUBLIC DIPLOMACY DIVISION CO-SPONSORSHIP GRANTS 2024

CONTENT GUIDELINES

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The NATO Public Diplomacy Division works actively to strengthen the Alliance's public image, through promoting understanding, trust and support for the Alliance. It does so by contributing to a continuous process of international security debate and policy design, through a variety of people-to-people and digital programmes in NATO and partner countries. These include support for conferences, seminars, workshops, public events and other relevant public diplomacy activities, such as digital, multimedia or online projects, on peace and security related issues. This support is provided through discretionary grants to non-Governmental Organisations (NGOs), universities, think tanks, and other pertinent civil society organisations in member and selected partner countries.

For 2024, applicants are invited to submit project proposals on the following thematic clusters:

I. All for one, One for All for 75 years

2024 will mark the 75th Anniversary of the signing of the North Atlantic Treaty. For 75 years, NATO has ensured the freedom and security of Allies, working towards just, inclusive and lasting peace and remaining a bulwark of the rules-based international order. However, rising strategic competition and advancing authoritarianism challenge the Alliance's interests and values.

NATO's 75th anniversary is an opportunity to engage the public about the critical role of NATO as a Transatlantic Alliance and its enduring relevance to our freedom and security as we look to the challenges and

opportunities ahead. Projects submitted under this thematic cluster should, in particular, showcase:

- The unique bond between Europe and North America, ensuring their collective security for 75 years;
- NATO's role in providing protection, assurance, and contribution to national security of all Allies;
- NATO's continued relevance to addressing threats old and new;
- NATO as a values-based alliance founded on principles of democracy, individual liberty, human rights and the rule of law;

II. National journeys : commemorating individual Membership Anniversaries

2024 will mark milestone accession anniversaries from three rounds of post-Cold War enlargements (1999, 2004, 2009), the Partnership for Peace (1994), as well as the first anniversary of Finnish membership.

NATO's enlargement has been a historic success. It has strengthened NATO, ensured the security of millions of European citizens, and contributed to peace and stability in the Euro-Atlantic area. In its 2022 Strategic Concept the Alliance reaffirmed its Open Door policy, consistent with Article 10 of the North Atlantic Treaty, as an expression of our fundamental values and our strategic interest in Euro-Atlantic peace and stability.

Projects submitted under this thematic cluster should, in particular, highlight:

- What did membership in NATO mean to citizens of your country when they joined.
- How is NATO relevant today? Including in light of Russia's unprovoked aggression against Ukraine?
- NATO's Open Door and Euro-Atlantic aspirations.
- Looking forward, how can NATO best address future security challenges and threats?

III. Support NATO efforts to address the growing threat of foreign information manipulation and interference

The success and future of a society's ability to resist and recover, ultimately depends on citizens' understanding of the challenges and their active contribution. With this goal in mind, this thematic cluster seeks projects to develop innovative ways of building resilience in member and partner civil societies, against foreign information manipulation and interference (FIMI).

Projects within this thematic cluster should, in particular, focus on the following:

- Creative approaches & campaigns to raise awareness on information manipulations by state and non-state actors
- Initiatives to call out disinformation and misinformation in local contexts;

- Open source intelligence investigation projects
- Projects in support of media literacy.

IV. Support NATO's efforts to promote partnerships and global security cooperation

2024 will mark 30 years since NATO launched formal partnerships in 1994 with the Partnership for Peace. Political dialogue and practical cooperation with partners, based on mutual respect and benefit, contribute to stability beyond NATO's borders, enhance Allied security at home and support NATO's core tasks. Partnerships are crucial to protect the global commons, enhance resilience, and uphold the rules-based international order.

Conflicts and instability affect NATO's security and the security of our partners and beyond. The Western Balkans and the Black Sea region are of strategic importance for NATO. Meanwhile, the Indo-Pacific is important for NATO, given that developments in that region can directly affect Euro-Atlantic security. NATO's southern neighbourhood, the Middle East, North Africa and Sahel regions, faces interconnected security, demographic, economic and political challenges.

NATO has reaffirmed its unwavering solidarity with the government and people of Ukraine. The Alliance is supporting Ukraine in making democratic reforms on its path towards future membership, when Allies agree and conditions are met. The continued delivery of non-lethal assistance to Ukraine by NATO is continuing through the Comprehensive Assistance Package (CAP).

NATO is committed to working closely with Bosnia and Herzegovina, Georgia and the Republic of Moldova to advance our common interest in Euro-Atlantic peace, stability and security.

Projects within this thematic cluster should in particular focus on:

- Enhancing dialogue and cooperation with partners NATO's broader neighbourhood and across the globe.
- Tackling misperceptions about NATO and explaining the Alliance's purpose.
- NATO's Open Door and Euro-Atlantic aspirations.
- Benefits of individual partnerships.
- Encouraging outreach to new key opinion formers.

Target Audiences and Approaches

The grants are aimed at supporting programmes and events that reach out to audiences across the Alliance, partner countries and global audiences.

Particular focus should be placed on outreach to youth audiences, female audiences and key opinion formers, including those who have not connected with NATO before.

NATO is particularly interested in projects that can be rolled out throughout 2024, combining a range of activities to engage in meaningful dialogue and generate lasting connections, understanding and trust.

Project proposals are expected to feature concrete goals and explain anticipated results.

NATO PDD looks forward to receiving all applications ranging from out of the box concepts to institutional formats.

Selection criteria

The NATO Public Diplomacy Division uses the following criteria to select projects for co-sponsorship:

- Relevance to the content guidelines and NATO's current political agenda and communication priorities.
- Educational value and/or relevance to public discussion of peace and security issues; the contribution of the project to NATO's goal of developing an informed debate on these issues.
- Expected impact and reach of the project.
- Ability to use resources efficiently to achieve the expected outcome.
- NATO reserves the right to decline a project application from a grantee who previously failed to abide by the terms of a previous co-sponsorship grant with NATO.

You can follow the official [Facebook Group 'NATO Engagement'](#) for more updates and NATO related news and discussions.

If you are looking for information on NATO's Science for Peace and Security (SPS) Programme, please click [here](#).

Deadlines

Applications using the forms on the NATO webpage must reach NATO PDD by **22 January 2024**. All projects must be completed by 31 December 2024.

Send your application, along with all the necessary supporting documentation, by email to our generic mailbox:

mailbox.publicdiplomacyinformation@hq.nato.int

Projects originating in Ukraine should be sent to:

projects@nidc-ukraine.hq.nato.int