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EaP | Eastern
Partnership 

Communication Labs for CSOs in Armenia and Georgia

-
- Info Session, 19 September 2023

**EASTERN PARTNERSHIP
CIVIL SOCIETY FACILITY
PROJECT**

#EaPCivilSociety

Eastern Partnership Civil Society Facility in a Nutshell

Objective: to strengthen the role and increase the capacity of CSOs and activists in the EaP region to:

- engage in policy making processes and policy dialogue,
- promote reforms and public accountability,
- foster local democracy, local development and engage citizens in public debate.

Implemented by a consortium led by GDSI Limited (Ireland)

Budget: MEUR 3.69

Timeline: June 2021 – December 2024

Website: <http://eapcivilsociety.eu/>

Capacity building activities

Courses, trainings, webinars, coaching and mentoring for civil society

Civil society fellowships

Community engagement fellowships and civic digital fellowships

Civil society hackathons and civic tech activities

Annual ideathons and hackathons, development of digital solutions

Civil society networking and ad-hoc support

Regional networking, relevant regional and international events and helpdesk for EU grantees

Country specific communication campaigns

Communication campaigns to improve the public image of civil society

Mappings, analyses, studies and research

To contribute to the EU's better understanding of CS



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Agenda

-
- Communication Labs: what, why, how and when?
 - Application & selection processes
 - Q&A Session

Communication Labs: WHAT

- **A capacity building programme for civil society organisations (CSOs) in Armenia and Georgia:**
 - to get the necessary tools, knowledge and resources to implement effective communication campaigns;
 - to develop and launch their own communication campaigns with EU support.
- **20 civil society organisations:** 10 CSOs from Armenia and 10 CSOs from Georgia will be selected to participate in the Communication Labs with their campaign ideas.
- **Up to 6 campaign ideas will be selected and will get EU funding for the implementation and launch.**
- **Call for applications:** <https://eapcivilsociety.eu/news/communication-labs.html>
- **Application Form:** <https://www.surveymonkey.com/r/CommLabs>

Communication Labs: WHY

- **Enhanced Capacity:** CSOs will receive **training, mentorship, and guidance** on effective communication strategies and **gain practical skills** in developing and implementing communication and advocacy campaigns = knowledge and practice in audience analysis, messaging, storytelling, budgeting, media engagement, and campaign evaluation.
- **Supported Campaigns:** **Up to 6 campaign ideas** (3 per country) will be supported and implemented with the EU funding (EUR 8,000 in average per campaign).
- **Strengthened Networks:** The programme offers CSOs the chance to collaborate with peers, experts, and mentors, fostering valuable networks and partnerships that can extend beyond the Labs.
- **Increased Visibility:** Opportunity to showcase CSOs' initiatives and achievements through the communication campaigns, reaching a wider audience and enhancing their visibility locally and internationally.

Communication Labs: HOW (1)

- **Application Phase (deadline for applications: September 25, 2023):**
 - 20 civil society organisations: **10 CSOs from Armenia** and **10 CSOs from Georgia** will be selected & invited to participate in the Communication Labs.
 - Each organisation will create a **team of up to 3 participants** – representatives of the organisation, members of their network or partner organisations - to be involved in campaign development.
- **Phase 1: Capacity Building (November 2023 - February 2024)**
 - **Kick-off events** (*yes, real events, not online 😊*) in Tbilisi and Yerevan (6-10 November 2023) to know each other, find mentors + intensive capacity-building exercises.
 - **Mentorship and Concept Refinement:** webinars and consultations with mentors. Each team will work closely with a dedicated mentor to refine their campaign concepts, identify target audiences, develop strategies, and outline budgets.
 - **Selection of Campaigns for Funding:** After mentorship and training, participating teams will submit their campaign strategies to the Selection Committee. The most promising strategies (up to 3 per country) will proceed to the next stage.
 - A **Final Event** in Yerevan and Tbilisi (preliminary in mid-February 2024), where participants will make a final presentation of their campaigns, and the **top-scoring campaigns ideas will be announced**.



See the next slide for more details!

Mentorship

- **Individual work with mentors** will be organised into several modules between **November 2023 and mid-January 2024**.
- Each module will have one or more **specific deliverables – key elements of a communication campaign strategy**.
- By the end of the Lab, the teams will **combine the deliverables from each module into their draft campaign strategies**.
- Participating teams will **submit their finalised campaign docs** to the Selection Committee.

01

Concept & Objectives

Refine the concept and objectives of their proposed communication campaigns

02

Target Audiences & Key Messages

Identify target audiences and key messages aligned with the overall goal

03

Channels & Tools

Develop strategies, campaign plans, and implementation timelines

04

Budgets & KPIs

Define campaign budgets and establish Key Performance Indicators to evaluate the impact and effectiveness of the campaigns

05

Outreach Plans

Prepare media outreach plans to maximise campaign visibility and engagement

Communication Labs: HOW (2)

- **Phase 2: Campaign Production & Launch** (individual schedule, from February to September 2024)
 - Up to 6 civil society organisations: **3 ideas from Armenia** and **3 ideas from Georgia** will be selected & invited to participate in the Phase 2 of the Communication Labs.
 - Selected CSOs will **sign agreement/memoranda with GDSI**; funds to be allocated to the CSO EUR bank account.
 - **Production of campaign materials**: selected CSOs will have 2 months to produce campaign materials. The EU (through our Project) will provide support and cover the costs of production: design, printing/production, social media advertising, etc.
 - **Launch of the campaigns** across various platforms based on the strategies and plans developed during the Communication Labs (including social media, mainstream media, community events etc.).
 - **Monitoring and evaluation** (based on KPI developed during the Communication Labs) to assess campaign implementation and impact.

Communication Labs: WHEN



COMMUNICATION LABS FOR CIVIL SOCIETY ORGANISATIONS IN ARMENIA AND GEORGIA

CRAFTING CHANGE TOGETHER:
YOUR CAMPAIGN, OUR SUPPORT



1 September | 2023
Launch of Call for Applications

20 September | 2023
Deadline for requesting clarifications

25 September | 2023
Deadline for submitting applications

25 October | 2023
Pre-selected organisations notified

PHASE
1

For 20 pre-selected organisations

6-10 November | 2023
Communication Lab Kick-off events in Tbilisi & Yerevan

November – December | 2023
Pre-selected organisations work on their campaigns with mentors + online capacity building sessions

15 January | 2024
Pre-selected organisations submit their campaigns for evaluation

End February | 2024
Final events with announcement of campaigns to be supported

PHASE
2

For up to 6 selected organisations

March – May | 2024
Finalisation and production of communication materials for selected campaigns

April – September | 2024
Selected campaigns' launch & promotion

September – October | 2024
Monitoring and evaluating the campaigns

Selection process

- Check the [Guidelines for Applicants](#) for the detailed steps and criteria for assessment and evaluation of applications. All applications will be assessed according to the following:
 - **Administrative Checks:** Applications will be reviewed for compliance with submission deadlines, completeness, and eligibility criteria.
 - **Capacity and Experience Assessment:** CSOs and Lead Applicants will be evaluated based on experience, capacity, and commitment.
 - **Campaign Idea Evaluation:** Proposed campaign ideas will be assessed for relevance, societal impact, and innovative approaches.

Eligibility of the Lead Applicant

- Be a citizen of Armenia or Georgia, in exceptional cases citizens of other EaP countries are eligible.
- Be above 18 years old.
- Be a current member or employee of the officially registered CSO from Armenia or Georgia applying for this Call.
- Have a relevant role and level of responsibility within the organisation which would allow him / her to lead the proposed campaign, such as a communication lead, director or manager.
- Must demonstrate a clear understanding of the organisation's goals, mission, and activities, as well as its potential to engage in communication and advocacy campaigns.
- Have a working knowledge of written and spoken English.
- Assume responsibility and show commitment for the communication campaign idea, be able to lead the team with the skills required to develop and launch the campaign.

See the next slides for more details!

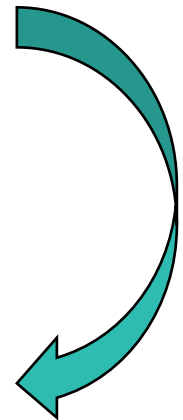


Eligibility of the Applying CSO

- Be officially registered and operating in Armenia or Georgia.
- Should have a clear mandate and track record of working on issues related to social change, community engagement, or advocacy in Armenia or Georgia.
- Having been registered for min. two years.
- Be committed to actively engaging in all phases of the Communication Labs, including capacity building, content development, and campaign implementation.

Preference will be given to organisations that demonstrate a collaborative and inclusive approach, encouraging the participation of grassroots initiatives, rural-based organisations, and EU grantees.

See the next slides for more details!



Eligibility of the Campaign Ideas

- **It's up to you** to propose communication campaigns that align with your CSO's mandate and expertise, and the needs of your communities!
- From social justice to environmental conservation, any idea that **aims for positive change in Armenia or Georgia** is welcome. Whether it's promoting social inclusion, improving healthcare access, or advocating for better policies – we're here to support you!
- You can **apply with an initial/draft idea**. The Labs will help you refine and develop your concept throughout the programme.
- The proposed ideas for communication campaigns may include awareness raising or advocacy campaigns delivered through social media, organisation of gatherings and events in schools/universities on specific topics, media events etc.:
 - Should **address a societal issue of relevance and significance for Armenia or Georgia**, focusing on positive impact and community engagement.
 - Should **generate lasting effects** beyond its immediate implementation.
 - Should **showcase innovation and creativity**.

See the next slides for more details!

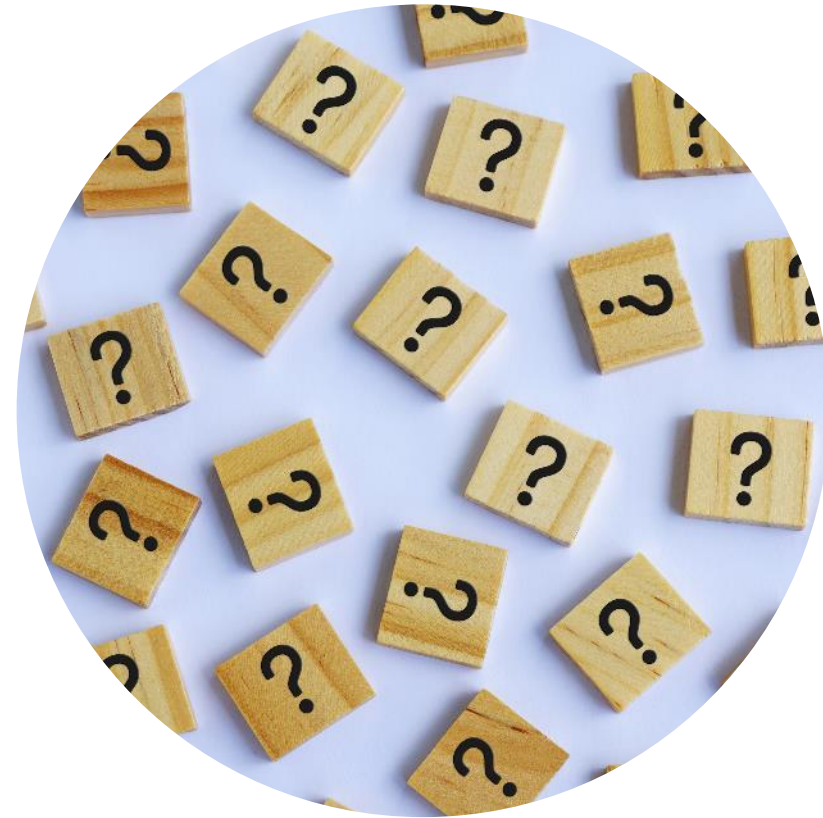


Eligibility of the Campaign Ideas

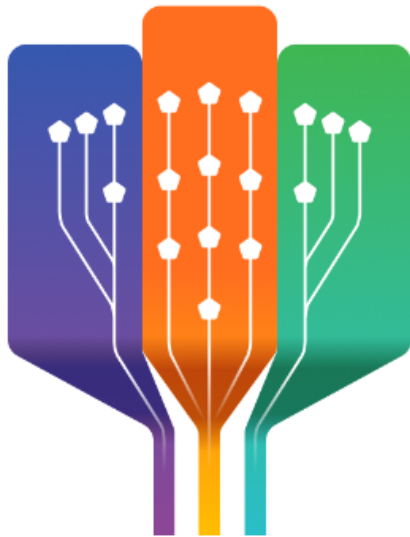
- **Ineligible Campaign ideas:**
 - Political Propaganda Campaigns
 - Hate Speech or Discriminatory Campaigns
 - Illegal Activities or Unlawful Behaviour
 - Commercial or Business Promotion Campaigns
 - Personal Promotion or Vanity Projects
 - Negative or Destructive Messaging

Q&A Session

Feel free to ask questions or share thoughts at any point in time, just raise your hand 😊



Application Form



COMMUNICATION LABS

FOR CIVIL SOCIETY ORGANISATIONS
IN ARMENIA AND GEORGIA

CRAFTING CHANGE TOGETHER: YOUR CAMPAIGN, OUR SUPPORT

**APPLY WITH YOUR IDEA
FOR A COMMUNICATION CAMPAIGN**

BEFORE
SEPTEMBER 25, 2023

eapcivilsociety.eu

- Read the [Guidelines for Applicants](#).
- Familiarise yourself with the [PDF version of the application form](#).
- Fill in the form in ENGLISH!
- You might need help from your colleagues.
- Don't leave your submission until the last day 😊.

Communication Labs for CSOs in Armenia and Georgia

Application Form

Read the [Call for Applications](#) and download the [Guidelines for Applicants](#) before applying.

Please note that the Application Form includes 40 questions some of which will require more significant input. We strongly advise applicants to check the PDF version of the Application Form ([available here](#)) before starting the online application process. The Application is likely to take several hours and you may require input from your colleagues. Please make sure you do not leave the submission to the last day before the deadline. Should you experience any issues with the Application Form, please contact us at dc@eapcivilsociety.eu

Application Form

Section 1: Lead Applicant (Representative of the Applying CSO)

In the context of the Communication Labs, the Lead Applicant is an individual who represents a registered civil society organization (CSO) and takes a leadership role in the application and subsequent participation in the Communication Labs. This individual will play a pivotal role in shaping and driving the proposed communication campaign idea throughout the Labs' various stages. Please note that you will need to upload the CV of the Lead Applicant at the end of this application form.

Section 2: Your Civil Society Organisation

Please provide information about your civil society organisation (CSO) applying for participation in the Communication Labs. Please note that this Call is open for CSOs officially registered and operating in Armenia or Georgia

Section 3: Your Communication Campaign Idea

Please describe your idea for the communication campaign. Please note that questions in this Section are used for assessment purposes only. The details and plans for the proposed communication campaign will be defined and further developed during the Communication Labs! Please also note that all questions in this section are limited to 250 words max.

Section 4: Your Team for the Communication Labs

The selected organisations invited to participate in the Communication Labs will have to create a team of up to 3 participants (Lead Applicant + 2 representatives of the organisation, members of their network or partner organisations), who will be involved in campaign content development. Lead Applicant is considered as Team Member 1.

Can you at this stage identify your additional team members? If yes, please provide the following details? If no, please skip this question.

Section 5: Additional Information and Uploads



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The Project is funded by the European Union
and implemented by the consortium led by GDSI Limited



Application Form

- Please make sure that your answers are brief and up to the point!
- Most of your answers should be limited to 250 words!

This is a text of 250 words...



Ladies and gentlemen, let's take a delightful detour from our usual discussions and dive into the wonderful world of laughter! Laughter, as they say, is the best medicine, and it's a universal language that knows no borders. In our busy lives and ambitious endeavors, we often forget the incredible power of a good laugh.

Picture this: A group of penguins waddling clumsily across an icy landscape. What's so funny about that, you ask? Well, it turns out that penguins have a charming habit of slipping and sliding on their bellies, as if they were auditioning for a winter edition of "Dancing with the Stars." It's impossible not to crack a smile when you witness these tuxedo-clad comedians in action.

Did you know that laughter is not only contagious but also incredibly beneficial? It boosts our mood, reduces stress, and strengthens our immune system. It's a natural antidepressant that's available to us 24/7, no prescription required. So, why not sprinkle a little humor into your day?

In our fast-paced lives, let's not forget to embrace the joy of laughter. Whether it's penguin or your own favorite funny anecdotes, take a moment to share a laugh with someone today.

So, as you dive into the Communication Labs, remember that humor can be a potent tool for connecting with your audience. A well-placed joke or a witty twist can turn a good campaign into a memorable one. And who knows, maybe you'll create a campaign that's as funny as a penguin on ice!

Application Form

... and this is not.



A Million Penguins Research Report

Bruce Mason and Sue Thomas

24th April 2008

Institute of Creative Technologies,
De Montfort University, Leicester, UK.

Introduction

In February 2007, Penguin Books and De Montfort University launched "A Million Penguins," a collaborative novel open to anyone who wanted to help write it. The novel was to be created on MediaWiki, the same software as Wikipedia, with a similar ethos of collective authoring but the added spice of a risky experiment in the heartland of commercial publishing. "Can a community write a novel?" asked Penguin Digital Publisher Jeremy Ettinghausen. "Let's find out..."

Seeded with a first line taken from a volume in the Penguin Classics series, the wiki invited contributions over a five week period. The result may not have been a novel as we know it, but it certainly produced a community of collaborators who created what John Mackinson, the Chief Executive of Penguin Books, called "not the most read, but possibly the most written novel in history."² The Penguin wikinovel, as it came to be known, touched a nerve in many quarters of the literary world and provoked great excitement in the social media community. The level of reaction in the media and across the web showed that there was a real interest in the project despite the fact that many critics dismissed it as a "PR stunt"³ "badly written"⁴ or, in the words of Jordan Jack writing in the Yale Herald "the worst book I've ever read."⁵ *Limcc.com* solicited the views of Douglas Rushkoff, and the Internet guru was not optimistic:

"*A Million Penguins* looks like fun, but it's still likely to remain more a million penguins than a cohesive or coherent bird," says Rushkoff, who points out that every book needs its author.⁶

Other commentators suggested that the wiki was likely to be a failure, albeit a "delightful" one.⁷ It was certainly unorthodox. The authors who came together were not the usual writerly stereotypes scribbling away alone in attics, but an intriguing mix of 'gardeners' intent on nurturing the novel; 'vandals' determined to ruin it, and 'performers' hoping to make it showcase for their talents. What they created together turned out to be quite unique.

Later Ettinghausen would blog: "as the project evolved I think I stopped thinking about it as a literary experiment and started thinking about it more as a social experiment."⁸ A year on, he now says "it's the best thing I've ever done ... but I would never do it again."⁹

Research Framework

This report focuses on some of the social behaviours that occurred during the time the wiki novel was live and attempts to understand them within the context of wiki culture. The research focused on two questions: what was the role of the discussion around the writing, and what patterns of social behaviour occurred among the contributors? Framing the research questions in this way allowed us to approach "A Million Penguins" as a cultural text and, inevitably, led us to critique the question underlying the wikinovel experiment – "can a community write a novel?"

The social behaviour of the contributors was tracked through analysing their communication in the wiki novel, their discussions in associated blogs and, where possible, through direct contacts. The results showed a complex set of interactions and understandings that questioned many of the assumptions about the experiment in specific and wiki sites in general. Much of the media commentary about "A Million Penguins" – as excepted above and explored in more detail later – treated the project as a failure because no community was seen to form and no recognisable novel was written. The research indicates, however, that many of the commentaries show a fundamental misunderstanding of the nature of the processes behind the wikinovel and of the final product itself. Close analysis of what people wrote, where, when and how they wrote it has persuaded us that we need to look to a tradition of artistic performance that is very different to the printed novel. To do this we will draw upon the idea of the carnival as espoused by Russian philosopher, Mikhail Bakhtin.

According to Bakhtin, a folk carnival provides a lens for the analysis of culture, language and narrative. It is our contention that the way the wiki novel was set up implicitly framed the setting as a virtual place in which a carnival could occur. Like a carnival, the wiki was bounded in space and time and provided an opportunity for 'ordinary folk' to hold a barely controllable party. Unlike a wiki, which is meant to evolve 'organically' through multiple edits in such a way that no one 'voice' dominates, a carnival is a moment of excess featuring multiple competing voices and performances. Indeed, the activities we uncovered in "A Million Penguins" challenged the 'garden' metaphor so widely used to characterise behaviour in wikis. According to this metaphor, a wiki grows successfully when it is properly seeded with content and tended by gardeners. The wiki novel was in no way a neat, orderly wiki and, as we'll see, many of the norms of wiki behaviour and aesthetics were turned on their head in "A Million Penguins."

The interpretation of this work leads us to suggest that the wiki novel was neither a wiki nor a novel as the terms are commonly understood. We will argue that critics of the experiment who bemoan its failures as wiki, novel or both are misunderstanding the kind of text that it actually is. To do this we will tell the story of the experiment by looking at the stories and the people behind them, and explain how Bakhtin's notion of carnival provides a way to interpret "A Million Penguins" which opens up further avenues of exploration for this unique cultural text.

The Experiment

It could be argued that a wiki is what Tim Berners-Lee, the inventor of the web, always wanted the web to be. Fast, simple and dynamic, it provides a collaborative means of knowledge building, sharing and representation.

At its simplest a wiki is a web page that users can edit as well as view. The first successful example of a wiki webpage was made by Ward Cunningham on March 25th, 1995. He named it the "WikiWikiWeb" after the Hawaiian word for quick: "wiki wiki."¹⁰ The subject of his wiki was focused on the discussion and elicitation of patterns of collaboration in software development, and it still exists today.¹¹ He described it as "[t]he simplest online database that could possibly work,"¹² and WikiWikiWeb remains enormously influential both as a trail-blazing piece of technology as well as a source of information about patterns of behaviour in wikis.

Cunningham's notion of the wiki is fundamentally linked with the concept of open source development. He posited several design principles that should govern any wiki, all of which are grounded in the belief that if multiple people collaborate over time in an open system in which both

Wikipedia

People who don't know what a wiki is still know of Wikipedia. It is routinely listed in the top ten most visited sites on the Internet. Currently, it contains 2,321,943 articles; users have made 214,497,975 edits since July 2002 and there are 6,835,839 registered user accounts. Wikipedia is both the example against which all other wikis are judged and, by virtue of its size, a completely atypical wiki. There is nothing else like Wikipedia.
(http://en.wikipedia.org/wiki/Main_Page)

the text and the organisation of the text can be freely changed then self-organising patterns would arise.¹³ This belief has driven the development of wikis ever since. Most notably, the wiki software, UseMod Wiki, was adapted to run the original version of Wikipedia.

The most famous of all wikis, Wikipedia was originally created through the use of UseMod wiki software, although the software was later rewritten and spun off into a standalone open source wiki platform: MediaWiki. The success of Wikipedia allied to the open source nature of the software has meant that MediaWiki has become an extremely popular wiki tool in its own right. So, when Penguin Books came to select the wiki software for "A Million Penguins" MediaWiki was the obvious choice.

Penguin's goal was to explore the potential for innovative collaborative online fiction. They invited new media author Kate Pullinger and Professor of New Media Sue Thomas, along with their students on the MA in Creative Writing and New Media at De Montfort University, Leicester, to help design and manage the experiment. At a meeting at DMU's Institute of Creative Technologies in November 2006, it was agreed that Penguin would provide technical resources plus two editors: digital publisher Jeremy Ettinghausen, and his literary editor colleague Jon Elek. Elek was more accustomed to working with authors such as Will Self and had relatively little experience of new media. The DMU team would provide consultation during development and oversee day-to-day operations, and was led by Kate Pullinger supported by Sue Thomas, working with Masters students Toni Le Busque, Jo Howard, Alison Norrington, Kirsty McGill, Chris Meade and Christine Wilks.¹⁴

During the planning phase the team discussed issues like what might be the best structure for the novel, and how to limit undesirable behaviour including the possibility that people might upload whole chunks of their own unpublished works. They considered creating a complex set of rules such as setting a quota of 250 words per person per day. But such constraints are anathema to the spirit of the wiki, and the team knew that however well they planned beforehand, they must be prepared to be highly responsive and flexible once the project was live. The best they could do was expect the unexpected.

The wiki was opened to the public on Thursday February 1st 2006 with a line from Charlotte Bronte's

Initial expectations

"Initially, Penguin hoped that they might get a publishable print book out of the wikinovel project. However, they hadn't completely taken into account the nature of wiki software in that most successful wikis are absolutely dependant upon a complex series of interwoven links and these links are impossible to reproduce in print. While the DMU team was sceptical from the outset about the possibility of a print book being created through 'A Million Penguins', the team underestimated the fact that clearly many of the participants didn't understand what a wiki was either, in terms of the creation and development of so many unlinked pages." Kate Pullinger

Wiki Editing

In a wiki everything about you can be seen in the way you edit. The editing process is simple to do, but conceptually very difficult to grasp until you have tried it. Essentially, anyone can edit anything you write and you can edit anything that they write. That means your text can be revised, improved, deleted or rephrased at any time, and that you can do the same. The element of the wiki that keeps this together is the History page, where all previous edits can be seen and which can be used to revert to earlier versions. So whilst anything can be deleted, nothing can ever be lost.

Jane Eyre "There was no possibility of taking a walk that day."¹⁵ It soon became evident that there would be little possibility of respite for the team over the coming weekend. Almost immediately, visits from interested surfers worldwide overwhelmed the server and by Friday morning the website had gone down. People were already wondering whether Penguin had succumbed to 'wiki-fear' evidenced in June 2005 when the Los Angeles Times opened a wiki editorial (a "wikitorial") for only one afternoon before closing it down for good in the face of lethal amounts of vandalism.¹⁶ But Ettinghausen and the team did not lose their nerve, and by lunchtime on Friday the wiki was back, moved to a larger host machine and ready for further onslaughts from eager writers. The project team organised itself to work around the clock

Application Form: Section 1

Section 1: Lead Applicant (Representative of the Applying CSO)

In the context of the Communication Labs, the Lead Applicant is an individual who represents a registered civil society organization (CSO) and takes a leadership role in the application and subsequent participation in the Communication Labs. This individual will play a pivotal role in shaping and driving the proposed communication campaign idea throughout the Labs' various stages. Please note that you will need to upload the CV of the Lead Applicant at the end of this application form.

- Tell us about yourself – a person, who:
 - will represent the CSO a
 - will be the main contact point for communication with us
 - will take a leadership role in the application and subsequent participation in the Communication Labs.
- It's essential that the Lead Applicant can commit to all the Labs' activities. We're looking for someone who can be actively involved from start to finish.
- Please check the timeline of the Communication Lab to make sure that if selected you are available and dedicated to invest you time and make your campaign a success!

Application Form: Section 2

Section 2: Your Civil Society Organisation

Please provide information about your civil society organisation (CSO) applying for participation in the Communication Labs. Please note that this Call is open for CSOs officially registered and operating in Armenia or Georgia

- This Section helps us understand your organisation better. We want to learn about your organisation's mission, activities, and experience. This helps us determine if your CSO aligns with the goals of the Communication Labs and if you have the background to create an impactful campaign.
- Your CSO:
 - officially registered and operating in Armenia or Georgia
 - having been registered for min. two years
 - with a clear mandate and track record of working on issues related to social change, community engagement, or advocacy in Armenia or Georgia

Application Form: Section 2

Section 2: Your Civil Society Organisation

* 23. Please provide some information on your organisation's recent activities (i.e., in the past 3 years), 250 words max.:

* 24. Have you conducted any previous communication or advocacy campaigns? (If yes, please provide details and links for up to 3 campaigns that you have conducted), 250 words max.

* 25. Why do you believe participation in the Communication Labs would benefit your organisation? (250 words max.)

* 26. How do you envisage the proposed communication campaign contributing to the overall goals of your organisation? (250 words max.)

- This question helps us understand what your organisation has been up to lately. We want to see how active and engaged your organisation has been in the last three years and if your campaign idea is in line with what you are normally doing.
- This question helps us understand if your organisation has experience in communication and advocacy campaigns. Tell us about any campaigns you've done before. Include details like the campaign's topic, what you wanted to achieve, and how you did it. If you have any results or success stories from those campaigns, share them with us.
- Tell us about the challenges your organisation faces and how improving your communication skills can help. Explain what you hope to gain from the Labs. Do you want to raise awareness about a particular issue, gain more supporters, or increase your impact? Sharing your expectations helps us understand how the Labs can benefit you.
- This question helps us connect the dots between your organisation's goals and the proposed communication campaign. We want to know if your campaign aligns with your bigger mission. Describe the impact you expect it to have. Will it raise awareness, drive policy changes, or mobilize your community? Be clear about how this campaign fits into your long-term goals.

Application Form: Section 3

Section 3: Your Communication Campaign Idea

Please describe your idea for the communication campaign. Please note that questions in this Section are used for assessment purposes only. The details and plans for the proposed communication campaign will be defined and further developed during the Communication Labs! Please also note that all questions in this section are limited to 250 words max.

- This Section help us understand your initial campaign idea. While the details of your campaign will be developed during the Communication Labs, we want to see if your idea aligns with the overall goals of the Labs and if it has the potential for impact.
- What are we looking for when evaluating these questions?
 - **Alignment with Objectives:** To what degree does the proposed campaign idea align with the goals of the Communication Labs?
 - **Addressing Societal Needs:** How well does the campaign idea target and address specific societal or community needs in Armenia or Georgia?
 - **Problem Definition:** How clearly and strategically are the specific needs or problems to be addressed defined within the campaign idea?
 - **Long-Term Effects:** To what extent is the proposed campaign capable of generating lasting effects beyond its immediate implementation (behavioural changes, legislative changes, etc)?
 - **Originality:** How novel and innovative is the proposed campaign idea in its approach to addressing the societal issue?

Application Form: Section 3

Section 3: Your Communication Campaign Idea

* 28. What issue do you want to address with your campaign and why it is important for your organisation, your community, or your country? (250 words max.)

* 29. What are the objectives of your proposed campaign? (Briefly outline what you want to achieve with your campaign, 250 words max.)

* 30. Briefly describe what you propose to do within your communication campaign (Briefly outline the main activities you plan, 250 words max.):

* 31. Who is the target audience for the proposed campaign, and why is it important to engage them (250 words max.)?

- This question is like the heart of your campaign. We're interested in the "why" behind your campaign. Why did you choose this particular issue? How does it connect with your organisation's values or your community's needs? Be clear about the importance of addressing this problem. Show us why it's a worthy cause.
- This question helps us understand where you're headed and what you want to achieve. We want to see clear, achievable objectives. Are you aiming to raise awareness, change a law, or mobilise a community? We're looking for specificity and realism.
- Outline the main activities of your campaign. How will you achieve your objectives? For example, if your campaign aims to promote literacy among children, your activities could include organising reading workshops, distributing books, and partnering with local schools.
- We're interested in how well you've studied your audience. Are they young adults, parents, policymakers, or a specific community? Explain why engaging them is vital for your campaign. Is it because they're directly affected, or they have the power to bring change? Be clear about who you want to reach and why they matter in achieving your campaign's goals.

Application Form: Section 3

Section 3: Your Communication Campaign Idea

* 32. Briefly outline the communication channels you plan to utilise and communication products you would like to produce, 250 words max.:

* 33. How do you ensure that your campaign can have a lasting impact? (Discuss the broader societal impact your campaign could have, contributing to positive change in society and community involvement, 250 words max.)

* 34. Highlight any unique or creative aspects of your campaign that will set it apart, 250 words max.

* 35. What is the overall estimated budget of your campaign (in EUR)? (Please note that a detailed budget will be developed at a later stage)

- This question helps us understand how you'll reach your audience and what tools you'll use. It's not just about saying "social media" or "posters". We're looking for specifics, e.g. what platforms, tools, and materials you want to use in your campaign.
- This question helps us see the big picture. We want to know if your campaign goes beyond short-term results and creates lasting change. Describe how your campaign can bring long-lasting benefits to society.
- This question helps us understand what makes your campaign special. Tell us how your campaign is different from others. Creative approaches can capture people's attention and make them remember your message.
- We're interested in a rough estimate. It doesn't need to be highly detailed at this stage. We want to ensure your campaign is financially feasible and that you have a basic understanding of its costs. Provide an approximate overall budget. This should cover major expenses like materials, events, or outreach.

Application Form: Sections 4&5

Section 4: Your Team for the Communication Labs

The selected organisations invited to participate in the Communication Labs will have to create a team of up to 3 participants (Lead Applicant + 2 representatives of the organisation, members of their network or partner organisations), who will be involved in campaign content development. Lead Applicant is considered as Team Member 1.

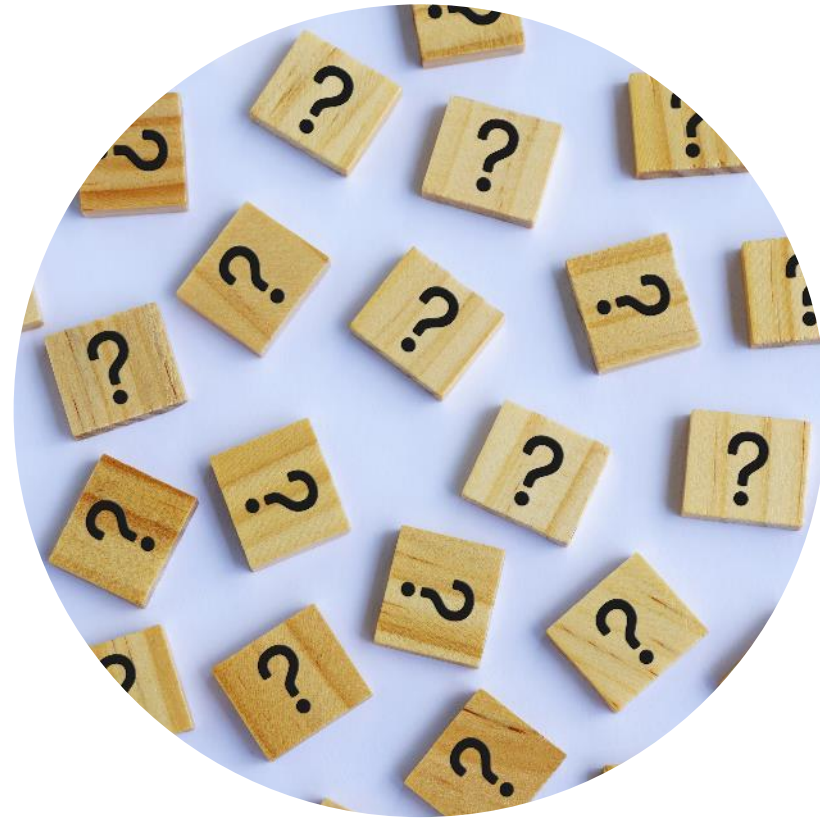
Can you at this stage identify your additional team members? If yes, please provide the following details? If no, please skip this question.

Section 5: Additional Information and Uploads

- Section 4 helps us determine who will be part of your team during the Communication Labs. We want to know if you've thought about your team members and if you can identify them at this stage.
- Section 5 allows you to highlight any potential challenges in your campaign and your ability to address them. It also offers an opportunity to showcase your organisation's commitment and capabilities.
- Don't forget to upload the Lead Applicant's CV in English to provide more context about qualifications.

Q&A Session

- Check the **answers to the most frequent questions** received from the potential applicants of the Communication Labs for CSOs from Armenia & Georgia:
<https://eapcivilsociety.eu/news/communication-labs-faqs.html>
- **Have more questions?** Feel free to reach out to us at dc@EaPCivilSociety.eu





Funded by
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Thank you for your attention!

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