



GUIDELINES FOR APPLICANTS

Call for applications for participation in

the Communication Labs for Civil Society Organisations (CSOs) from the Republic of Moldova

NOTICE

This is an open call for applications to participate in the **Communication Labs**, a dedicated capacity building programme for civil society organisations (CSOs) from the Republic of Moldova to develop and launch their own communication campaigns with EU support.

Applications for the Communication Labs are accepted online via the **application form** at <https://www.surveymonkey.com/r/2026-CommLabs>. The deadline for the submission is **23.00 (CET) on the 1st of July 2026**.

Please check the eligibility criteria before applying. When submitting their applications, the applicants must follow all instructions contained in the Guidelines and complete the online application form. Failure to submit the required information and documentation within the deadline specified may lead to rejection of applications.

Should you have questions regarding your application, please contact us at dc@eapcivilsociety.eu

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Background

The European Union is committed to supporting civil society in Eastern Partnership (EaP) countries (Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine) and, as such, channels part of its support through its **Eastern Partnership Civil Society Facility project (hereinafter “the Project”)**. In coordination with a range of projects and programmes, the EaP Civil Society Facility project sets out to strengthen the role and increase the capacity of civil society organisations (CSOs) and activists in the Eastern Partnership to engage in the policy-making processes and policy dialogue, promote reforms and public accountability, foster local democracy, local development, and engage citizens in public debate.

One of the tasks of the Project is to carry out country-specific communication campaigns which aim at raising awareness about the work of CSOs, and contribute to a positive public perception of CSOs as actors of change and community mobilisers. To complete this task, the Project will organise the **Communication Labs for 10 civil society organisations from the Republic of Moldova to help them develop and deliver their own communication campaigns**. The Communication Labs seeks to bridge the gap between CSOs and the wider public, fostering a more favourable environment for CSOs' activities and partnerships. By helping CSOs to develop their communication skills and strategies, the Comm.Labs will enable them to amplify their impact, enhance public awareness and understanding of their work, and strengthen their engagement with various stakeholders.

1. Communication Lab Objectives

Communication Labs (Comm.Labs) are a dedicated capacity-building programme supporting civil society organisations from the Eastern Partnership countries to develop and implement their own communication campaigns with EU support. The **2026 Communication Labs will focus on Moldovan civil society organisations and civic initiatives**.

As in previous editions, the 2026 Comm.Labs aim to equip CSOs with the tools, resources, and mentorship needed to design and implement effective communication campaigns that raise awareness about the work and impact of civil society and promote a positive public perception of CSOs as agents of change and community mobilisers.

In Moldova, the programme will focus on **strengthening CSOs' strategic communication capacities to support financial sustainability and diversify available resources**. Through campaigns promoting **public support of CSOs' work**, including by means of the 2% Designation Mechanism or any other forms of resource mobilization, participating organisations will strengthen public trust, encourage greater civic engagement and support, and reinforce the role of civil society in Moldova's development.

Up to ten (10) Moldovan civil society organisations will be selected to participate in the Comm. Labs with their campaign ideas. As a final stage of the capacity building programme, **up to three (3) campaign ideas will be selected to receive the EU funding for the implementation and launch**.

The Comm. Labs are designed to achieve several expected outcomes, including:



- **Enhanced Capacity:** Approximately 30 civil society representatives of Moldovan CSOs will develop a deeper understanding of effective communication strategies and gain practical skills in developing and implementing communication and advocacy campaigns. They will acquire knowledge and practice in audience analysis, messaging, storytelling, budgeting, media engagement, and campaign evaluation, while working on their campaign ideas.
- **Strengthened Networks:** The Comm. Labs will facilitate networking and collaboration among the participating civil society organisations and activists. Participants will have the opportunity to build connections, share experiences, and establish partnerships that can extend beyond the Labs.
- **Supported Campaigns:** Up to three campaign ideas will be supported and implemented with EU funding and will benefit from the expertise of the Project team, including the thematic expertise and promotion necessary for successful campaign production and launch.

2. Comm. Labs Implementation Process

Up to **10 Moldovan CSOs with ideas for communication campaigns** will be selected through this Call for Applications to participate in the Comm Labs. **Each organisation shall create a team of up to 3 participants** - representatives of the organisation, members of their network or partner organisations, who will be involved in content development for the campaigns. The total number of participants is 30.

The Communication Labs will consist of a series of capacity-building and content development activities (both online and offline), delivered by the Project team, Comm.Labs mentors and invited speakers.

Following the capacity building and mentorship sessions, participants will submit their final campaign ideas to the Selection Committee. The Project's Selection Committee **will select up to 3 campaigns to receive EU support for development and implementation.**

The Comm.Labs will have two major stages:

- Stage 1. Comm. Labs: Capacity Building, Mentorship and Content Development – **10 CSOs (September-October 2026)**
- Stage 2. Campaign Production, Implementation & Evaluation – **up to 3 CSOs (December 2026 – May 2027)**

Stage 1. Communication Labs: Capacity Building, Mentorship and Content Development

1.1 Capacity Building (Offline and Online) and Networking:

The Comm. Labs will start with a 2-day offline Kick-Off Session of the Comm. Labs in Chisinau, Moldova. The Kick-Off Sessions are preliminarily scheduled for the **2nd week of September 2026** (7-11 September). This event will be focused on: 1) introducing the programme, pitching the campaign ideas, networking and matchmaking of participants and mentors, and 2) building the participants' understanding of effective communication campaigns and establishing their



campaign objectives and goals. This practical session will be followed by individual mentoring sessions and a series of webinars.

1.2 Mentorship: Refining Communication Campaign Concepts:

The programme will continue with webinars and online teams' consultations with the Comm.Labs mentors. **Each team will work with a dedicated mentor** who will be helping the team to:

- Refine the concept and objectives of their proposed communication campaigns.
- Identify target audiences and key messages aligned with the overall goal.
- Develop strategies, campaign plans, and implementation timelines.
- Define campaign budgets, ensuring cost-effectiveness and resource optimisation.
- Prepare media outreach plans to maximise campaign visibility and engagement.
- Define Key Performance Indicators (KPIs) to evaluate the impact and effectiveness of the campaigns.

The webinars and teams' individual work with mentors will be organised in several modules delivered during September - October 2026. Each module will have one or more specific deliverables - key elements of a communication campaign strategy. By the end of the Comm.Labs, the teams will combine the deliverables from each module into their draft campaigns, which will include the campaign implementation plan, preliminary budget, draft campaign materials, draft media plan, and a list of campaign KPIs. Participating teams will submit their finalised campaign ideas to the Selection Committee.

Based on the potential impact and alignment with the Lab's overall goal, **the Selection Committee will propose up to three campaigns to be supported**. The decision of the Selection Committee will be submitted for approval to the Contracting Authority (the European Commission).

1.3 Final Presentation and Networking

A one-day Final Event will be organised in Moldova (preliminary in mid-November 2026), where participants will present their campaigns, and the Comm. Labs winners will be announced. **The selected CSOs (up to 3 organisations) will be invited for the 2nd stage of the Comm.Labs**. The decision of the Contracting Authority on the CSOs and campaigns to be supported (winners), and the amount of the financial support, is final.

Stage 2. Comm.Labs: Campaign Production, Implementation & Evaluation

The selected organisations will produce the materials for their communication campaign(s) under the supervision of the Project team. The Project will provide support and cover the costs of production and implementation of the selected communication campaign(s): design, printing/production, social media advertising, etc. Upon completion of the production phase, the selected campaigns will be launched through various channels.

The Project will implement a comprehensive monitoring and evaluation framework to assess the implementation and results of the communication campaigns. Key pre-defined metrics such as reach,



engagement, public perception, and awareness will be measured. Feedback from target audiences and stakeholders will be collected to gather insights and lessons learned.

3. Cost of Participation

The cost of participation in the Comm. Labs will be covered by the European Union.

4. Financial Support Available to Winner(s)

The type and amount of support for the winners for the production and implementation of the selected communication campaigns will be determined on a case-by-case basis depending on the needs, scope of the campaign, materials to be designed and produced, as well as in accordance with the terms of the memoranda of co-operation between the GDSI (the leader of the consortium implementing the EU-funded EaP Civil Society Facility project), and the successful CSO. **The expected maximum amount of support per campaign is EUR 8,000.** The funding for production and implementation of the campaign will be transferred to the official bank account of the successful CSOs. Please note that the funds are provided in euros and not any other currency.

5. Eligibility Criteria

Participation in the Comm. Labs is open to all officially registered civil society organisations in Moldova. Preference will be given to local and regional organisations rather than international NGOs. Also, preference will particularly be given to CSOs operating outside the capital, which have strong connections with their communities.

Participating organisations are required to be legally registered, as the programme includes mentoring, structured monitoring, and the implementation of funded communication campaigns, which require organisational accountability and the ability to manage resources transparently.

There are three sets of eligibility criteria relating to:

- (1) the Lead Applicant representing a CSO.
- (2) the applying civil society organisation.
- (3) the ideas of communication campaigns.

6.1 Eligibility of the Lead Applicant (representative of the applying CSO)

- Be a citizen of Moldova; in exceptional cases, citizens of other EaP countries are eligible.
- Be above 18 years old.
- Be a current member or employee of the official registered Moldovan civil society organisation (the CSO applying for this Call).
- Have a relevant role and level of responsibility within the organisation which would allow the applicant 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 to the communication campaign idea, and be able to lead the team with the skills required to develop and launch the campaign.

Please note that the Lead Applicant will need to attach the latest CV in English to the application form.

6.2 Eligibility of the Applying Civil Society Organisation

To be eligible for the Comm. Labs, the applying CSO must:

- Be officially registered and operating in Moldova.
- Should have a clear mandate and proven track record (at least two years) of contributing to social change, community engagement, policy development, etc. in Moldova.
- Be committed to actively engaging in all phases of the Comm. Labs, including capacity building, content development, and campaign implementation.

Preference will be given to local and regional organisations that demonstrate a collaborative and inclusive approach, particularly those engaging grassroots initiatives, rural-based organisations.

6.3 Eligibility of the Ideas of Communication Campaigns

The Comm.Labs in Moldova will focus primarily on **communication campaigns that strengthen the financial sustainability of civil society organisations and promote public support for their work.**

Proposed campaigns should be linked to the mission and activities of the applying CSO while incorporating a shared objective: encouraging citizens, communities, or other stakeholders to support CSOs through fundraising and other resource mobilisation mechanisms.

Inter alia, campaigns may focus on one or more of the following:

- the 2% Designation Mechanism;
- individual donations and recurring giving;
- community fundraising and crowdfunding;
- membership or supporter schemes;
- partnerships with local businesses or other fundraising mechanisms relevant to the organisation.

The topics and the formats of the campaigns should be proposed by CSOs in their applications. To be eligible, the proposed communication campaign idea should **meet the following criteria**:

- The campaign must be directly connected to the applicant organisation's mission and should address an issue or need relevant to the organisation's communities or beneficiaries.
- The campaign must contribute to strengthening the financial sustainability of the organisation and/or increasing public support for civil society.
- The campaign should promote directly or indirectly a positive image of civil society organisations as useful, trustworthy, and important actors in Moldova's development.
- The campaign should have the potential to create results and effects beyond its immediate implementation, for example, by increasing public awareness, attracting new supporters, or strengthening long-term fundraising capacity.



The proposed communication campaigns may include storytelling, social media and digital outreach, public events, community engagement activities, explanatory materials, videos, media work, fundraising drives, or other appropriate communication formats.

Campaigns should explain both the work and impact of the applying organisation and/or the broader role of civil society in Moldova, while encouraging the target audience to support the organisation through one or more mechanisms. For example, a campaign may:

- explain how the 2% Designation Mechanism works and why citizens should use it;
- encourage small regular donations to support a local initiative;
- promote community support for a specific social, environmental, cultural, or civic project;
- build a stronger supporter base around the organisation's mission and activities.

If appropriate and relevant, proposed campaigns may also be linked to wider national or international initiatives, important dates, or annual campaigns, such as Human Rights Day, International Volunteer Day, Environment Day, Anti-Corruption Day, International Youth Day, or other occasions relevant to the organisation's work.

When applying, applicants should provide a concise description of their proposed campaign, including:

- the objective of the campaign and the change it seeks to achieve;
- the fundraising mechanism(s) to be promoted (e.g. 2%, donations, crowdfunding, supporter scheme, etc.);
- the societal issue, community need, or organisational activity to which the campaign relates;
- the target audience(s);
- why the campaign is important and how it will help strengthen support for the organisation and/or civil society more broadly.

It is important to note that the campaign ideas submitted in the application are considered initial concepts. Selected organisations will further develop, refine, and improve their campaign ideas throughout the Comm. Labs with the support of mentors and experts.

Ineligible ideas of communication campaigns

The following types of campaigns are **ineligible**:

- **Political Propaganda Campaigns:** Campaigns that are designed to promote a specific political party, candidate, or ideology will not be eligible. The focus of the Communication Labs is on promoting civil society and positive societal change, rather than advancing political agendas.
- **Hate Speech or Discriminatory Campaigns:** Campaigns that promote hate speech, discrimination, or harm towards any individual, group, or community based on factors such as race, ethnicity, gender, religion, or sexual orientation will not be considered.
- **Campaigns aiming to proselytise:** the attempt of any religion or religious individuals to convert people to their beliefs.
- **Illegal Activities or Unlawful Behaviour:** Campaign ideas that involve or encourage illegal activities, unethical behaviour, or violations of laws and regulations will not be eligible for participation. The Communication Labs aim to support initiatives that contribute to positive and legal societal change.



- **Commercial or Business Promotion Campaigns:** Campaigns that solely aim to promote a commercial product, service, or business entity are not aligned with the objectives of the Communication Labs, which focus on promoting civil society and community engagement.
- **Personal Promotion or Vanity Projects:** Campaigns that primarily seek to promote an individual's personal brand, reputation, or achievements, without a clear and meaningful societal impact, will not be eligible.
- **Negative or Destructive Messaging:** Campaign ideas that spread negativity, fear, or destructive messages without offering constructive solutions or positive engagement will not be considered.

6. How to Apply and the Procedures to Follow

To apply for the Communication Labs, the applicants need to:

1. Check the eligibility criteria.
2. Collect all necessary supporting documents as described above.
3. Fill in the **online application form** at <https://www.surveymonkey.com/r/2026-CommLabs> and submit it before 23.00 (CET) on the 1st of July 2026.

Number of applications per applicants

The applicant may **not** submit more than one application for this Call for applications.

Language Requirements:

- **Language of Application:** English is the designated language for all aspects of the application process and communication with the EaP Civil Society Facility team (the organisers). This includes submitting the application form, correspondence with the organisers, and participation in any online sessions or webinars related to the Communication Labs.
- **Campaign Language:** The language of the campaign materials - whether written content, visuals, or audiovisual elements - should be tailored to the target audience of the campaign. To ensure the messages resonate effectively, materials should primarily be developed in the language(s) most accessible and relevant to the intended audience, ensuring clarity, understanding, and meaningful engagement.
- **Language of Communication with Teams and Mentors:** While the application and formal communication should be conducted in English, communication between participating teams and assigned mentors can be facilitated in the Romanian language (if possible). This approach is intended to create a comfortable and conducive environment for meaningful interaction and guidance.

Questions and requests may be sent by e-mail no later than five working days before the deadline for the submission of applications to dc@eapcivilsociety.eu.

To ensure the equal treatment of applicants, the Selection Committee cannot give a prior opinion on the eligibility of applicants or proposed communication campaign ideas.



No individual replies will be given to questions. All questions and answers as well as other important notices to applicants will be published at <https://eapcivilsociety.eu>. It is therefore advisable to consult the above-mentioned website regularly in order to be informed of the questions and answers published.

7. Steps and Criteria for Evaluation of Applications

All applications will be assessed according to the following steps and criteria.

Step 1: Administrative Checks of Submitted Applications

The following will be assessed:

- **Compliance with the submission deadline:** If the deadline has not been met, the application will be rejected automatically.
- **Application Completeness:** Ensure that all required sections of the application form are properly filled out.
- **Eligibility Check:** Verify that the Lead Applicant, applying CSO, and proposed campaign idea meet the specified eligibility criteria.

If any of the requested information is missing or is incorrect, the application may be rejected on that **sole** basis, and the application will not be evaluated further. The applications that pass the first administrative check will be further evaluated.

Step 2: Evaluation of CSO and Lead Applicant Capacity and Experience

The quality of the applications, including the capacity of the applicants, will be evaluated using the evaluation criteria in the evaluation grid below:

- **CSO and Lead Applicant Capacity:** Assess the applying CSO's track record, experience, and capacity in implementing relevant projects or initiatives.
- **Lead Applicant's Role:** Evaluate the Lead Applicant's role, responsibilities, and alignment with the organisation's goals.
- **Commitment to Participation:** Consider the CSO's and applicant's commitment and ability to actively engage in all stages of the Communication Labs.

Step 3: Evaluation of Communication Campaign Ideas

The communication campaign ideas will be evaluated using the evaluation criteria in the evaluation grid below:

- **Relevance to Objectives and Priorities:** Assess how well the campaign idea aligns with the EU priorities and the overall goal of the Comm.Labs
- **Impact and Clarity of Problem Definition:** Evaluate the potential impact of the campaign idea and connection between the identified problem and the proposed solution.
- **Long-term Effect:** Consider the potential for lasting impact, such as stronger public trust, increased civic participation, long-term supporter engagement, or sustained fundraising capacity, beyond the immediate campaign timeline.



- **Feasibility:** Asses how realistic and achievable the proposed campaign is in terms of its timeline, resources, budget, and capacity of the implementing organisation.

Scoring and Evaluation Grid:

Applicants will be scored based on the above criteria, with a maximum total score of 50 points. The evaluation process will be transparent, fair, and objective, ensuring that selected campaign ideas have the potential to create meaningful impact and contribute to the objectives of the Comm. Labs.

Applications will be examined and evaluated by the Selection Committee with the possible assistance of external assessors. Once the Selection Committee has completed its work, the list of applicants to be invited to the Communication Labs is submitted for approval to the relevant EC authorities.

The evaluation criteria are divided into headings and subheadings. Each subheading will be given a score between 0 and 5 as follows: 0 = no valid response / no relevance; 1 = very poor; 2 = poor; 3 = adequate; 4 = good; 5 = very good.



Subheading	Max. Scores	
1. CSO and Lead Applicant Experience and Capacity	Sub-score	15
1.1 Relevant Experience: To what extent does the CSO's mission and mandate align with the theme of the proposed campaign?	5	
1.2 Position and responsibility: How central is the Lead Applicant's role within the CSO, and how does it correlate with the objectives of the proposed campaign?	5	
1.3 Motivation and commitment: To what extent does the applicant demonstrate motivation and commitment to actively participate in the Comm.Labs?	5	
2. Relevance and Impact of the Campaign Idea		35
2.1 Alignment with Objectives: To what extent does the proposed campaign align with the goals of the Comm. Labs?	5	
2.2 Relevance to EU Priorities: How well does the campaign idea align with the EU's priorities for supporting the development of civil society actors in Moldova based outside of the capital?	5	
2.3 Addressing Societal Needs: How well does the campaign idea target and address specific societal or community needs?	5	
2.4 Clarity of Problem Definition: How clearly and strategically are the specific needs or problems to be addressed defined within the campaign idea? Is there a clear connection between the identified problem and the proposed communication approach?	5	
2.5 Contribution to Financial Sustainability: To what extent is the campaign likely to strengthen the organisation's financial sustainability and diversify its sources of support (e.g. through the 2% Designation Mechanism, donations, community fundraising, supporter engagement, or other realistic mechanisms)?	5	
2.6 Long-Term Effects: To what extent does the proposed campaign have the potential to create lasting effects beyond the campaign period, such as stronger public trust, increased civic participation, long-term supporter engagement, or sustained fundraising capacity?	5	
2.7 Feasibility: How realistic and achievable is the proposed campaign in terms of its timeline, resources, budget, and capacity of the implementing organisation? Does the applicant demonstrate a clear and realistic approach to implementation?	5	
TOTAL SCORE		50

The Selection Committee will shortlist up to 10 best scoring applications. The shortlisted participants will be informed by email of the evaluation results and invited to join the Communication Labs (see Section 2 "Communication Lab Implementation Process" for more details).

8. Intellectual Property Rights and Liabilities

Authors of the winning ideas of communication campaigns keep the intellectual property rights and subsequent liabilities with regards to the developed products, including the liability to observe international and national copyright laws.



9. EU Visibility

The CSOs receiving the EU funding must take all necessary steps to publicise the fact that the European Union has financed the selected communication campaigns. While implementing the selected communication campaigns, the CSOs receiving the EU funding must comply with the objectives and guarantee the visibility of the EU financing as specified in the Communication and Visibility Requirements for EU External Actions (https://international-partnerships.ec.europa.eu/knowledge-hub/communicating-and-raising-eu-visibility-guidance-external-actions_en). The selected CSOs will be provided with support from the EaP Civil Society Facility project team in complying with the EU visibility requirements, and furthermore, will be required to acquire prior approval from the EaP Civil Society Facility project team for use of any visibility materials.

10. Complaints

At any time during the process of applying for the Communication Labs, applicants may raise an issue or complaint. Complaints should be made in writing and submitted to the EaP Civil Society Facility team at dc@eapcivilsociety.eu with the subject title 'complaint'. A response will be sent within 10 working days. If the complainant is not satisfied with the response, the matter will be formally discussed with the representatives of the European Commission, and the team will respond accordingly.

11. Tentative Timetable of the Comm. Labs

Steps	Timeframe
For all participating CSOs	
Launch of the Call for Applications for CSOs	3 June 2026
Info Session for potential applicants	15 June 2026
Deadline to request clarifications on the Call	24 June 2026
Deadline for receiving applications	1 July 2026
Notification of selected applicants	3 August 2026
Comm.Labs 2-days Kick-off event	8-9 September 2026
Comm.Labs: participants work on their communication campaigns with mentors + online capacity building sessions	11 September - 15 October 2026
Submission of final campaign ideas for evaluation	16 October 2026 (TBC)
Communication Lab: Final events, announcement of campaigns to be supported	Mid/end November 2026
For CSOs receiving funding	
Finalisation and production of comm. materials for selected campaigns	December 2026 - January 2027
Selected campaigns' launch & implementation	End January - June 2027
Monitoring and evaluation of the campaigns	May - July 2027