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# Communication Labs for Civil Society Organisations from MOLDOVA

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- Info Session, 15 June 2026

**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](#) (Ireland)

**Timeline:** June 2021 – April 2028

**Website:** <https://eapcivilsociety.eu/>

01

## Capacity building activities

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

02

## Civil society fellowships

Community engagement fellowships and civic digital fellowships

03

## Civil society hackathons and civic tech activities

EaP Civic Tech ideathons and hackathons, development of digital solutions

04

## Civil society networking and ad-hoc support

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

05

## Country specific communication campaigns

Communication campaigns to improve the public image of civil society



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# Agenda

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



# Communication Labs: WHAT

- ✓ **A capacity building programme for Moldovan civil society organisations (CSOs):**
  - ✓ to get tools, knowledge and resources to implement effective communication campaigns;
  - ✓ to develop and launch their own communication campaigns with the EU support.
- ✓ **Approximately 10 civil society organisations** selected to participate in the Communication Labs with their campaign ideas.
- ✓ **Up to 3 campaign ideas will be selected for EU support of up to EUR 8,000 each.**

# 2026 Comm.Labs Focus

- ✓ CSOs increasingly need to diversify funding sources and strengthen financial sustainability.
- ✓ Many organisations do important work but struggle to communicate their impact to potential supporters.
- ✓ Strong communication helps build trust, visibility, and public support.

**This year's Comm.Labs focus on helping CSOs develop campaigns that connect their mission with fundraising and community support.**

# Communication Labs: WHY

- ✓ **Financial Sustainability:** learn how to communicate your impact, engage supporters, and promote fundraising mechanisms.
- ✓ **Enhanced Capacity:** training, mentorship, and guidance on effective communication strategies and 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 3 campaign ideas will be supported and implemented with the EU funding (EUR 8,000 max per campaign).
- ✓ **Strengthened Networks:** chance to collaborate with peers, experts, and mentors, fostering valuable networks and partnerships.
- ✓ **Increased Visibility:** opportunity to showcase CSOs' initiatives and achievements through the communication campaigns, reaching a wider audience and enhancing visibility locally and internationally.

# Communication Labs: HOW (1)

- ✓ **Application Phase (deadline for applications: July 1, 2026, 23:00 CET):**
  - ✓ 10 civil society organisations 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 (8 September – 15 October 2026)**
  - ✓ **Kick-off Event in Chisinau on 8-9 September 2026:** to know each other and mentors + intensive capacity-building exercises.
  - ✓ **Mentorship and Concept Refinement:** webinars and consultations with mentors. Each team will work with a dedicated mentor to refine their campaign concepts, identify target audiences, develop strategies, and outline budgets.
  - ✓ **Selection of Campaigns for Funding:** teams will submit their finalized campaign ideas to the Selection Committee. The most promising ideas (up to 3) will proceed to the next stage.
  - ✓ **A Final Event** (November 2026, TBC), where participants will present their campaigns, and the **top-scoring campaigns ideas will be announced.**



See the next slide for more details!

# Mentorship

- ✓ **Mentors will be assigned** based on the campaign topic, communication needs, and expertise required.
- ✓ **Individual work with mentors** will be organised into several modules in **September-October 2026**.
- ✓ Each module will have one or more **specific deliverables - key elements of a communication campaign**.
- ✓ By the end of the Lab, the teams will **combine the deliverables** from each module **into their final campaign ideas**.
- ✓ Participating teams will **submit their finalised campaigns** 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, **December 2026 – June 2027**)
  - ✓ Up to 3 civil society organisations will be selected for funding.
  - ✓ Selected CSOs will **sign memoranda with GDSI**; funds will be transferred to the CSO's EUR bank account.
  - ✓ **Production of campaign materials**: through our Project, the EU will provide support and cover the costs of production: design, printing/production, social media advertising, etc.
  - ✓ **Launch of the campaigns** across identified platforms based on the strategies and plans developed during the Comm. Labs (including social media, mainstream media, events etc.).
  - ✓ **Monitoring and evaluation** based on KPI developed during the Comm. Labs to assess campaign implementation and impact.
  - ✓ Selected campaigns will be required to comply with EU visibility requirements. Detailed guidance and support will be provided during implementation.

# What commitment is expected from participants?

- ✓ Participation in the kick-off event in Chisinau (**8 - 9 September**) – **2 full days**
- ✓ Regular online mentoring sessions (**10 September – 10 October**) – in average **3 hours per week**, depending on the individual schedule you will agree with your mentor
- ✓ Webinars and/or consultations with other mentors – up to **2 hours per week**
- ✓ Independent work on your campaign between sessions – it's up to you, but we expect your team will invest **at least 5 hours per week**
- ✓ Participation in the final event in November (date tbc) – **1 full day**

# Communication Labs: WHEN



## COMMUNICATION LABS FOR CIVIL SOCIETY ORGANISATIONS FROM THE REPUBLIC OF MOLDOVA

CRAFTING CHANGE TOGETHER:  
YOUR CAMPAIGN, OUR SUPPORT



**3 June** | 2026

Launch of Call for Applications

**24 June** | 2026

Deadline for requesting clarification

**1 July** | 2026

**Deadline for submitting applications**

**3 August** | 2026

Pre-selected CSOs are notified

PHASE

**1**

For 10 pre-selected organisations

**8-9 September** | 2026

Communication Lab Kick-off event in Chisinau

**September - October** | 2026

Pre-selected organisations work on their campaigns with mentors + online capacity building sessions

**16 October** | 2026

**Pre-selected organisations submit their campaigns for evaluation**

**November** | 2026

**Final event with announcement of campaigns to be supported**

PHASE

**2**

For up to 3 selected organisations

**December** | 2026 - **January** | 2027

Finalisation and production of communication materials for selected campaigns

**January - June** | 2027

**Selected campaigns' launch & promotion**

**May - July** | 2027

Monitoring and evaluation of the campaigns

# Selection process

- ✓ Check the **Guidelines for Applicants** (available [in English](#) and [in Romanian](#)) for the detailed steps and criteria for assessment and evaluation of applications. All applications will be assessed according to the following:
  - ✓ **Administrative Checks:** compliance with submission deadlines, completeness, and eligibility criteria.
  - ✓ **Capacity and Experience Assessment:** experience, capacity, and commitment of the applying CSOs and Lead Applicants will be evaluated.
  - ✓ **Campaign Idea Evaluation:** proposed campaign ideas will be assessed for relevance, societal impact, and feasibility.

# Eligibility of the Lead Applicant

- ✓ 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 for the communication campaign idea, be able to lead the team with the skills required to develop and launch the campaign.

# Eligibility of the Applying CSO

- ✓ Be officially registered and operating in Moldova.
- ✓ 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, particularly those operating outside Chisinau and organisations with strong links to local communities.

# Eligibility of the Campaign Ideas (1)

- ✓ **It's up to you** to propose a communication campaign that align with your CSO's mandate and expertise, and the needs of your communities!
- ✓ You can **apply with an initial/draft idea**. The Labs will help you refine and develop your concept throughout the programme.
- ✓ Campaigns may be implemented in any language(s) appropriate for their target audience(s).
- ✓ Your campaign should be **linked to the mission of your organisation** but should have a shared objective: **encouraging citizens, communities, or other stakeholders to support CSOs** through fundraising and other resource mobilisation mechanisms.
- ✓ Examples of the focus:
  - ✓ the 2% Designation Mechanism;
  - ✓ individual donations and recurring giving;
  - ✓ community fundraising and crowdfunding;
  - ✓ membership or supporter schemes;
  - ✓ partnerships with local businesses;
  - ✓ non-financial support (e.g. in-kind donations, volunteering, etc.)
  - ✓ other realistic fundraising or resource mobilisation mechanisms relevant to the organisation.

# Eligibility of the Campaign Ideas (2)

2. Relevance and Impact of the Campaign Idea		35
2.1 <b>Alignment with Objectives:</b> To what extent does the proposed campaign align with the goals of the Comm. Labs?	5	
2.2 <b>Relevance to EU Priorities:</b> 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 <b>Addressing Societal Needs:</b> How well does the campaign idea target and address specific societal or community needs?	5	
2.4 <b>Clarity of Problem Definition:</b> 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 <b>Contribution to Financial Sustainability:</b> 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 <b>Long-Term Effects:</b> 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 <b>Feasibility:</b> 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	

✓ Page 11 of the **Guidelines for Applicants:** available [in English](#) and [in Romanian](#).

# Examples of Campaign Ideas



## Example 1

Environmental NGO:

"Support clean rivers in Moldova through the 2% mechanism"



## Example 2

Youth organisation:

"Become a monthly supporter of youth leadership programmes"



## Example 3

Social services organisation:

"Help us provide services for vulnerable families"



## Example 4

Cultural organisation:

"Support local heritage projects through community fundraising"



## Example 5

Human rights organisation:

"Why independent civic organisations matter and how citizens can support them"

These are examples only. **We welcome campaigns connected to your mission and communities!**

# What We Do NOT Expect?

- ✓ A fully developed campaign strategy
- ✓ Professional communication expertise
- ✓ Final campaign materials
- ✓ Detailed budgets
- ✓ Perfect English

**We are looking for promising ideas and motivated organisations.** The purpose of the Labs is to help you develop your campaign.



# What Makes a Strong Application?

Good applications usually:

- ✓ Have a clear problem or need
- ✓ Connected to your organisation's mission
- ✓ Have realistic target audience
- ✓ Have clear fundraising/public support component
- ✓ Have a potential for long-term impact
- ✓ Have realistic implementation plan

Avoid:

- ✗ Trying to reach everyone
- ✗ Solving too many problems at once
- ✗ Very broad audiences
- ✗ Activities without a clear purpose
- ✗ Overly ambitious budgets or timelines
- ✗ Fully AI generated ideas

# Lessons from Previous Communication Labs

✓ **Narrow the focus of your campaign**

💡 *Tip:* The strongest applications usually focus on a specific challenge, target audience, and desired change.

✓ **Move beyond awareness to action**

💡 *Tip:* Ask yourself: *What do we want people to do after seeing our campaign?* and include a clear **call to action** encouraging audiences to do something specific.

✓ **It's not a project, it's a communication campaign**

💡 *Tip:* Focus on what change you want to achieve through communication and who needs to be reached to make that change happen.

✓ **Find time and ensure your team commitment**

💡 *Tip:* Before applying, make sure your organisation can dedicate sufficient time to capacity building events, mentoring sessions, and independent work between sessions.

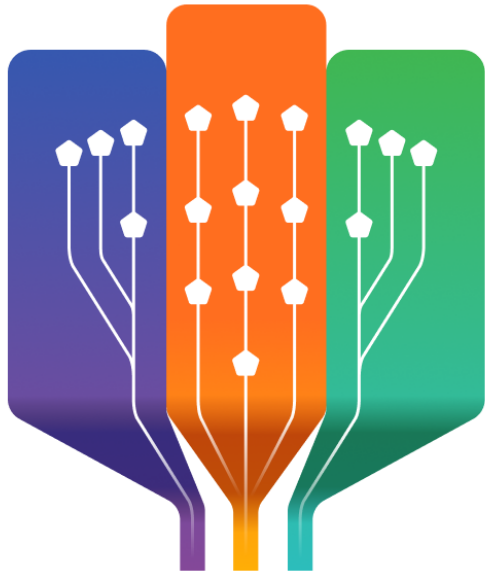
✓ **Define realistic objectives**

💡 *Tip:* Start with realistic objectives and build a campaign that is achievable with the resources available.

# Q&A Session



# Application Form



## COMMUNICATION LABS

FOR CIVIL SOCIETY ORGANISATIONS FROM THE REPUBLIC OF MOLDOVA

CRAFTING CHANGE TOGETHER: YOUR CAMPAIGN, OUR SUPPORT

### APPLY WITH YOUR IDEA FOR A COMMUNICATION CAMPAIGN

BEFORE  
JULY 1, 2026

[www.eapcivilsociety.eu](http://www.eapcivilsociety.eu)

- ✓ Read the Guidelines for Applicants: available [in English](#) and [in Romanian](#).
- ✓ 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 😊.

**Comm. Labs for CSOs from the Republic of Moldova**

Application Form

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

# 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

24<sup>th</sup> 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.”<sup>2</sup> 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”<sup>3</sup> “badly written”<sup>4</sup> or, in the words of Jordan Jack writing in the Yale Herald “the worst book I’ve ever read.”<sup>5</sup> *Limex.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.<sup>6</sup>

Other commentators suggested that the wiki was likely to be a failure, albeit a “delightful” one.<sup>7</sup> 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.”<sup>8</sup> A year on, he now says “it’s the best thing I’ve ever done ... but I would never do it again.”<sup>9</sup>

### 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 25<sup>th</sup>, 1995. He named it the “WikiWikiWeb” after the Hawaiian word for quick: “wiki wiki.”<sup>10</sup> The subject of his wiki was focused on the discussion and elicitation of patterns of collaboration in software development, and it still exists today.<sup>11</sup> He described it as “[t]he simplest online database that could possibly work,”<sup>12</sup> 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

the text and the organisation of the text can be freely changed then self-organising patterns would arise.<sup>13</sup> 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.<sup>14</sup>

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 1<sup>st</sup> 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.”<sup>15</sup> 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.<sup>16</sup> 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

## Comm. Labs for CSOs from the Republic of Moldova

### 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 organisation (CSO) and takes a leadership role in the application and subsequent participation in the Comm. 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.
  - ✓ 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 is important that at least one person in your team (the Lead Applicant) speaks English!
- ✓ It's also essential that the Lead Applicant commits 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 Labs to make sure that if selected you are available and dedicated to invest your time and make your campaign a success!

# Application Form: Section 2

## Section 2: Your Civil Society Organisation

Please note that only officially registered civil society organisations (CSOs) are eligible to apply for the Comm.Labs. **If you have a compelling communication campaign idea but your organisation is not registered, we encourage you to coordinate with a registered partner organisation or network that can apply on your behalf and jointly work on your campaign idea.** This is essential because, if selected for funding, a memorandum of understanding will be signed, and the allocated funds must be transferred to an official bank account held by a registered organisation to ensure proper financial management and accountability. Registration is also necessary to enable organisations to receive donations and benefit from fundraising mechanisms, where applicable.

- ✓ 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 Comm. Labs and if you have the background to create an impactful campaign.
- ✓ Your CSO:
  - ✓ is officially registered and operating in Moldova.
  - ✓ has a clear mandate and proven track record (at least two years) of contributing to social change, community engagement, policy development, etc. in Moldova.

# Application Form: Section 2

## Section 2: Your Civil Society Organisation

\* 18. Brief overview of your organisation's mission, objectives and activities, 250 words max:

\* 19. Have you previously implemented communication, advocacy or awareness-raising campaigns? If yes, please provide details and links for up to 3 examples, 250 words max:

\* 20. Has your organisation previously used any fundraising or public support mechanisms (e.g. 2%, donations, crowdfunding, memberships, fundraising events, etc.)? If yes, please briefly describe your experience, 250 words max:

\* 21. Please explain how participation in the Comm.Labs could strengthen your organisation's communication and fundraising capacities, 250 words max.

# Application Form: Section 3

## Section 3: Your Communication Campaign Idea

Please note that the campaign ideas submitted at the application stage are **considered initial concepts**. Selected organisations will further develop and refine their campaign ideas throughout the Communication Labs with support from mentors and experts. **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 Comm. Labs, we want to see if your idea aligns with the overall goals of the Labs and if it has the potential for impact.
- ✓ **Relevance to Objectives and Priorities:** how well the campaign idea aligns with the EU priorities and the overall goal of the Comm.Labs
- ✓ **Impact and Clarity of Problem Definition:** potential impact of the campaign idea and connection between the identified problem and the proposed solution.
- ✓ **Long-term Effect:** 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:** how realistic and achievable the proposed campaign is in terms of its timeline, resources, budget, and capacity of the implementing organisation.

# Application Form: Section 3

## Section 3: Your Communication Campaign Idea

\* 23. What issue, community need, or organisational challenge do you want to address with your campaign, and why is it important for your organisation and target audience?

\* 24. Which resource mobilisation mechanism(s) does your campaign aim to promote or strengthen (up to 3 max)? Examples may include:

- 2% Designation Mechanism
- individual donations
- recurring giving
- crowdfunding
- community fundraising
- supporter or membership schemes
- partnerships with local businesses
- non-financial support (e.g. in-kind donations, volunteering, etc.)
- other (please specify)

# Application Form: Section 3

## Section 3: Your Communication Campaign Idea

- \* 25. What are the main objectives and expected results/impact of your proposed campaign? Briefly explain what you want to achieve with your campaign:
- \* 26. Briefly describe what you propose to do within your communication campaign. Outline the main activities of your proposed campaign:
- \* 27. Who is the primary target audience for the proposed campaign, and why is it important to engage this audience?
- \* 28. Please describe the potential long-term impact of your campaign, including possible effects on public awareness, public trust, civic engagement, supporter engagement, or financial sustainability of your organisation. You are not expected to provide a lot of details, but please outline how you see the potential for long-term change:
- \* 29. What is the estimated overall budget of your campaign (in EUR)? Please note that a detailed budget will be developed at a later stage during the Comm.Labs:
- \* 30. Please provide a preliminary timeline for your campaign. Please note that campaigns selected for support are expected to start not earlier than January 2027.

# Application Form: Sections 4&5

## Section 4: Your Team for the Comm. Labs

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

## 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

- ✓ **Have more questions?** Feel free to reach out to us at [dc@EaPCivilSociety.eu](mailto:dc@EaPCivilSociety.eu)

## More information:

- ✓ Call for applications in English:  
<https://eapcivilsociety.eu/news/2026-comm-labs-moldova.html>
- ✓ Call for applications in Romanian:  
<https://eapcivilsociety.eu/news/2026-comm-labs-moldova-rom.html>





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# Thank you for your attention!

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