ICDC

Independent Countering Disinformation Centre

Innovation in information resilience

Stela Leuca, ICDC Executive director

ICDC
Independent Countering Disinformation Centre



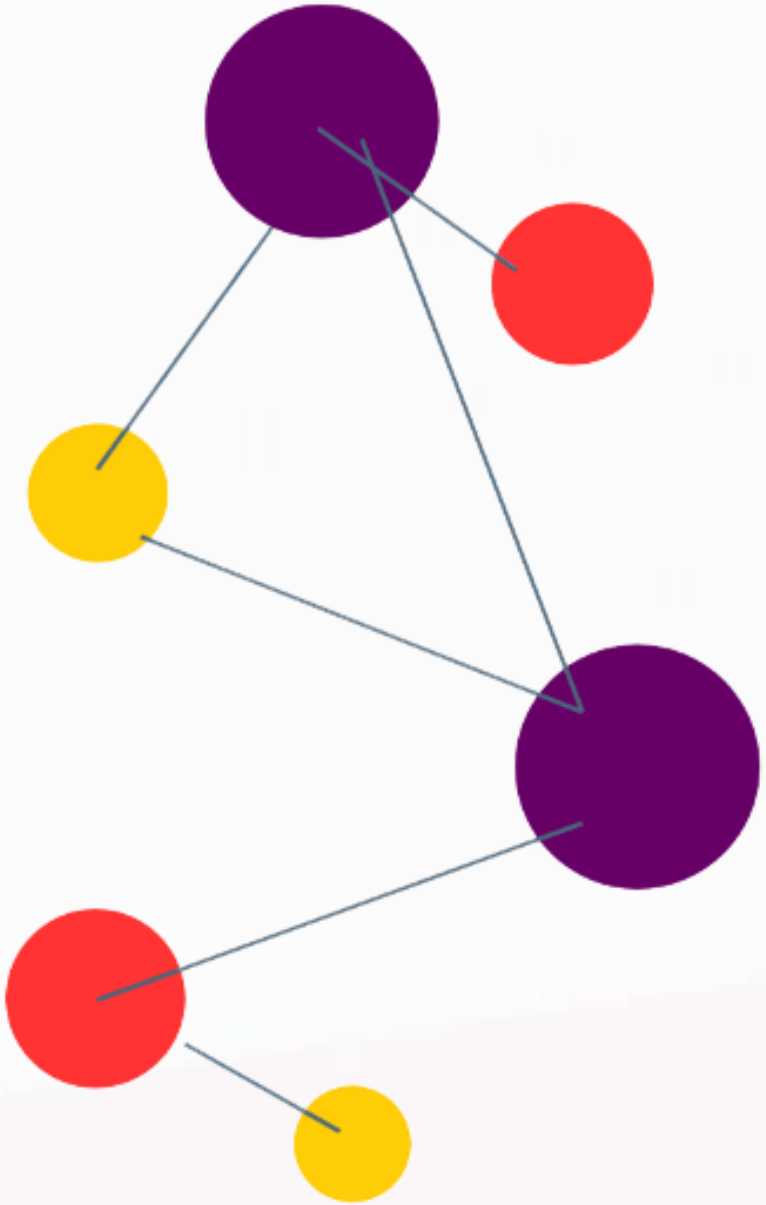
13 Moldovan civil society organizations, working together for the past three years, with complementary expertise in:

- media development
- civic education
- public policy
- security
- community resilience
- strategic communications
- youth engagement
- research

ICDC member organizations already have:

- experience working across Moldova
- trusted local thematic expertise
- established relationships with communities
- networks

ICDC
Independent Countering Disinformation Centre



- Think of ICDC as a **platform, connector and multiplier**.
- We bring organizations together where collaboration creates greater impact.
- We provide what individual organizations may struggle to access on their own:

coordination	technical expertise
organizational support	networking
knowledge sharing	targeted financial support
fundraising and partnership development	

- The goal is to make the **whole ecosystem stronger**, not just one organization.

ICDC
Independent Countering Disinformation Centre

What ICDC is *not*

- We are not creating another implementing organization.
- We do not want to compete with our members for the same donor funding.
- We are not trying to replace organizations that are already doing good work.
- We are not trying to centralize everything under one institution.

ICDC
Independent Countering Disinformation Centre

What ICDC is about

- **PURPOSE:**
  - strengthen Moldova's **information resilience**
  - counter foreign information manipulation and interference
  - strengthen the **capacity and sustainability of civil society**

- **KNOWLEDGE HUB:** Turns individual organizational capacity into collective capacity; addresses fragmented expertise, limited resources, and short-term funding.
- **NETWORK AND COORDINATION:** Enables shared infrastructure, joint initiatives, and wider community reach.
- **INSTITUTIONAL DEVELOPMENT AND GROWTH:** tailored organizational development and flexible funding.

ICDC
Independent Countering Disinformation Centre

INSTITUTE FOR WAR & PEACE REPORTING
IWPR

IWPR innovation in countering disinformation in Moldova

Building Resilience through Innovation and Collaboration (BRIC)

September 2024 – November 2026

ICDC
Independent Countering Disinformation Centre

Collaborative Projects & Small Grants

- Countering FIMI
- Youth civic and media engagement
- Media & Information Literacy awareness
- Narrative monitoring
- Electoral disinformation
- Content production with humor, social relevance, and creativity

ICDC
Independent Countering Disinformation Centre

Youth engagement: build skills, then engage in public conversation

Media literacy, practical production, newsroom experience and creator-led formats.

MEDIA LITERACY

Schools and young people

The Independent Journalism Centre and Moldova School of Journalism engaged students, teachers and schools through video-based media-literacy activities. A national competition received 50 submissions on manipulation and responsible information consumption.

TALENT PIPELINE

Training to newsroom

Youth Media Centre, TUK.md and Nord Press Club trained 15 young people from three parts of Moldova. Nine were selected for paid newsroom internships and produced 33 full videos plus 200+ short clips.

CREATOR-LED CONTENT

New voices and formats

The Influencer Academy trained 13 young influencers on disinformation, media skills and engaging storytelling. Three winners were selected for content-production grants; participants created 50+ videos.

ICDC
Independent Countering Disinformation Centre

Regional and language reach: meet audiences where they are

The collaborations used locally rooted partners, bilingual content, print, screenings and community discussion.

RUSSIAN-SPEAKING COMMUNITIES

Nokta + WatchDog.md

A 17-episode Russian-language podcast series, expert analysis, articles and bilingual short videos addressed elections, security and democratic processes in Gagauzia and other Russian-speaking regions.

REGIONAL STORYTELLING

Nord Press Club + Cahul 2030

Vox-pop videos, local stories and the documentary 'A Test for Democracy' were paired with public screenings and discussions, including a screening for around 80 people and two discussions with 58 students in Bălți.

MULTI-FORMAT REACH

TUK.md + eSP Bălți + Oral History Institute

24 analytical programmes, eight investigations, 101 short videos and 24 print supplements extended credible information to regional, Russian-speaking and older audiences, including around 14,000 print readers.

ICDC
Independent Countering Disinformation Centre

Evidence and listening: understand narratives before responding.

Research, community feedback and monitoring helped partners identify concerns and shape relevant responses.

NARRATIVE MAPPING

Zona de Securitate + WatchDog.md

A joint project mapped and analyzed more than 200 toxic narratives. The work included a map intended for closed sharing with partners and stakeholders to inform messaging ahead of elections.

COMMUNITY RESEARCH

Transnistrian-region residents

Zona de Securitate and WatchDog.md used focus groups and surveys on elections, geopolitical developments and reintegration. The second survey reached 419 respondents; explanatory videos generated 550,000+ views across both banks of the Dniester.

PUBLIC INFORMATION NEEDS

Community media literacy

The Association of Independent Press, Cahul 2030 and eSP Bălți delivered ten workshops and produced articles and explanatory videos on fakes, bots, scams and electoral manipulation, reaching 48,000+ readers and 62,000 viewers.

ICDC
Independent Countering Disinformation Centre

A broader portfolio: formats matched to the problem and audience.

These examples show the range of delivery models that can be connected through an

LOCAL MEDIA LITERACY

Community workshops

The Association of Independent Press, Cahul 2030 and eSP Bălți ran ten workshops for young people, teachers and vulnerable groups, supported by articles and explanatory videos.

JOURNALISM AND INVESTIGATION

Analysis across formats

TUK.md, eSP Bălți and the Oral History Institute combined analytical programmes, investigations, short videos and print supplements to serve audiences with different media habits.

PUBLIC-FACING STORYTELLING

Documentary and discussion

Nord Press Club and Cahul 2030 used vox-pop videos, a documentary and public screenings to create opportunities for local conversation about democracy.

CRISIS COMMUNICATION

Connecting local actors

The 2025 large project introduced local crisis-communication models linking authorities, media and civil society, alongside a bilingual practical guide.

Collaboration is strongest when partners contribute complementary audiences, access, skills, trust.

ICDC
Independent Countering Disinformation Centre

Institutional resilience: help local authorities communicate under pressure.

The large collaborative projects demonstrate how civil society expertise can support public-sector preparedness.

98%

local public administration teams reached

2025 PARLIAMENTARY ELECTIONS

Transparency International Moldova-led project

All 13 ICDC members contributed to a coordinated effort to strengthen local institutional communication and resilience.

PRACTICAL SESSIONS AND TOOLS

From training to preparedness

A bilingual practical guide and local crisis-communication models connected authorities, media and civil society.

2024 ELECTORAL PERIOD

WatchDog.md-led collaboration

Ahead of the EU referendum and presidential elections, ICDC members engaged approximately 800 people across 13 districts through community activities designed to counter electoral disinformation and support informed participation.

ICDC
Independent Countering Disinformation Centre

Grassroots information resilience

Discussion Clubs

Partnership with StratCom

Hackathons

Cullinary Show

CSO & influencer partnerships

Showcasing local expertise

ICDC

Independent Countering
Disinformation Centre

