PROJECT FACTSHEET

Funded by the European Union

Strategic Communication and Support to Mass Media (2023 - 2027)



Duration: 01.09.2023 - 31.08.2027

Countries:
Moldova

EU contribution: € 5 210 000

Total budget: € 5 210 000

Implementer:
Gopa Pace

Website(s): eu4moldova.eu

Social media:
facebook.com/EUDelegationMoldova,
instagram.com/euinmoldova/,
facebook.com/StratComMoldova,
instagram.com/europecafe_moldova/

Project description:

The Strategic Communication and Support to Mass-Media project aims to strengthen public understanding of the European Union's (EU) partnership with the Republic of Moldova, promote access to credible information, and reinforce democratic resilience. It builds on Moldova's progress in implementing the EU–Moldova Association Agreement and the priorities set out in the 2021–2027 Association Agenda, which frame cooperation in political, economic, and social reform.

Following the granting of EU candidate status to the Republic of Moldova in June 2022, the project plays a key role in communicating this new phase of EU–Moldova relations. It enhances awareness of the country's reform path and the tangible benefits of closer integration with the European Union, while fostering trust and understanding among citizens.

Additionally, the project supports the development of an independent, professional, and sustainable media environment, as well as the capacity of public institutions to communicate strategically and transparently. It complements the EU's broader assistance framework, including the Economic Recovery Plan and the Economic and Investment Plan for Moldova, both of which aim to strengthen resilience, good governance, and socio-economic progress amid regional challenges.

Expected results:

The project is expected to deliver:
• greater public awareness and understanding of EU support through evidence-based communication campaigns, research, and targeted outreach;
• improved media capacity to produce quality, fact-based journalism and counter disinformation at national and regional levels;
• enhanced access to trustworthy information via strengthened communication networks such as Europe Café, EU Information Centres, and Euro Clubs;
• stronger institutional communication capacities, contributing to the implementation of the Government's communication strategy and action plan;
• better coordination among communication stakeholders, including EU-funded projects, international partners, and media actors, ensuring consistent messaging and coherent visibility of EU actions in Moldova.