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CRISIS COMMUNICATION

HUMANITARIAN ACTIONS
IN THE REPUBLIC OF MOLDOVA



EU-Moldova

Stronger Together

Support to the Government of the Republic of Moldova to keep functioning through crisis

WHAT:

The announcement made by European Commissioner for Neighbourhood and Enlargement Olivér Várhelyi and European Commissioner for Crisis Management Janez Lenarčič about €5 + 15 million provided by the European Union to the Republic of Moldova for managing the refugee crisis and ensure immediate assistance to Ukrainian citizens who had to leave their country.

HOW:

Broad promotion on all social media platforms of the EU Delegation.

MORE INFO: <https://eu4moldova.eu/the-european-union-will-offer-e20-million-to-the-republic-of-moldova-for-managing-the-refugee-crisis/>

The European Union offers

€20 million

to the Republic of Moldova

for managing the Ukrainian refugee crisis

€15 million – support for the Government

€5 million – humanitarian aid

Emergency support (medical, fuel, food, refugee support)

WHAT:

1. EU4Moldova: Facility to support the health response to the COVID-crisis (WHO)

The European Union provided €550,000 to support the response to the refugee crisis. As a result the EU, through WHO, have donated a ton of essential medicines and medical products to the Ministry of Health under the WHO Emergency Mechanism. These are emergency kits with essential medicines and for non-communicable diseases. The humanitarian aid will be distributed by the Ministry of Health through the pharmaceutical depot "Sanfarm-Prim" according to the needs of medical facilities arranged in the refugee centers in Ukraine.

2. European Union Confidence Building Measures Programme V (2019-2023) (UNDP)

€130,000 have been reallocated from existing budget lines to a new activity to support the efforts of Moldovan National Authorities, local authorities and communities on both side of the Nistru river to respond to the needs of the refugees fleeing into the Republic of Moldova in the context of the military conflict in Ukraine. It comes as a response to the needs of local communities from both banks of the Nistru river to be able to receive and accommodate the refugees, and will include support in their transportation, temporary

accommodation, procurement of various products to cover their primary needs and any other emerging needs. The new activity is aligned with existing overall objective, expected results of the EU-CBM V programme, and complements the community development mobilization work undertaken the Component 2 of it, engaging actors from both riverbanks in cooperative activities.

3. EU4Moldova: Focal Regions (UNDP)

€100,000 EUR comes as a support package for Ukrainian refugees that were displaced to Ungheni and Cahul regions and includes support in their transportation, temporary accommodation, procurement of various products to cover their primary needs and any other emerging needs. It will contribute to enhanced capacities of local public authorities from the two focal regions to manage the influx of refugees and ensure social cohesion, as well as to a better response preparedness for emergency of different nature in the future.

4. EU4Moldova: Start-up city Cahul project (Swedish Embassy)

in partnership with the University of Cahul (USCH), workspaces for potential IT employees are being set up. In terms of involvement, USCH is offering the space, internet connection and some equipment, the Project is providing computer (temporary use) and dedicated staff for request collection, information and response to requests. Also, Start-up city Cahul will offer some activities for children refugees.

HOW:

Broad promotion on all social media platforms of the EU Delegation. The communication materials are under development to be distributed very soon.



UCPM. EU MS (Team Europe) providing support in kind

WHAT:

15 EU MS countries expressed the intension to provide humanitarian rapid response to refugees' influx to RM through EU CPM: one country bilaterally (€700,000 Lithuania) and other 14 countries in kind: France, Germany, Finland, Italy, Demark, Netherland, Austria, Spain, Croatia, Greece, Romania, Czech Republic, Sweden, Belgium.

So far, the aid has been successfully delivered by the following 9 countries: The Netherlands, France, Greece, Croatia, Denmark, Austria, Finland, Italy, Germany.



HOW:

Communication packages containing graphic visuals, photos and video materials showcasing to the general public the successful arrival of goods has been organized, coordinated with each EU MS Embassy and largely distributed on EUD and each country social media platforms.

The communication packages are available on EUD FB page here:

<https://www.facebook.com/EUDelegationMoldova>

Two official handover ceremonies have been organized by the Ministry of Interior with the communication support provided by EUD.

Handover event Netherland, France:

https://www.facebook.com/watch/live/?ref=watch_permalink&v=2139360952900053

Handover event Austria, Finland, Italy, Denmark:

<https://www.facebook.com/EUDelegationMoldova/posts/337807011724694>

EU MS Ambassadors combating disinformation and fake news

WHAT:

A joint video message of all EU MS Ambassadors residents in Chisinau has been developed and urgently produced as a response to disinformation messages circulating in the public space.

HOW:

The video was largely promoted through social media as well as by at least 10 media outlets (news portals and national and local TV channels).

The video message could be watched here:

<https://www.youtube.com/watch?v=EDTmvsQnGYs>



Support to Mass Media to fight disinformation

8 media outlets that are the most reliable national outlets and have national coverage will be commissioned to provide commercial/advertising spaces to generate visibility for the EU and EU MS actions in the context of the Russian aggression in Ukraine and to develop accurate content to fight disinformation and reflect accurately the EU assistance and humanitarian support offered to the Ukrainian refugees.

The leading commercial media outlets, whose income is mostly covered by revenues from advertising paid by commercial clients, are currently registering a massive crisis caused by the downfall of their advertising budgets, a situation which jeopardize their operations in the market. In particular, 60-70% of international and domestic advertising clients are limiting their advertising campaigns or withdraw advertising plans for an indefinite period. This situation is affecting TV stations, news online portals, newspapers – both, national and regional. The crisis is actually reflected and generalized at the level of the entire mass media market. Most part of the online portals and few TV channels from this category are on big risk of bankruptcy in a short-term perspective, because of impossibility to support the salaries and operational costs.

On the other hand, EU and EU MS are providing immediate and massive humanitarian assistance to help the Republic of Moldova manage the refugees' flows from Ukraine. Visibility for the assistance is essential to keep the public informed and to fight the disinformation attacks aiming to destabilize the population.

The 8 media outlets will be commissioned the following services:

- **TV stations:** advertising/media time for the broadcasting of the video materials reflecting EU assistance (humanitarian support), in particular the Team Europe support and combating disinformation
- **Online media outlets:** content production to reflect EU (humanitarian assistance/Team Europe support) and combating disinformation, as well as advertising space for banners/photo stories and video materials

Support to Government to fight disinformation and dealing with crisis communication

In order to strengthen the capacity of the Government in its effort to deal with crisis communication and in rapidly identifying and responding to fake news and broad disinformation news spread in social media, the following activities are going to be conducted:

- Communication trainings for communication staff of the Government (Ministers' communication staff) including contextual challenges for the public sector (i.e. energy crisis), crisis management and communication plans, tactics to counteract and dismantle fake news and message building;
- Support to counteract disinformation: daily monitoring of fake news in Media & Social Media and reporting to the Government;
- Organisation of press tours and offline events for journalists in order to brief media on accurate information regarding EU and EU assistance to the Republic of Moldova, good practices and success stories;
- Providing expertise for content development including success stories to reflect EU assistance and EU support to the Republic of Moldova, disseminate accurate information and dismantle fake news.

Activities are envisaged to be implemented starting March/April 2022.



Real Stories of Refugees provided to EEAS



WHAT:

Video stories and testimonials showcasing the impact of the war and the support provided by EU have been produced by StratCom in refugee camps in Chisinau and distributed largely by EEAS:

<https://www.facebook.com/EUDelegationMoldova/videos/1899643937090495/>

<https://www.facebook.com/EUDelegationMoldova/videos/1155821021838525/>

<https://www.facebook.com/EUDelegationMoldova/videos/363563408965350/>

<https://www.facebook.com/EUDelegationMoldova/videos/365672335564271/>
