

MOLDOVA

Team Europe for Strategic communication, media support and the building of resilience against disinformation



REGIONAL CONTEXT

Growing disinformation on aspects related to EU values and EU support provided to EaP countries and the Republic of Moldova.

Overall media freedoms situation has constantly deteriorated (2013 – 2020):

- Diversified media.
- Extremely politicised and polarised.

Advertising market dominated by advertising agencies owned by politicians.

Online news portals and social media are popular in Moldova.

Local independent online portals:

- Often understaffed.
- Cover superficially current events.
- Face financial problems.
- Rely on foreign donors.

TEAM EUROPE PROPOSAL

Raising awareness.

Countering foreign disinformation.

Enhancing the support for consolidation of abilities for investigative journalism.

Central emphasis: work with local media outlets to enhance their professionalism, independence and sustainability, including the financial one.

COMMON AREAS OF INTERVENTION

Media (freedoms and plurality)

TRANSFORMATIONAL POTENTIAL

Strengthen the EU's strategic communications in Moldova through a clear, story-based, tailor-made and effective messaging, and raising awareness of the positive impact of EU policies and actions, with the overarching message 'Stronger Together'.

Build resilience to disinformation and increase demand to quality news media by equipping citizens with adequate critical thinking and media literacy skills.

IMPLEMENTATION

- Whole of Delegation approach
- Consolidation of financial resources
- Communication specialists
- Continuous skills and capacity development
- Communication and visibility guidelines
- Multiannual strategic plans