APPROVED
Director of the Centre for Strategic Communication and Countering Disinformation

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2024 Work Plan
of the Centre for Strategic Communication and Countering Disinformation

Chisinau – 2024

	Indicators	Reference data 2024	Target 2024	Progress result	Law No 242/2023 on CSCCD	PD No 416/2023 Vision	Roadmap on NSS
General objective 1	State institutions respond effectively to FIMI events						
Indicator 1	National Information Resilience Index (NIRI)	0	Reference data collected (National Information Resilience Index piloted)		Article 7		
Specific objective 1.1.	Analysis and response instruments for countering disinformation and information manipulation in the public information space are developed and implemented						
Indicator 1	A unified mechanism for the monitoring and analysis of information risks in the public information space was developed and implemented	0	Draft Methodology for Risk Analysis in the information space developed		Article 8 (d)	p. 20 SO e)	
Indicator 2	Number of thematic/periodic analytical documents prepared and submitted to the relevant specialists	0	3		Article 8 (e)		
Indicator 3	Alert tool developed and implemented	0	EU Member States practices examined		Article 7 (b)	p. 20 SO c)	
Indicator 4	Share of recommendations on countering disinformation and information manipulation, resulted in concrete initiatives	0	Evaluation reports (thematic/annual)		Article 8 (e)		

Activities	Months												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
Examining best practices for analysis and response at international level			X	X	X	X							DASA
Developing the methodology of analysis					X	X	X	X	X	X	X	X	DASA
Internal capacity building and preparing monitoring and analytical reports (thematic, periodic)						X	X	X	X	X	X	X	DASA

Testing and adjusting the analytical methodology (developing reports)										X	X	X	DASA
Inter-institutional working group for coordinated response established and functioning (convened as required)										X	X	X	DASA

	Indicators	Reference data 2024	Target 2024	Progress result	Law No 242/2023 on CSCCD	PD No 416/2023 Vision	Roadmap on NSS
Specific objective 1.2.	**Favourable environment has been created to strengthen inter-institutional collaboration, aimed at effectively countering FIMI**						
Indicator 1	Single tool for analysing and assessing FIMI events in the public information space developed and tested	0	1 methodology developed				action 37.1.
Indicator 2	Share of relevant institutions actively engaged in applying the instrument and coordinating response actions	0	Trained joint group				
Indicator 3	Number of recommendations to amend the regulatory framework issued by the Centre	0	1 set developed				
Indicator 4	Share of recommendations for systemic actions to hybrid threats/FIMI events resulted in concrete initiatives	0	Analytical notes on the assessment of hybrid risks/threats prepared, and recommendations submitted to the competent institutions				action 37.1.

Activities	Month												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
Studying the practices of the EU Member State and identifying relevant national actors	X	X	X	X	X	X							LS
Creating and convening the inter-institutional working group (for the development of the unified analytical methodology)						X	X	X	X	X	X	X	DASA

Testing the unified analytical methodology (training, mentoring, coordination meetings, etc.) and adjusting as required										X	X	X	DASA
Analysing the developments in hybrid threats and FIMI, recommendations for Systemic Response addressed to the competent institutions	X	X	X	X	X	X	X	X		X	X	X	DASA
Public policy dialogue activities with decision-makers											X	X	DASA

	Indicators	Reference data 2024	Target 2024	Progress result	Law No 242/2023 on CSCCD	PD No 416/2023 Vision	Roadmap on NSS
Specific objective 1.3.	**Public institution employees are skilled at dealing with information manipulation, foreign interference and disinformation.**						
Indicator 1	Training programme drawn up and tested	0	Group of identified trainers/experts				action 37.1., 37.2
Indicator 2	Number and share of specialised employees of public institutions trained	0	30 %				action 37.1., 37.2

Activities	Months												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
Organising initial training for the inter-institutional group			X	X	X	X	X	X	X				DASA
Identifying national partners and developing thematic training modules on FIMI and threat analysis										X	X	X	DASA
Conducting continuous trainings on FIMI-related topics								X	X	X	X	X	DASA

	Indicators	Reference data 2024	Target 2025	Progress result	Law No 242/2023 on CSCCD	PD No 416/2023 Vision	Roadmap on NSS
General objective 2	**Society is more resilient to information threats**						
Indicator 1	National Information Resilience Index (NIRI)	0	Reference report drawn up			PD No 416/2023	action 43.2
Specific objective 2.1.	**State institutions have capacities for effective communication with the public**						
Indicator 1	Training programme drown up and tested	0	Training objectives set			p. 20, GO a)	action 39
Indicator 2	Number and share of specialised employees of public institutions trained	0	50 %			p. 20 SO a) b)	action 39
Indicator 3	Number of tools facilitating the organisation and management of the strategic/crisis communication process, drawn up and made available	0	5 (sectoral progress barometer, thematic guides and instructions, thematic communication guidelines, and other analytical and information products)		Article 8 (h) (i) (l)		action 39
Indicator 4	Tool for drafting the National Information Resilience Index developed	0	Methodology for the development of the Index developed and tested				

Activities	Months												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
Developing the NIRI system (setting objectives, indicators, etc.)	X	X	X	X	X								DRS
Ensuring the process of data collection and synthesis					X	X							DRS
Preparing the NIRI Report							X	X					DRS
Developing thematic strategic communication guidelines and establishing the dissemination mechanism for key beneficiaries, accompanied by dialogue activities									X	X	X		DRS
Developing sectoral strategic communication guidelines and establishing the dissemination mechanism for key									X	X	X		DRS

beneficiaries and dialogue activities.													
Capacity building of civil servants on strategic communication issues, institutional image protection, response to disinformation and FIMI, communication crisis management			X	X	X	X	X	X	X	X	X		DRS

	Indicators	Reference data 2024	Target 2024	Progress result	Law No 242/2023 on CSCCD	PD No 416/2023 Vision	Roadmap on NSS
Specific objective 2.2.	**Measures to enhance societal resilience and mechanisms to educate diverse professional groups on critical assessment of information and information risks are promoted**						
Indicator 1	Number of recommendations made and proposed to relevant institutions and development partners	0	Sectoral/thematic strategic guidelines developed		Article 8 (a) (b)	p. 20 SO d)	action 41.1
Indicator 2	Number of dialogue activities with policy makers, academia and CSOs aimed at enhancing social resilience and building mechanisms for educating professional groups	0	3		Article 8 (j)	p. 20 SO d), i)	action 37, 41

Activities	Month												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
Studying the findings of the NIRI Report									X	X	X		DRS
Mapping systemic/sectoral vulnerabilities				X	X	X	X	X					DRS
Drafting sectoral/thematic strategic guidelines to strengthen resilience				X	X	X			X	X	X	X	DRS
Dialogue activities with policymakers and academia aimed at enhancing social resilience and building mechanisms to educate various social groups (inter-institutional working groups)									X	X	X		DRS

Providing consultancy and expertise to the institutions responsible in the process of implementing Strategic Guidelines to Strengthen Resilience				X	X	X	X	X	X	X	X	X	DRS
Monitoring the implementation process of sectoral strategic guidelines aimed at enhancing information resilience									X	X	X	X	DRS

	Indicators	Reference data 2024	Target 2024	Progress result	Law No 242/2023 On CSCCD	PD No 416/2023 Vision	Roadmap on NSS
Specific objective 2.3.	**Increased public awareness of the dangers of disinformation and the importance of information resilience**						
Indicator 1	Number of campaigns implemented as a result of the coordination and guidance efforts carried out by the Centre	0	**1**		Article 8 (b) (c)	p. 20 SO h)	action 43.2
Indicator 2	Share of respondents aware of the campaigns carried out	0	Reference data collected				

Activities	Months												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
Reviewing sociological data findings and the NIRI Report, and drafting recommendations for social campaigns			X	X									DRS
Dialogue and coordination activities for the development and implementation of strategic communication campaigns, including campaigns promoting information resilience			X	X	X	X	X	X	X	X	X	X	DRS
Providing expertise in the development and wide dissemination of information and media products							X	X	X	X	X	X	DRS

	Indicators	Reference data 2024	Target 2024	Progress result	Law No 242/2023 on CSCCD	PD No 416/2023 Vision	Roadmap on NSS
Specific objective 2.4.	**Non-state actors, including media organisations, media platforms, technology platforms and civil society, and contribute to the integrity of the information space**						
Indicator 1	Number of information products developed and disseminated by the Centre to non-state actors	0	1 set		Article 8 (f) (g) j) l)	p. 20 SO d), j), k)	action 37.1
Indicator 2	Number of partnerships built with CSOs, media organisations and technology platforms	0	3			p. 20 SO e), g)	action 37.2

Activities	Month												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
Initiatives to engage with media, civil society, media platforms, technology platforms and other relevant actors			X	X		X	X		X	X			DRS
Systematic exchange of information							X				X		DRS
Identifying synergies and providing the necessary support in implementing campaigns aligned with the Centre's thematic areas			X			X			X			X	DRS
Producing analytical papers on major issues in detecting and stopping the spread of disinformation content												X	DRS

	Indicators	Reference data 2024	Target 2024	Progress result	Law No 242/2023 on CSCCD	PD No 416/2023 Vision	Roadmap on NSS
General objective 3	**The Centre is progressively contributing to countering disinformation and strengthening international information resilience**						
Indicator 1	Number of best practices in countering disinformation and strengthening information resilience identified and disseminated internationally	0	Practices in countering disinformation and strengthening information resilience identified				action 5-7
Specific objective 3.1.	**Development partners are systematically informed about information-related challenges and the efforts of state institutions**						
Indicator 1	Systematic outreach provided to development partners on the Centre's work	0	Six-monthly meetings – (2)				action 35.1
Indicator 2	Cooperative relations aimed at mobilising promoted expertise and assistance	0	Agreements concluded – (11)				action 35

Activities	Month												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
Planning and organising donor briefings			X		X		X		X		X		DDP
Presentations and exchange of information on the Centre's activities, identified challenges and solutions	X	X	X	X	X		X	X	X	X	X		DDP

	Indicators	Reference data 2024	Target 2024	Progress result	Law No 242/2023 on CSCCD	PD No 416/2023 Vision	Roadmap on NSS
Specific objective 3.2.	**National experience is promoted on international platforms on strategic communication, response to FIMI and countering disinformation**						
Indicator 1	Relations with similar institutions in the region and EU Member States are strengthened	0	Partnerships concluded – (3)		Article 8 (k)		action 5-8, 35, 37.2
Indicator 2	Recommendations for best practices shared within international forums	0	Participation in International forums – (15)				

Activities	Month												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
Study visits among similar institutions at regional and international levels			X			X	X	X		X	X	X	DDP
Developing of joint projects and actions to counter disinformation and increase resilience							X	X			X	X	DRS
Participating in international events on topics related to the Centre's mandate						X		X		X		X	DDP

	Indicators	Reference data 2024	Target 2024	Progress result	Law No 242/2023 on CSCCD	PD No 416/2023 Vision	Roadmap on NSS
General objective 4	**The Centre operates at a high level as an effective, efficient, well-governed professional institution**						
Indicator 1	Institutional Development Index (independent evaluation based on the recommendations set out in the roadmap)	0	Roadmap developed				action 35
Indicator 2	Categories of respondents aware of the existence and role of the institution	0	3 categories				
Specific objective 4.1.	**The Centre has impact assessment and strategic planning capabilities and tools**						
Indicator 1	Rate of IDI indicators operationalised	0	50 %				
Indicator 2	Number of Council meetings convened by the Centre and leading to decisions on the Centre's activity	0	2				

Activities	Month												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
Developing the Institutional Impact Assessment Framework (IAF)												X	LS
Developing strategic guidance framework on measures to enhance information resilience												X	DRS
Developing detailed research and analysis plan												X	DDP
Organising Council meetings				X					X				DDP

	Indicators	Reference data 2024	Target 2024	Progress result	Law No 242/2023 on CSCCD	PD No 416/2023 Vision	Roadmap on NSS
Specific objective 4.2.	**All processes and internal working procedures are described, institutionalised and implemented**						
Indicator 1	Degree (%) of achievement of DOTMLPF-I variables	0	50 %				

Activities	Month												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
Developing nomenclature of internal procedures								X	X	X			LS
Developing internal procedures									X	X	X	X	LS
Piloting internal procedures										X	X	X	LS
Adjusting procedures as appropriate												X	LS
Training of staff on the application of internal procedures										X			AS

	Indicators	Reference data 2024	Target 2024	Progress result	Law No 242/2023 on CSCCD	PD No 416/2023 Vision	Roadmap on NSS
Specific objective 4.3.	**The centre shall have sufficient staff, who shall be appropriately competent, motivated, satisfied with their workplace and results-oriented;**						
Indicator 1	% of employees related to the staffing plan	0	75 %				
Indicator 2	% of staff trained in carrying out statutory tasks	0	50 %				

Activities	Month												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
Identifying staff training needs					X	X							AS
Developing staff capacity-building plan							X						AS

Implementing staff capability-building plan							X	X	X	X			AS

	Indicators	Reference data 2024	Target 2024	Progress result	Law No 242/2023 on CSCCD	PD No 416/2023 Vision	Roadmap on NSS
Specific objective 4.4.	**The Centre is equipped with the technical infrastructure necessary to carry out its mission.**						
Indicator 1	% of technical equipment and infrastructure purchased for the actual needs of the institution	0	80 %				
indicator 2	The Centre operates on the basis of an information system which ensures functional needs with the necessary information and facilitates decision-making based on qualitative information, obtained quickly and easily	0	50 %				
Indicator 3	Active webpage	0	Webpage launched				

Activities	Month												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
Developing the roadmap to establish the Centre						X	X	X	X	X	X		AS
Developing the budget and procurement plan			X			X			X			X	AS
Continuous monitoring of the implementation of the budget and procurement plan						X			X			X	AS
Developing and design of the concept of the institution's webpage							X	X	X				DRS
Launching the webpage based on the concept										X	X	X	DRS
Organising the procurement and piloting services for developing the automated information system for efficient management of the institution's data and processes					X	X	X	X					AS
Implementing and monitoring the automated information system for efficient management of the institution's data and processes								X	X	X	X	X	AS

DASA Directorate for Analysis and Situational Awareness
DRS Directorate for Resilience Strengthening
DDP Directorate for Development and Partnerships
LS Legal Service
FS Financial Service
AS Administrative Service

Senior Consultant Directorate for Development and Partnerships

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" 29" March 2024