APPROVED
Director of the Centre for Strategic Communication
and Countering Disinformation



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17 January 2025

2025 Work Plan

of the Centre for Strategic Communication and Countering Disinformation

Chisinau - 2025

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	Indicators	Reference data 2024	Target 2025	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)	Reference data collected (National Information Resilience Index piloted)	National Information Resilience Index carried out		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	Draft Methodology for Risk analysis in the information space developed	The methodology has been tested and submitted for approval		Article 8 letter d)	p.20 SO e)	
Indicator 2	Number of thematic/periodic analytical documents prepared and submitted to the relevant specialists	3	7		Article 8 letter e)		
Indicator 3	Alert tool developed and implemented	EU Member States practices examined	Methodology concept developed		Article 7 letter b)	p. 20 SO c)	
Indicator 4	Share of recommendations on countering disinformation and information manipulation, resulted in concrete initiatives	Evaluation reports (thematic/annual)	Evaluation reports (thematic/annual)		Article 8 letter 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	X	X	X	X	X	X	X	X	DASA
Approving the Analysis Methodology				X	X								LS
Internal capacity building and preparing monitoring and analytical reports (thematic, periodic)	X	X	X	X	X	X	X	X	X	X	X	X	DASA
Testing and adjustment of the analytical methodology (developing reports)	X	X	X	X	X	X	X	X	X	X	X	X	DASA

Developing and testing the set of regulatory acts on the activation and operation of the alert and response instrument							X	X	X	X	X	X	DASA
Inter-institutional working group for coordinated response established and functioning (convened as required)	X	X	X	X	X	X	X	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
Specific Objective 1.2.	**Favourable environment created for enhancing inter-institutional collaboration, aimed at effective countering of FIMI/Disinformation**						
Indicator 1	Single tool for analysing and assessing FIMI events in the public information space developed and tested	1 methodology developed	Methodology tested and approved				Action 37.1.
Indicator 2	Share of relevant institutions actively engaged in applying the instrument and coordinating response actions	Trained joint group	Single functioning Platform				
Indicator 3	Number of recommendations to amend the regulatory framework issued by the Centre	1 set developed	1 set promoted				
Indicator 4	Share of recommendations for systemic actions to hybrid threats/FIMI events resulted in concrete initiatives	Analytical notes on the assessment of hybrid risks/threats prepared, and recommendations submitted to the competent institutions	Analytical notes on the assessment of hybrid risks/threats prepared and recommendations submitted to the competent institutions				Action 37.1.

Activities	Months												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
Studying the EU Member State practices and identifying relevant national actors	X	X	X	X	X	X	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	X	X	X	X	X	DASA
Organising training sessions for the inter-institutional group	X	X	X	X	X	X	X	X	X	X	X	X	DASA
Drafting recommendations for legislative amendments							X	X	X	X	X	X	LS

Testing the unified analytical methodology (training, mentoring, coordination meetings, etc.) and adjustment as required	X	X	X	X	X	X	X	X	X	X	X	X	DASA
Analysing developments in hybrid threats and FIMI/Disinformation	X	X	X	X	X	X	X	X	X	X	X	X	DASA
Public policy dialogue activities with decision-makers	X									X	X	X	DRS/DDP

	Indicators	Reference data 2024	Target 2025	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	Group of identified trainers/experts	Tested program proposed for implementation				Action 37.1., 37.2
Indicator 2	Number and share of specialised employees of public institutions trained	30%	20%				Action 37.1., 37.2

Activities	Months												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
Identifying national partners	X	X	X	X	X	X	X	X	X	X	X	X	DASA/DRS /DDP
Developing thematic training modules on FIMI and threat analysis			X	X	X	X							DASA
Testing the training modules						X	X	X	X				DASA
Finalising and implementing the training program								X	X	X	X	X	DASA
Conducting ongoing trainings on FIMI-related topics	X	X	X	X	X	X	X	X	X	X	X	X	DACS

	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)	Reference report drawn up	Annual report drawn up			PD No 416/2023	action 43.2
Specific Objective 2.1.	**Public institutions have the capacity to communicate effectively with the public**						
Indicator 1	Training programme drown up and tested	Training objectives set	Modules prepared and tested			p. 20, OG a)	action 39
Indicator 2	Number and share of specialised employees of public institutions trained	50%	75%			p. 20 OS a) b)	action 39
Indicator 3	No of tools facilitating the organisation and management of the strategic/crisis communication process, drawn up and made available	5 (sectoral progress barometer, thematic guides and instructions, thematic communication guidelines, and other analytical and information products)	4		art.8 h) i) l)		action 39
Indicator 4	The share of respondents who are satisfied with how government institutions communicate about major issues and challenges	Reference data collected	Positive trend			p. 20, GO b) SO f)	
Indicator 5	Tool for drafting the National Information Resilience Index developed	Methodology for the development of the Index developed and tested	Annual report prepared				

Activities	Months												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
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	X	X	X	X	X	X	X	X	X	DRS
Developing sectoral strategic communication guidelines and establishing the dissemination mechanism for key beneficiaries and dialogue activities.		X			X			X			X		DRS

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	X	X	X	DRS

	Indicators	Reference data 2024	Target 2025	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	Sectoral/thematic strategic guidelines developed according to NIRI - 5	Sectoral/thematic strategic guidelines developed according to NIRI - 5		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	3	4		Article 8 j)	p. 20 SO d), i)	action 37, 41
Indicator 3	Number of public institutions that implement measures to build social resilience	Inter-institutional working groups established	Institutional working groups functional				action 39

Activities	Months												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
Reviewing the findings of the NIRI report								X	X				DRS
Mapping systemic/sectorial vulnerabilities						X							DRS
Drafting sectorial/thematic strategic guidelines to strengthen resilience									X	X	X		DRS
Initiatives to engage with policymakers and the academic community, with the aim of enhancing social resilience and developing educational mechanisms for various social groups (inter-institutional working groups).		X	X	X	X	X	X	X	X	X	X		DRS
Providing advice and expertise to the institutions responsible for implementing strategic guidelines to strengthen resilience	X	X	X	X	X	X	X	X	X	X	X		DRS

Monitoring the implementation of sectorial strategic guidelines to enhance information resilience	X	X	X	X	X	X	X	X	X	X	X	X	DRS

	Indicators	Reference data 2024	Target 2025	Progress result	Law No 242/2023 on CSCCD	PD No 416/2023 Vision	Roadmap on NSS
Specific Objective 2.3.	**Enhanced public awareness of the threats posed by 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	**1**	2		Article 8 b) c)	p.20 SO h)	Action 43.2
Indicator 2	Share of respondents aware of the campaigns carried out	Reference data collected	Positive target				

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	X	X	DRS
Providing expertise in the development and wide dissemination of information and media products	X	X	X	X	X	X	X	X	X	X	X	X	DRS

	Indicators	Reference data 2024	Target 2025	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	1 set	2 sets		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	3 - (1)	Positive target			p. 20 specific objective e), g)	Action 37.2

Activities	Months												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	DRS
Systematic exchange of information			X			X				X			DRS
Identifying synergies and provision of the necessary support in implementing campaigns aligned with the Centre's thematic areas				X			X				X		DRS
Drafting analytical papers on major issues in detecting and stopping the spread of disinformation content												X	DRS

	Indicators	Reference data 2024	Target 2025	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	Practices in countering disinformation and strengthening information resilience identified	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	Six-monthly meetings – (2)	Six-monthly meetings				Action 35.1
Indicator 2	Cooperative relations aimed at mobilising promoted expertise and assistance	Agreements concluded – (11)	Active agreements				Action 35

Activities	Months												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
Planning and organising donor briefings	X		X		X		X		X		X		DDP
Presenting 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 2025	Progress result	Law No 242/2023 on CSCCD	PD No 416/2023 Vision	Roadmap 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	Partnerships concluded – (3)	Active partnerships		Article 8 k)		Action 5-8, 35, 37.2
Indicator 2	Recommendations for best practices shared within international forums	Participation in International forums – (15)	Sharing recommendations for best practices within international forums				

Activities	Months												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	X	X	X	X	X	DDP
Participating in international events on topics related to the Centre's mandate	X	X	X	X	X	X	X	X	X	X	X	X	DDP

	Indicators	Reference data 2024	Target 2025	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)	Roadmap developed - DONE	Intermediate development index				Action 35
Indicator 2	Categories of respondents aware of the existence and role of the institution	3 categories	5 categories				
Specific Objective 4.1.	**The Centre has impact assessment and strategic planning capabilities and tools**						
Indicator 1	Rate of IDI indicators operationalised	50%	60%				
Indicator 2	Number of Council meetings convened by the Centre and leading to decisions on the Centre's activity	2	4				

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

	Indicators	Reference data 2024	Target 2025	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	50%	75%				

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

	Indicators	Reference data 2024	Target 2025	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	75 % - (60%)	90%				
Indicator 2	% of staff trained in carrying out statutory tasks	50%	100% of the staff				

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

	Indicators	Reference data 2024	Target 2025	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	80% - CARRIED OU (80%)	100%				
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	50% - CARRIED OUT (50%)	100%				
Indicator 3	Active webpage	Webpage launched IN PROGRESS (80%)	Webpage updated				

Activities	Months												Responsible
	1	2	3	4	5	6	7	8	9	10	11	12	
Continuous development and consolidation of the Centre	X	X	X	X	X	X	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	X	X	X	X	X	X	X	X	X	AS
Developing and design of the concept of the institution's webpage			X										DRS
Launching the webpage based on the concept				X									DRS
Operating the automated information system for the efficient management of data and processes within the institution				X	X	X	X	X	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	X	X	X	X	X	X	X	AS

DASA – Directorate for Analysis and situational Awareness
DRS – Directorate for Resilience Strengthening
DDP – Directorate for Development and Partnership
LS – Legal Service
FS – Financial Service
AS – Administrative Service

Senior Consultant Directorate for Development and Partnership



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25 December 2024