

Logical framework and Activity matrix

Addendum N°1

Results	Results chain	Indicator	Baseline (value & reference year)	Target (value & reference year)	Current value* (reference year) (* to be included in interim and final reports)	Sources of data	Assumptions
Impact (Overall objective)	Overall objective: Counter disinformation and foreign information manipulation and interference (FIMI) in Georgia through the whole of society approach and audience-centric effective strategic communications						Not applicable
	Impact 1. More coherent and robust understanding of threats and vulnerabilities through the lenses of FIMI toolbox and harmonized with the EU methodology. Impact 2: Strengthened partnerships and the whole-of-society response to FIMI, disinformation and hybrid threats in Georgia. Impact 3: Increased societal resilience and reduced vulnerabilities among key audiences	Impact indicator 1: Increased networked collaboration measured through number of times data was shared with wider stakeholders, including the EU	0, 2024	15, 2026	N/A	EU FIMI reports, other high-level reports referencing data from the FIMI toolbox and the joint repository	Not applicable
		Impact indicator 2: Cases of cross-sectoral collaboration to respond to FIMI, disinformation and hybrid threats in Georgia (qualitative)	Select cases of such partnerships achieved through other counter-disinformation Actions	At least 5, 2026	N/A	External evaluation	
		Impact indicator 3: demonstrated shift in population segments of vulnerable audiences towards increased resilience (as measured through select set of indicator questions in regular surveys)	To be measured through the initial (baseline) national representative survey by CRRC Georgia. Approximately 33% of population showing significant vulnerability to disinformation based on other CRRC surveys measuring information integrity	10% shift within population segments towards from vulnerable to more resilient, 2026	N/A	CRRC surveys, specifically, analysis of select set of indicator questions regularly repeated through different waves of surveys, audience segmentation results	

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<i>Outcome (s) (Specific objective(s))</i>	<p>Specific Objective 1: Expanding shared knowledge of foreign interference and manipulation, by developing a FIMI toolbox, building robust evidence base, and deepening insights into audience vulnerabilities.</p> <p>Specific Objective 2: Strengthening the whole-of-society response to disinformation through building multi-stakeholder partnerships and empowering CSOs, fact-checkers, media, investigative journalists, academia, researchers, monitors, etc.</p> <p>Specific Objective 3: societal resilience to disinformation and propaganda through strategic communications, rapid response, and long-term audience centric communication campaigns.</p>						
	Outcome 1.1: Standardized, systematized, and shared knowledge around FIMI and disinformation.	1.1 – Number of organizations contributing to the joint repository	0, 2024	at least 5, 2026	0	FIMI toolbox and the joint repository	Civil society and media can operate freely and without pressure and can carry out crucial monitoring and research activities.
		1.2 – Number of emerging disinformation narratives and FIMI incidents detected	5, 2024	12, 2026	0	StratCom Team reports, StratCom guidance briefs for CSOs	
		1.3 – Number response actions documented within the response framework	2024	at least 25, 2026	0	the response framework	
	Outcome 2: Established multi-stakeholder partnerships between state and non-state actors, and various industries from civil society, media academia, private sector.	2.1 – Number of partners engaged in multi-stakeholder and sectoral meetings (disaggregated by sector, region, type of entity)	30, 2024 (CSOs currently coordinating with CSF)	at least 60, 2026	30	attendance sheets, mailing lists	Readiness of all actors to engage in good faith to address FIMI/ disinformation and make meaningful progress on the first of the nine steps set out by the EU. Openness to collaboration and partnerships.
		2.2 – Number of new actors engaged in interventions aimed at countering FIMI and	0, 2024	At least 10, 2026	0	Action's monitoring and evaluation reports	

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		disinformation in Georgia (disaggregated by sector, region, type of entity)					
	Outcome 3: Effective audience centric strategic communication that provide guardrails for decreasing impact of FIMI, disinformation and propaganda in Georgia.	3.1 – % Penetration of strategic communication campaigns (campaign recall through surveys), analysed across age, sex, and other demographic data	17%, 2023	50%	17%	CRRC surveys, questions on campaign recall	Public support to Georgia's EU integration remains high. Georgia remains committed to its declared path of EU integration and there are no dramatic shifts in foreign policy.
<i>Outputs</i>							
	1.1.1 FIMI toolbox developed 1.1.2 joint repository of FIMI and TTPs	1.1.1 Number and depth of FIMI incidents recorded through FIMI toolbox and joint repository	0, 2024	30, 2026	0	FIMI toolbox and joint repository	There is a willingness to share data and collaborate among the relevant members of the defender community.
	1.2 social media monitoring reports	1.2.1 Follow-up impact on SMM reports (i.e. takedowns by META, etc.)	5, 2024	8, 2026	N/A	META adversarial threats report, other reports referencing ISFED SMM reports	ISFED has unimpeded access to relevant monitoring tools and is able to carry out the continuous monitoring.
	1.4.1 research results (qualitative and quantitative)	1.4.1 Number of research conducted	0, 2024	16, 2026	0	Research reports	CRRC is able to carry out telephone surveys, there is acceptable response rate among interviewees and there are no significant reasons that would question
	1.4.2 key research findings reports	1.4.2 Number of times key research findings	0, 2024	30, 2026	0	Media coverage reports, links to the articles	

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		reports were covered in media					the reliability of CATI research.
	1.6 response framework developed	1.6.1 demonstrated learnings from the response framework (i.e. evidence of incidents prevented, or improved response) – <i>qualitative</i>	0, 2024	At least 2, 2026	0	External evaluation	Openness to collaboration and partnerships.
	1.7 annual FIMI reports	1.2.1 Number of times FIMI reports referenced by EU and other stakeholders in their reports	0, 2024	25, 2026	0	EU FIMI reports and other high level reports on FIMI and disinformation	
	2.1 quarterly stakeholder meetings	2.1.1 Number of people attending the stakeholder meetings (disaggregated by institution, sector)	0, 2024	200, 2026	0	Attendance sheets, registration lists	Readiness of all actors to engage in good faith to address FIMI/ disinformation and make meaningful progress on the first of the nine steps set out by the EU.
	2.2 regular sectoral meetings	2.2.1. Number of people attending the stakeholder meetings (disaggregated by sector, region, type of entity)	0, 2024	At least 200, 2026	0	Attendance sheets, registration lists	
	2.3 policy briefs on EU regulatory policy solutions	2.3.1 Number of discussions held on EU regulatory policy toward FIMI and disinformation	0, 2024	4, 2026	0	Discussion agenda, attendance sheets, photo and video evidences	

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	2.4 Annual FIMI conference	2.4.1 Number of attendees to the FIMI conference (disaggregated by institution, sector, gender)	0, 2024	At least 200, 2026	0	Conference registration sheets, photo and video evidences	There are no restrictions on travel due to health, political or security reasons.
		2.4.2 Number of coverage of the FIMI conference	0, 2024	50, 2026	0	Media coverage reports, links to the articles	
		2.4.3 Learnings and lessons shared among conference participants (qualitative)	0, 2024	At least 10, 2026	0	Conference program, its recording and livestream videos, interventions by speakers	
	3.2.1 strategic messaging framework	3.2.1 Number of FIMI or disinformation scenarios proactively identified and planned for by the StratCom Team	14, 2024	At least 30, 2026	0	Strategic messaging framework document	StratCom Team can operate without restrictions, third party experts are willing and able to participate and contribute to StratCom work, as required.
	3.2.2 regular strategic messaging guidance for civil society	3.2.2 CSO feedback on strategic messaging guidance (quantitative, qualitative)	N/A	90% satisfaction rate	0	Rapid survey, interviews, Action's monitoring and evaluation reports	Civil society and media can operate freely and without pressure.
	3.3 strategic communications campaigns	3.3.1 Number of long-term and rapid response campaigns implemented	4, 2024	At least 10	0	Campaign assets, communication	Access to media and social media is free from restrictive regulation.

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						channels, campaign strategy documents	Creative industry representatives and freelancers are able to work with and contribute to the strategic communications campaigns, as required.
		3.3.2 Number of people reached through campaigns	TBD, 2024	1,000,000	N/A	Social media analytics, estimates of rating and reach of other media channels used, photo and video evidence of any campaign events	
		3.3.3 Average campaign recall	17, 2024	25%	17	CRRC surveys, questions on campaign recall	

Activity Matrix

1.1 Developing FIMI toolbox and joint repository	<p>Means <i>The action is implemented by approximately 20 technical staff and around 15 administrative/support staff across the four applicant organizations – CSF, GGSA, ISFED and CRRC Georgia.</i> <i>The activities will be mainly implemented through and in the existed offices of these civil society organizations, including in some cases using the resource of regional offices (i.e. ISFED). Relevant office rent and consumable costs are part of the Action's budget</i> <i>Some partners require purchasing additional equipment such as tablet computers for surveys, laptop computers, projector and printer. Most of the project staff, however will be utilizing existing equipment already on the balance of the Applicant organizations.</i></p> <p>Costs <i>The total budget of the Action is 1,333,333.33 EUR, out of which, the requested EU contribution is 1,200,000 EUR, while the remaining 133,333.33 EUR is a CSF contribution</i></p> <p><i>Budget is distributed across budget categories:</i></p> <ul style="list-style-type: none"> - <i>Human Resources – 533,458 EUR</i> - <i>Travel – 11,500 EUR</i> - <i>Equipment and supplies – 11,912 EUR</i> - <i>Project offices – 18,065 EUR</i> - <i>Other costs and services – 551,170 EUR</i> - <i>Other (FSTP) – 120,000 EUR</i> - <i>Indirect Costs – 87,227 EUR</i> 	<p>Assumptions <i>Applicants are able to operate freely and without pressure. Their activities are not impeded.</i></p> <p><i>There are no regulatory or operational restrictions on EU funding to civil society actors.</i></p>
1.2 Social media monitoring		
1.3 Media Monitoring		
1.4 Regular research		
1.5 Continuous analysis of emerging trends		
1.6 developing response framework		
1.7 Annual FIMI and quarterly social media monitoring reports		
2.1 Multi-stakeholder platform and quarterly stakeholder meetings		
2.2 Regular sectoral meetings		
2.3 Building awareness on EU regulatory policy solutions		
2.4 Annual FIMI conference		
3.1 Coordination of the StratCom Team work		
3.2 Creation of strategic messaging framework		
3.3 Long-term and rapid response strategic communication campaigns		

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