



Open Information Partnership Grant Agreement

with

Georgia's Reforms Associates



Grant Agreement

1. OIP Grant Number	2. Amount	3. Term	4. Start Date	5. End Date
LMOIP086	£39,950.00	6 months	1 st April 2024	31st December 2024

6. Grantee

Legal name: Georgia's Reforms Associates
Address: Georgia, Tbilisi, 0112, Aghmashenebeli Ave. №189, 3rd floor
E: grass@grassgroup.org
Project Lead: Paata Gaprindashvili
E: Paata0207@gmail.com
T: +995 599545308

7. OIP Contacts

Contact: Elspeth Suthers
Position: Project Director
E: elspeth.suthers@zincnetwork.com

Contact: Nino Zedelashvili
Position: Project Manager
E: nino.zedelashvili@zincnetwork.com

8. Purpose and Activity

Project Title: Supporting EU-facts and Information Integrity in Georgia

Purpose:

Heading into Georgia's 2024 parliamentary elections, the spread of anti-Western disinformation poses a major challenge. There are threats about hostile influence operations, as well as certain domestic political actors weaponizing disinformation narratives and tactics. Key narratives likely to be exploited include attacks on Georgia's EU membership bid, along with sensitizing identity-related issues and fearmongering about the Ukraine war.

To counter the malign effects of anti-EU disinformation, the proposed project aims to continue an ongoing proactive public campaign about EU benefits while adding more content for managing accession expectations. Together with emphasizing EU membership benefits, the content will explain the EU membership process to build realistic timelines and help the target audience increase their immunity against disinformation. Moreover, this project will launch a voter education campaign to help the target audience identify and counter disinformation related to the electoral process and the use of electronic voting machines, among other recurring and ad-hoc disinformation topics and tactics.

The project aims to target a politically passive segment of Georgian youth aged 18-34, who represent nearly 1 in 5 young individuals in Georgia and are passively following the EU reform process and are politically disengaged. By leveraging FactCheck.ge's existing social media base and influencer network, we will reach the target audience through campaigns on platforms like TikTok, Facebook, Instagram, and YouTube. By highlighting personal relevance and fostering skills, we hope to motivate greater pro-EU civic participation and immunize against electoral disinformation among our target demographic. We will measure the progress via social media insights, sentiment analysis as well as online surveys to get additional feedback from the targeted audience.

Project objective:

The overarching goal of this project is to increase the resilience of politically disengaged Georgian youth against disinformation and malign information manipulations, especially in the context of upcoming elections. We aim to



do this by providing pre-bunking content and proactive communication interventions to support information integrity during the election period.

Specifically, we want to target nearly 20% of young people in Georgia who are politically inactive and help them to spot and avoid deception from anticipated disinformation techniques pre- and post-election. Also, by continuing to improve their understanding of how EU membership could positively impact their personal well-being, we hope to boost their motivation to participate in the elections and vote pro-EU. This accelerated path to realizing the personal benefits of EU integration is intended as an incentive for this demographic to get involved in civic life.

Outputs:

- Production of in-house short videos and posters (including vox-pops and other interactive formats such as social media challenge)
 - 20 videos on EU benefits (each viewed by 100K users, at minimum)
 - 10 videos on voter education (each viewed by 100K users, at minimum)
 - 15 digital posters on EU benefits & Voter Education (each reaching 50K users, at minimum)
 - 1 social media challenge (at least 15 participants)
- Partnerships with influencers and media
 - 15 videos by content creators that on average reach an audience of 100K users
 - 3 quizzes on On.ge (elections, electoral disinformation, EU benefits (each reaching 15K unique visitors)

9. Budget

Total budget is £39,950.00 to cover:

Deliverable	Unit cost	Quantity	Total (GBP)	
Short videos	312.33	30	9 370.00	
Videos by SM Influencers	1 098.33	15	16 475.00	Cost Reimbursable
Digital Posters	86.33	15	1 295.00	
Interactive quizzes	485.00	3	1 455.00	Cost Reimbursable
Social Media challenge/Contest	805.00	1	805.00	
Total			29 400.00	
Other Costs				
Promotion costs on Postcards (IG, FB,YT)	100.00	15	1 500.00	Cost Reimbursable
Promotion costs on Videos (IG, FB,YT)	300.00	30	9 000.00	Cost Reimbursable
Bank fee	50.00	1	50.00	Cost Reimbursable
Total			10 550.00	
Overall total			39 950.00	

Period: 9 months

Start date: 1st April 2024

End date: 31st December 2024

10. Authority and Responsibilities

This sum was awarded by the OIP Award Board and consists of these pages together with:

- Attachment A: Terms and Conditions
- Attachment B: previously signed Memorandum of Understanding

Funding is dependent upon the Grantee's continued membership of and participation in OIP. Any issues in contributing to OIP – including conducting research, monitoring, submitting summary reports - should be immediately raised with the OIP Programme Director.

Narrative and Financial Reporting Forms will be provided upon signing this document.



Any amendment to this agreement must be requested in writing and must be signed by an authorised representative of OIP.

11. Signatures

By signing this agreement, the Grantee assures that it will comply with all terms and conditions of this grant. Failure to comply with the terms set forth in this agreement may result in the withholding of payments, grant suspension, grant termination or legal recourse.



Georgia's Reforms Associates

Signature

Name

Title

Date

Pacita Gapiindashvili

Director

22.03.2024

Open Information Partnership

Signature

Name

Title

Date

Scott Brown

Scott Brown

Executive Director

22 March, 2024

12. Reporting Schedule

Narrative Reports			Financial Reports		
From	To	Due Date	From	To	Due Date
1 st April 2024	30 th June 2024	5 th July 2024	1 st April 2024	30 th June 2024	5 th July 2024
1 st July 2024	30 th September 2024	11 th October 2024	1 st July 2024	30 th September 2024	11 th October 2024
1 st October 2024	31 st December 2024	10 th January 2025	1 st October 2024	31 st December 2024	10 th January 2025

13. Payment Schedule

Payment Method: advance payment (bank transfer)

Schedule Date	Amount
1 st Instalment – upon signing the contract	10,000.00
2 nd Instalment – w/c 8 th July 2024 - Payment will be made upon submission and approval of the initial narrative and financial reports	10,000.00
3 rd Instalment – w/c 14 th October 2024 - Payment will be made upon submission and approval of the second interim narrative and financial reports	10,000.00
Final Instalment – w/c 13 th January 2025 - Payment will be made upon submission and approval of the final narrative and financial reports and respective financial evidence.	9,950.00
Total: £39,950.00	

14. Special Conditions

Currency payments to be made in GBP.



Evidence of outputs and costs reimbursable need to be submitted alongside reporting templates, to include video outputs, links to social posts, quizzes and influencer content alongside invoices and receipts for costs incurred.

15. Bank Details

Bank name: JSC TBC Bank
Bank address: 11 Chavchavadze., Tbilisi, Georgia
Bank account name: Georgia's Reforms Associates
Banks account number: GE08TB7796636180100003
Sort / SWIFT code: TBCBGE22
IBAN: GE08TB7796636180100003
Currency: POUND STERLING