

Communications & Advocacy for the SDGs-Engagement Facility

PROGRESS REPORT FOR 2020

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Project basic Information

Duration:	10-July-2019 – 31-December-2021
Budget for 2020:	US\$71,105
Donor:	UNDP
Coverage:	Republic of Moldova
Project Summary:	This project aims to support the advocacy process of adoption of the 2030 Strategy by the Government and Parliament of Moldova, raise awareness around the 17 Global Goals by engaging influencers and communicate widely the sectoral results of UNDP Moldova, by pitching stories to national and international media.
Objectives:	<ol style="list-style-type: none"> 1. Raise awareness about and advocate for the SDGs at national level 2. Help motivate partners/unlock financing for development 3. Attract international attention by telling a narrative about Moldova 4. (<i>Secondary objective</i>) Boost a communications culture at UNDP Moldova

Objective 1. Raise awareness about and advocate for the SDGs at national level

Action 1. Policy dialogues and media debates

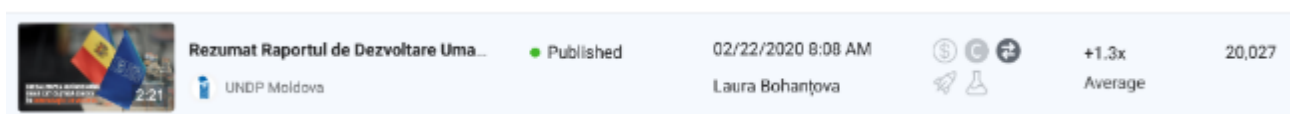
Human Development Reports

Human Development Reports represent an opportunity to launch conversations around inequalities. In 2020, two debates were conducted.

On 20 February 2020, on World Day of Social Justice, the Human Development Report for 2019 was launched, in the presence of the Prime Minister of Moldova and UNDP Deputy Regional Director. The [event](#) gathered 120 participants, which tackled multiple facets of inequalities and modalities to address these. The debate was [live streamed](#) and gathered more than 15,600 views.

Following communications deliverables were produced:

- [Press-release](#)
- [Video reportage](#) (20,027 views on Facebook)



- Video testimonials of 5 key speakers: [Prime Minister of Moldova](#); [UNDP Deputy Regional Director](#); [EU representative](#); [World Bank representative](#) and [civil society representative](#).
- Quote cards of 8 key speakers

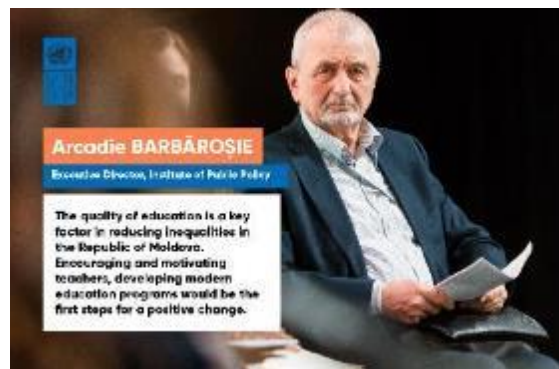




Simon SPRINGETT

UN Resident Coordinator

To address the inequalities in Moldova, we need to shift the historical development paradigm engaging not only the Government but all aspects of the society.



Arcadie BARBĂROȘIE

Executive Director, Institute of Public Policy

The quality of education is a key factor in reducing inequalities in the Republic of Moldova. Encouraging and motivating teachers, developing modern education programs would be the first steps for a positive change.



Oleg BARCARI

UN Resident Coordinator, Office of the UN Resident Coordinator, Office of the UN Resident Coordinator, Office of the UN Resident Coordinator

The Social Aid is a program that started 10 years ago with one of the best programs in South East Europe on targeting disadvantaged people and families. A new provision was implemented for extending social services to ensure that helps as best in view and support the first two poorest population groups from the country.



Anna AKHALKATSI

Country Manager of Moldova, World Bank

There are three main characteristics that drive to non-income inequality, these are parental education, urban and rural birth place that defines your opportunity to get a better job and gender.



Natalia VLADICESCU

Coordinator of the qualitative studies department, CBS-Research

It is important to study the poverty of those who already work in the Republic of Moldova. There is a larger population group, such as: educators, cooks, nurses, from the rural areas, who although they work, they are disadvantaged.



Marco GEMMER

Head of Operations, European Union Delegation to the Republic of Moldova

Development should be community-centered and human-centered. All our programs contribute to the implementation of the Sustainable Development Goals in the Republic of Moldova.



- [Interview at Radio Free Europe of UNDP Deputy Regional Director](#)

Overall, the event was covered in 21 media pieces.

The 2020 Human Development Report (HDR), "The Next Frontier: Human Development and the Anthropocene" came with an experimental new lens, noting that people and planet enter an entirely new geological epoch, the Anthropocene or the Age of Humans.

On 17 December 2020, the report was [presented at a regional signature event](#), with the Minister of Foreign Affairs and European Integration of Moldova delivering remarks at high-level segment. A video testimonial with the Minister was produced and [promoted on Facebook](#).

To tackle the influence of humans on the planet and the impact of climate on human development, UNDP Moldova convened a press-club meeting of the Association of Environmental and Eco Tourism Journalists. The [event](#) took place on 18 December 2020 and was [streamed live on Facebook](#), with more than 7,900 views. 16 journalists attended the event.

Overall, HDR 2020 was covered in 8 media pieces.

Few social media assets were localized and promoted on social media.



Socio-economic impact assessment of COVID-19

A series of inequality talks were planned for 2020 as follow-up of the February Human Development Report event, however considering the pandemic crisis, the focus shifted towards the socio-economic impact assessment (SEIA) of COVID-19.

A first debate related to the strain of the crisis covered remittances subject and was conducted on 15 July 2020, [an article](#) and [video reportage](#) (48,742 views on Facebook) being produced to highlight main conclusions. The debate was based on a joint statement of Switzerland, the United Kingdom, the World Bank, IOM, UNDP and UNICEF, that [have called on the Moldovan authorities to adopt a set of measures](#) that will make remittances more accessible to the population.



To promote the results and policy recommendations of SEIA, following communications assets/events were produced/conducted:

- [Press-release to announce the start of assessment](#)
- [Joint press-release with the State Chancellery to communicate the final assessment](#)
- Launching event of SEIA (1 December 2020), [live streamed](#), with 6,249 views
- Policy dialogue on MSMEs (19 October 2020): follow-up [video reportage](#) (11,873 views on Facebook) and [article](#) were produced



- [Layout of the report](#) and customized deck for national authorities and [media](#)
- Infographics on vulnerable groups: [Romanian](#) and [English](#)
- Infographics on economic sectors: [Romanian](#) and [English](#)
- Illustrations to highlight policy recommendations for vulnerable groups: [Romanian](#) and [English](#)
- Illustrations to highlight policy recommendations for economic sectors: [Romanian](#) and [English](#)
- [Vox populi](#), with 12,876 views on Facebook



- Video testimonials from author and key partners: representatives of [UNDP](#), [UNFPA](#) and [State Chancellery](#)

Overall, SEIA was mentioned in 48 media pieces.

Orange Alert. The pandemic has not put on hold gender-based violence

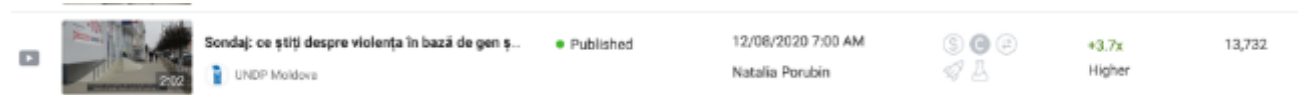
During 16 days against violence against women, [a policy dialogue event](#) around the emerging of gender-based violence during pandemic – *Orange Alert. The pandemic has not put on hold gender-based violence* – was conducted on 7 December, in hybrid mode, in Comrat and online. Representatives of international organizations and NGOs, professionals in the field of preventing gender-based violence – 70 participants have discussed about the challenges, as well as the efforts made for reducing the violence against women, in two panels of discussion:

- Preventing and combating violence against women and girls in Gagauzia - learning from local solutions;
- Access to justice for women and girls affected by violence: challenges and solutions.





The event integrated [a vox populi in Comrat](#), showcasing voices of people and their opinions on gender-based violence phenomenon. The video had 13,732 views on Facebook.



The recording of the event [was premiered](#) on Facebook. Main highlights were promoted in an [article](#) and [video summary](#) (13,028 views on Facebook).



See below few photos from the event.



Action 2. SDG Integrator campaign

“Let us build the future we want beyond COVID-19” was the subject of a campaign to highlight the need of the next Decade of Action to focus on sustainable recovery and to position UNDP as a key stakeholder in that endeavor.

Following deliverables were produced:

- 8 localized social media cards to promote the UNDP75 survey, that calls for ideas and pledges to build forward better: <https://undp.un75.online/>



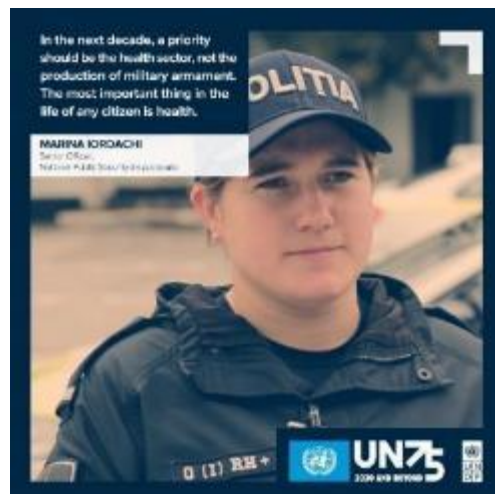


Overall, the cards had an average social media reach of 8,400 people.

- Quote cards and video testimonials with 5 influencers, as part of a campaign started on 24 October, on United Nations Day:
 1. [Marina Iordachi \(police officer, chief of police bike patrol, Chisinau\)](#)
 2. [Serghei Legheida, Water Sports Association](#)
 3. [Elena Crismari, civic activist](#)
 4. [Igor Hincu, toymaker](#)
 5. [Vladislav Kaim, Youth Advisor on Climate Change to the UN Secretary General](#)

Quote cards were developed to highlight key messages:







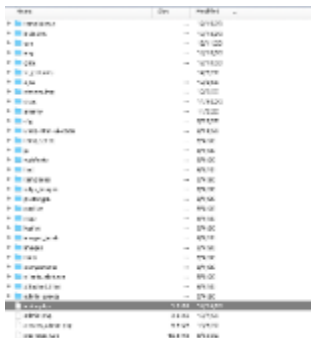
The overall impact of the social media cards is 75,536 persons, while for the videos – 645,000 people, 168,000 out of them interacting with the content.

Go to Campaigns to see more communications efforts meant to promote UNDP's integrator role.

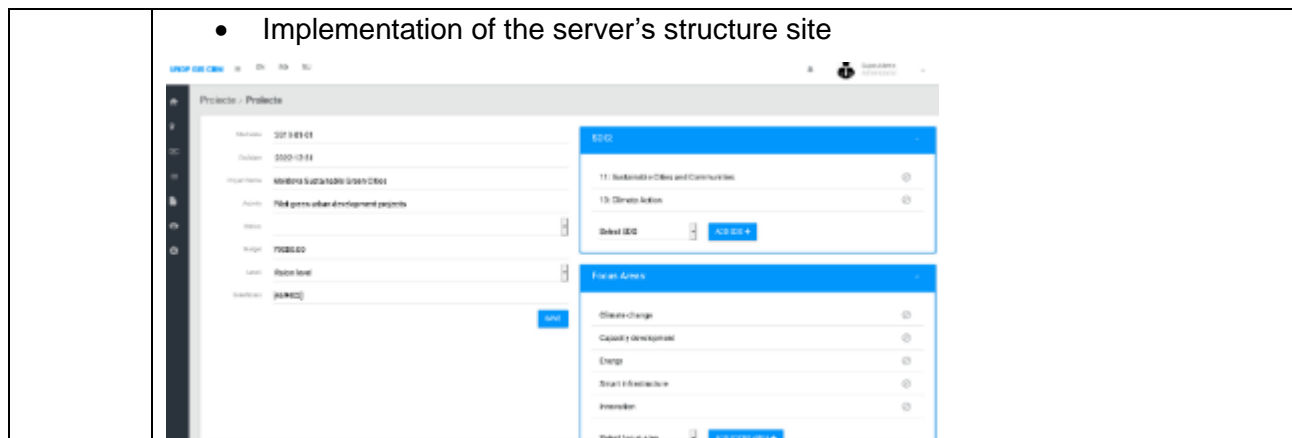
Action 3. Interactive map of projects

The GIS map of UNDP projects, started being developed in 2019, was built, while testing and training will be conducted in 2021.

In 2020, following actions were taken to improve the 2019 prototype, which made possible the final deployment of the platform.

Phase	Action
Design	<p>Development of new design features: regions tab, overview of data by region, map shapes of districts, interactive pie chart</p>  
Testing and launch	<ul style="list-style-type: none"> • Development of administrative interface • Finalization of homepage and other frontpages • Versions of visualizations deployed • Implementations of interventions catalogue • Implementation of advanced search module 

- Implementation of the server's structure site



All stages were supervised by an individual consultant, who provided recommendations for improvement and assured the quality of all works by:

- Prototype data-set investigation, succeeded by high definition data mining, inaccuracy data identification and excluding of errors;
- GIS application testing after massive data import.

Hosting was procured for 1 year, in 2021 pending purchase of domain and license for maps use from Amcharts (onetime payment). Google Analytics to measure impact will be installed.









To operationalize it, focal points on insertion and validation of data need to be nominated and trained. The external launch of the map should be accompanied by a communications campaign.

Action 4. Climate action









Considering the restrictions to contain the spread of the novel coronavirus, the [Environment Festival](#) was conducted online, consisting of 3 days of debates, workshops, talks, exhibitions and concerts.

Following products/events were developed/conducted by UNDP, as part of this festival, organized in partnership with the Ministry of Agriculture, Regional Development and Environment and the Association of Environmental and Eco Tourism Journalists:

- [Video spot "It's time for nature"](#) (45,898 views on Facebook)

Post	Post Status	Published	Details	Distribution	3-Second Video V..
 Ziua Mediului 2020: E timpul pentru natură Ziua ... UNDP Moldova	Published	05/05/2020 8:00 AM Laura Bohanțova	  	+6.8x Higher	45,898
 Tehnologii și agenți frigorigeri alternativi Gazele ut... UNDP Moldova	Published	05/05/2020 4:00 PM Laura Bohanțova	  	+1.8x Higher	8,729

- [Public debate on use of electric cars](#) (13,105 views on privesc.eu [live stream](#))
- [Public debate on role of bees for biodiversity](#) (13,441 views on Facebook)

 Albinile și biodiversitatea, de ziua mediului Deși ... UNDP Moldova	Published	06/05/2020 5:00 PM Artur Corhences	  	+1.3x Higher	13,441
 Incendii vegetație Incendii distrug biodiv... UNDP Moldova	Published	06/05/2020 3:00 PM Laura Bohanțova	  	+2.2x Higher	17,536

- [Debate of the Nistru cross-river environmental platform](#) (822 views on Facebook)

 Platforma ecologică transriverană în râurile din ... UNDP Moldova	Published	06/05/2020 9:30 AM Laura Bohanțova	  	-3.1x Lower	822
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- [Press-release](#)

Overall, the festival had an average reach of 89,308 people.

The peak was the organic reaction to few videos cross-posted from partners, showing the fatigue of COVID-19 related risk communications and need for complementing it with topics about nature, mental health etc.

Post	Post Status	Published	Details	Distribution	3-Second Video V...
 Calitatea apei de la Izvorul Tamarei Izvorul Tama... UNDP Moldova	Published	06/05/2020 4:32 PM Laura Bohanțova	   	+72.9x Higher	222,055
 Vizită în Grădina Moldovei Mariana Seremet și M... UNDP Moldova	Published	06/07/2020 2:00 PM Laura Bohanțova	   	+371.4x Higher	1,017,041

In December 2020, UNDP Moldova launched the Mission 1.5 climate game in Romanian language: <https://bit.ly/misiunea1punct5>. This milestone was communicated by a [press-release](#).

To promote its use among youth, a campaign started, engaging 4 influencers:

1. [Catalina Gurghis, 12 years, pupil](#)
2. [Alex Leahu, teacher of maths](#)
3. [Patricia Ciorici, 6 years, vlogger](#)
4. [Teodora Drucec, Young European Ambassador](#)



The campaign will continue in 2021, with an intense social media campaign on Facebook, Instagram and Youtube, and following assets being in production pipeline (drafted and to be fine-tuned in 2021):

- 10 questions cards



- 2 localized cards promoting the game



- Video-tutorial of the game
- Video-graphic highlighting key environment issues in Moldova, with the call to act on climate and vote for the priorities to be considered by authorities and people

In 2021, an enhancement for Moldova will publicly reveal the usage statistics of the game and the structure and content of votes.

Action 5. Social Good Summit

2020 Social Good Summit – GOING GREEN. – was conducted online, considering the safety measures imposed by the pandemic. [The event](#) took place on 1 October. The recording [was premiered](#) on 2 October on privesc.eu and Facebook, with 12,858 views. [An article](#) highlighting main messages was developed.

The event engaged 6 influencers and the UNDP Resident Representative. Speakers' cards were produced and broadcast on social media:

EVENT ONLINE

SOCIAL GOOD SUMMIT 2020

1 OCTOMBRIE



DIMA AL-KHATIB

REPREZENTANTĂ REZIDENTĂ,
PNUD MOLDOVA

EVENT ONLINE

SOCIAL GOOD SUMMIT 2020

1 OCTOMBRIE



**CUM E SĂ ADMINISTREZI ÎN MOLDOVA
O AFACERE ÎN DOMENIUL HORECA CU
IMPLEMENTAREA PRACTICILOR DE SUSTENABILITATE,
REDUCERII DE DEȘEURI ȘI A IMPACTULUI ACESTORA**

ANA SÎTNIC

FONDATOR ROZMARIN CAFE,
CO-FONDATOR ILEGAL WAFFLES

EVENT ONLINE

SOCIAL GOOD SUMMIT 2020

1 OCTOMBRIE



**TRANSPORT ALTERNATIV PRIVAT -
EXPERIENȚĂ PERSONALĂ**

RODION GAVRILOI

ACTIVIST CIVIC,
CONSULTANT POLITICI PUBLICE

EVENT ONLINE

SOCIAL GOOD SUMMIT 2020

1 OCTOMBRIE



**NECESITATEA
ȘI IMPORTANȚA PLANTĂRILOR**

GABRIEL MĂRGINEANU

PRESEDINTE, SOCIETATEA
ECOLOGICĂ "BIOTICA"

EVENT ONLINE

SOCIAL GOOD SUMMIT 2020

1 OCTOMBRIE



**AFACERE VERDE ACASĂ,
SCHIMBAM MENTALITĂȚI**

LILU

PREZENTATOR TV,
FONDATOARE @LILU.ECO.SHOP

EVENT ONLINE

SOCIAL GOOD SUMMIT 2020

1 OCTOMBRIE



**ÎN POFIDA CRIZEI: REPROFILARE,
RECICLARE, COOPERARE**

IGOR HÂNCU

ANTREPRENOR SOCIAL,
CO-FONDATOR EDUJOC

EVENT ONLINE

SOCIAL GOOD SUMMIT 2020

1 OCTOMBRIE



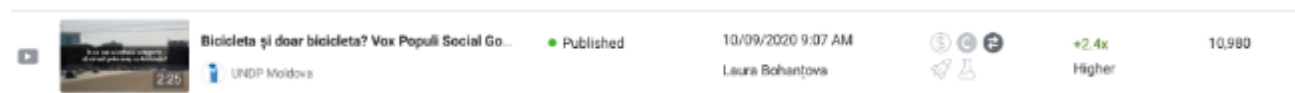
VIAȚA LA SAT - VIAȚA VERDE

ANNA SMOLNITCHI

COPYWRITER, BLOGGER,
MAMĂ A DOUĂ FETIȚE

Two vox populi were produced, as transitions among presentations, on the questions:

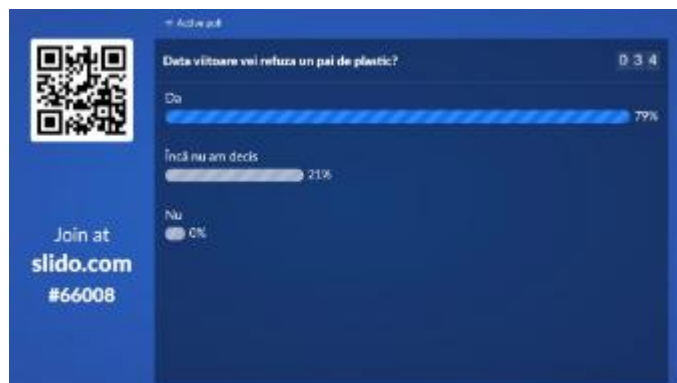
- [What would motivate you to use the bike more often?](#) (10,980 views on Facebook)



- [Would you move to the village?](#) (102,964 views on Facebook)



A live interactive survey on use of single-use straws was conducted.



As follow-up, the keynote speakers' calls to actions were captured in video testimonials:

- [Dima Al-Khatib, Resident Representative, UNDP Moldova](#)
- [Igor Hâncu, Social Entrepreneur, co-founder of EduJoc](#)
- [Anna Sîtnic, Founder of Rozmarin Cafe, co-founder of Illegal Waffles](#)
- [Rodion Gavriloi, Civic activist, public policy consultant](#)
- [Anna Smolnitchi, Copywriter, blogger, mother of two girls](#)
- [Gabriel Mărgineanu, President, "BIOTICA" Ecological Society](#)
- [Lilia Ojovan, TV presenter, founder of Lilu Eco Shop](#)

	Anna Sîtnic la Social Good Summit 2020 G respo...	Published	10/08/2020 2:00 PM	Laura Bohanțova	-4.1x Lower	2,244
	Lilia Ojovan la Social Good Summit 2020 Lili...	Published	10/07/2020 12:15 PM	Laura Bohanțova	-2.2x Lower	2,796
	Gabriel Mărgineanu la Social Good Summit 2020...	Published	10/12/2020 4:00 PM	Laura Bohanțova	-0.7x Average	2,373
	Igor Hâncu la Social Good Summit 2020 Igor Hâ...	Published	10/06/2020 2:04 PM	Laura Bohanțova	-1.1x Average	2,281
	Rodion Gavriloi la Social Good Summit 2020 Rod...	Published	10/09/2020 4:00 PM	Laura Bohanțova	-4.0x Lower	2,235
	Anna Smolnitchi la Social Good Summit 2020 An...	Published	10/11/2020 8:12 AM	Laura Bohanțova	+0.7x Average	4,672

The photo album is available on [Flickr](#).

The Social Good Summit is conducted in Moldova since 2015, being a flagship event, that has managed to build a 'brand' and offer a tribune to influencers and civic activists to share experiences and ideas.

Action 6. Infographics and publications

In 2020, several knowledge papers were produced, with a special chapter on COVID-19 briefs:

- [Collaborative use of new evidence to support the Government of Moldova's response to COVID-19 crisis](#)
- [Investing in resilient communities in Moldova](#)
- [Green transformation of Moldova: time is now](#)
- [COVID-19 Impact on Agricultural Practices in Moldova](#)
- [Digitalization of public services in COVID-19 era](#)
- [COVID-19 Impact on Air Quality in Ukraine and the Republic of Moldova](#)
- [The impact of COVID-19 through people's narratives and perceptions](#)

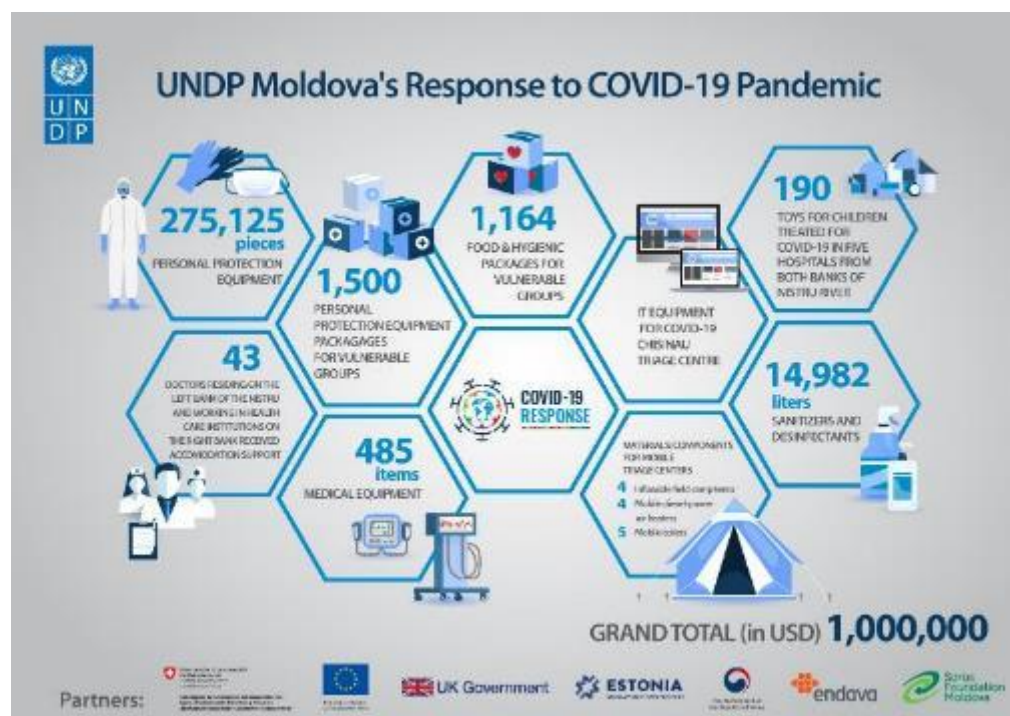
[A communications guide \(available in Romanian and in Russian\)](#) for local level was developed and distributed online, as a guiding publication on non-stigma language.

Infographics represent an excellent visual modality to highlight key findings and recommendations of knowledge products. The “hit” of 2020 was the infographic related to SEIA (Socio-economic impact assessment of COVID-19).

[The series of infographs “roadmap of migrants”](#) was produced to highlight main characteristics of migrants from six destination countries.

Traditionally, easy-to-read infographics of gender profile in elections were developed, [reflecting 2019 local elections](#).

To highlight UNDP's early intervention in the beginning of the crisis and efforts to mobilize resources for essential protective and medical equipment, an infographic (static and animated) on COVID-19 response was produced.



Objective 2. Help motivate partners/unlock financing for development

Action 1. Visibility visits

In 2020, before the pandemic crisis started, few visibility field visits were conducted:

- *13 January.* Launching of lightning system on Rezina bridge: [press release](#), [video reportage](#), [photo album](#)
- *17 January.* Firefighters campaign demonstration event of installation of smoke detectors in Sarata Galbena village, Hincesti: [press release](#), [video reportage](#), [photo album](#)
- *21 February.* Visit in Rezina of UNDP Deputy Regional Director: [press release](#), [video reportage](#), [photo album](#)
- *25 February.* The second life of electric vehicle batteries: [press release](#), [video reportage](#), [photo album](#)

After the pandemic crisis, minimum exposure approach was adopted, to minimize the risk of the spread. Only few critical COVID-19 handover events were conducted:

- *24 April.* Handover of EU-funded personal protective equipment (PPEs), EU Confidence Building Measures Programme: [live streaming](#), [video reportage](#), [photo album](#)
- *24 April.* Handover of EU-funded PPEs, EU4Moldova Focal Regions Programme: [live streaming](#), [video reportage](#), [photo album](#)

[A press-release](#) covering reprogramming of funds for PPEs from both UNDP-implemented projects was published.







- *1 October.* Handover ceremony of COVID-19 support offered by the United Kingdom (UK): [press-release](#), [video reportage](#), [photo album](#)
- *2 October.* Handover event, COVID response provided by Estonia to General Inspectorate of Emergency Situations: [live streaming](#), [press-release](#), [video reportage](#), [photo album](#)
- *2 December.* Handover of PPEs and food packages on left bank of Nistru, UK-UNDP-OHCHR-WHO: [press-release](#), [video reportage](#), [photo album](#)

The other important deliveries were promoted via press-releases, accompanied by photo sessions and video footage.

- UNDP-Switzerland partnership: press-releases on [gowns](#) and [ventilators](#), [video reportage](#) (18,500 views on Facebook), [photo album](#)

Posts Using This Video

These posts are using this video on Facebook.

Primary Posts	Distribution	3-Second Video ...	1-Minute Video V...	Video Engagement
  UNDP Moldova 6 months ago	-0.2x Average	8,823	218	287
Secondary Posts (Crossposts)				
  Ministerul Sănătății, Muncii și Protecției Sociale al Rep... 6 months ago	—	9,273	275	243
  World Health Organization in Moldova 6 months ago	—	423	14	34

See Post Details



Viewer Activity


How the video has performed since being published.

Lifetime

18.5K 507 0:03 564 -- 4.6K
 3-Second Video Views 1-Minute Video Views Average Minutes Viewed Video Engagement Estimated In-Stream Ads Earnings Minutes Viewed


- UNDP-Endava partnership: [press-release](#), [video reportage](#) (8,131 views on Facebook), [photo album](#)




Endava și PNUD furnizează echipamente medical...


UNDP Moldova

Published

10/05/2020 8:03 AM
 Laura Bohanțova


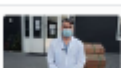








+0.5x
 Average

8,131

- UNDP-Soros Foundation partnership: [press-release](#), [video reportage](#) (43,900 views on Facebook), [photo album](#)

Primary Posts	Distribution	3-Second Video ...	1-Minute Video V...	Video Engagement
  UNDP Moldova 29 days ago	+1.2x Average	16,038	466	144
Secondary Posts (Crossposts)				
  Ministerul Sănătății, Muncii și Protecției Sociale al Rep... 29 days ago	—	26,748	698	310
  Fundația Soros Moldova 29 days ago	—	1,114	64	150

See Post Details

Viewer Activity

How the video has performed since being published.

Lifetime

43.9K 1.2K 0:04 604 -- 11.9K
 3-Second Video Views 1-Minute Video Views Average Minutes Viewed Video Engagement Estimated In-Stream Ads Earnings Minutes Viewed

[Generic photos of Chisinau during lockdown](#) were taken, to illustrate storytelling on the pandemic.

This strategy ensured a good coverage of the donations. Overall, UNDP and its partners were mentioned 257 times in media, regarding response to COVID-19.

Action 2. Joint campaign with private sector on SDGs

In 2020, a campaign showing the involvement of the private sector in recovering better post-COVID-19 was crafted, and footage of representatives of following private sector partners were conducted:

- Orange Moldova
- Premier Energy
- Metro
- Codifun

The partners were asked to answer following questions:

- What can the private sector do to help overcome the pandemic crisis? What did your company do?
- Is it time for recovery after the pandemic, or can we still prioritize sustainable development?

The video testimonials will be released in 2021.

Few teasers appeared in 2020. on engagement of private sector during pandemic:

- [Article of MiLab](#)
- [Interview with expert of Business Accelerator Lab](#)
- [Case study on cooperation with Orange Moldova and Premier Energy for big data platform, used for containing the spread of the novel coronavirus](#)
- Press-release on electricity consumption during pandemic, conducted with Premier Energy: [announcement](#) and [preliminary results](#)
- Media products to reflect donation of medical equipment by Endava (go to Action 1. Visibility visits)
- [Article](#) on Codifun's project to increase youth employment through IT training

Action 3. Help partners to pitch stories

UNDP is moving away from activity-based communications to results and issue-based communications, therefore crediting partners' current and past contributions is a respected principle, regardless of sources of funding of the communications products. See Action 1. Visibility visits and

Action 1. Develop storytelling that shows UNDPs intervention and how this combines few SDGs.

In 2020, global campaign #PartnerAtCore was localized. The campaign aimed to protect and increase contributions to regular (core) resources by demonstrating how core enables UNDP to better respond to the COVID-19 crisis.



To highlight joint results, national days and other important celebrations, i.e. Europe Day were used, to promote partnerships via slide show of results and e-cards:

- 9 May. Europe Day: [video](#) (13,255 views on Facebook)




- 6 June. National Sweden Day: [video](#) (8,449 views on Facebook)

	Cooperare PNUD-Suedia Suedia și PNUD cooper...	Published	06/06/2020 10:47 AM	  	-1.7x Lower	8,449
	UNDP Moldova		Laura Bohanțova			

- 4 July. U.S. Day Independence Day: [video](#) (6,201 views on Facebook)

	Cooperare PNUD Moldova-SUA Statele Unite ale...	Published	07/04/2020 8:22 AM	  	-1.3x Average	6,201
	UNDP Moldova		Laura Bohanțova			

- 13 June. Official Birthday of Her Majesty the Queen of UK: [video](#) (6,002 views on Facebook)

	Cooperare UK-UNDP Marea Britanie și PNUD co...	Published	06/13/2020 9:53 AM	  	-4.2x Lower	6,002
	UNDP Moldova		Laura Bohanțova			

- 1 August. 20y cooperation Switzerland-Moldova anniversary/National Switzerland Day: [video](#) (14,227 views on Facebook)

	Cooperare Elveția-PNUD 20 ani Elveția și PNUD ...	Published	08/01/2020 7:00 AM	  	-0.4x Average	14,227
	UNDP Moldova		Laura Bohanțova			

- 15 August. Republic of Korea National Day: [video](#) (5,584 views on Facebook)

	Cooperare Moldova - Republica Coreea PNUD și...	Published	08/15/2020 9:50 AM	  	-1.1x Average	5,584
	UNDP Moldova		Laura Bohanțova			

- 26 October. Austria National Day: [social media card](#)



All compilation videos were crafted in Lumen5, see Action 3. Subscriptions and others.

Objective 3. Attract international attention by telling a narrative about Moldova









Action 1. Develop storytelling that shows UNDPs intervention and how this combines few SDGs

Stories related to expected results were produced, so as related to accomplishments related to the pandemic crisis. Flagship campaigns called for action against gender-based violence and access to justice to the most vulnerable, respectively.

All stories and campaigns captured multiple SDGs and UNDP's role as an integrator.

Regular stories

- Valeni – a holiday village
 - [Article](#)
 - [Video reportage](#) (52,155 views on Facebook)

	Văleni – sat de vacanță Familia Silviei Știrbeț din ... UNDP Moldova	Published	11/18/2020 8:57 AM Laura Bohanțova		+32.9x Higher	52,155
<ul style="list-style-type: none"> ○ Photo album • Therapy through friendship: “My name is Maxim and I used drugs. This is not shameful” <ul style="list-style-type: none"> ○ Article ○ Video reportage (161,610 views on Facebook) 						
	Terapie prin prietenie. Maxim, comuni... UNDP Moldova	Published	12/10/2020 9:07 AM Laura Bohanțova		+77.8x Higher	161,610
<ul style="list-style-type: none"> ○ Photo album • Chirsova multidisciplinary team strives to keep domestic violence under control even during pandemic <ul style="list-style-type: none"> ○ Article ○ Video on multidisciplinary team (13,857 views on Facebook) 						
	Cum arată noul Centru pentru reabilitarea supra... UNDP Moldova	Published	12/12/2020 2:00 PM Natalia Porubin		+0.9x Average	13,857
<ul style="list-style-type: none"> ○ Tour of the shelter opened in Gagauzia (614 views on Facebook) 						
	Reportaj echipei multidisciplinare din satul Chirs... UNDP Moldova	Published	12/17/2020 10:00 AM Natalia Porubin		-5.4x Lower	614















Campaigns

Two campaigns were conducted to raise awareness around gender-based violence and to promote zero tolerance and urge for its reporting.

- 8 March – Generation equality against gender-based violence

Video testimonials with 8 influencers and a [compilation article](#) and [video](#) were produced.

1. [Pasha Parfeni, singer](#)
2. [Dorin Galben, journalist](#)
3. [Valentina Casian, mayor of Straseni](#)
4. [Vlad Suleanschi, entrepreneur](#)
5. [Ghenadie Gilca, actor](#)
6. [Alina Andronache, civic activist](#)
7. Daniela Burlaca, actress (part of the compilation [video](#))
8. Anastasia Nichita, freestyle wrestling medal winner (part of the compilation [video](#))

	Actorul Ghenadie Gilca susține campania antiviolență lansată de PNUD Actorul ... UNDP Moldova	Published	03/13/2020 6:25 AM Natalia Porubin		-0.5x Average	13,904
	Vlad Suleanschi susține campania antiviolență lansată de PNUD Moldova Omul ... UNDP Moldova	Published	03/12/2020 4:10 PM Natalia Porubin		+0.7x Average	11,079
	Valentina Casian, primara municipiului Strășeni, pledează pentru prevenirea vio... UNDP Moldova	Published	03/12/2020 6:21 AM Natalia Porubin		+1.0x Average	16,833
	Jurnalistul Dorin Galben pledează pentru egalitate de gen „Ești osoșit normal” ... UNDP Moldova	Published	03/11/2020 10:40 AM Natalia Porubin		+2.5x Higher	15,206
	Alina Andronache o-a căutat campaniei de prevenire a violenței Vloggers Alina... UNDP Moldova	Published	03/10/2020 11:07 AM Natalia Porubin		-0.4x Average	9,601
	Pasha Parfeni ne îndeamnă să nu tolerăm violența în locuri de gen integral P... UNDP Moldova	Published	03/08/2020 1:00 PM Natalia Porubin		+0.3x Average	11,032
	Generația egalitate, contra violenței în locuri de gen Opt persoane publice, femei ... UNDP Moldova	Published	03/08/2020 7:00 AM Natalia Porubin		+0.7x Average	2,892



- 16 days of activism against violence

To promote the launching of the first shelter in Gagauzia region inaugurated on 7 December, a social media campaign with 8 influencers was conducted.

1. [Dima Al-Khatib, UNDP Resident Representative](#)
2. [Anna Lyberg, Ambassador of Sweden](#)
3. [Irina Vlah, Governor of Gagauzia](#)
4. [Veaceslav Dudus, entrepreneur](#)
5. [Svetlana Panaitova, civic activist](#)
6. [Valentina Caledji, civic activist](#)
7. [Oleg Cebotari, Chief Police Officer, Gagauzia](#)
8. [Ludmila Ibrism, Psychologist](#)

	Anna Lyberg, Ambasadoarea Suediei în Republica Moldova, despre violența în b...	Published	12/08/2020 3:33 PM	Natalia Panăkin		-2.1x Lower	4,721
	Dima Al-Khatib, Reprezentantul rezidenți PMUD în Republica Moldova, încuraj...	Published	12/10/2020 3:25 PM	Natalia Panăkin		-3.6x Lower	663
	Irina Vlah, Baștină UTA Găgăuzia, despre importanța prevenirii violenței „Fem...	Published	12/07/2020 12:30 PM	Natalia Panăkin		+3.0x Higher	5,064
	Oleg Cebotari, șef al Direcției de Poliție a UTA Găgăuzia, despre violența în baz...	Published	12/05/2020 4:35 PM	Natalia Panăkin		-7.6x Lower	443
	Ludmila Ibrism, psihologă, despre importanța prevenirii violenței „Este importa...	Published	12/04/2020 4:12 PM	Laura Dolhotțova		-0.9x Average	9,170
	Valentina Caledji, despre soluții pentru reducerea violenței „După plătirea mea, ...	Published	12/08/2020 5:02 PM	Natalia Panăkin		+0.4x Average	1,460
	Svetlana Panaitova, despre soluții anti-violeții pe timp de COVID-19 „În perioad...	Published	12/02/2020 6:02 PM	Natalia Panăkin		-2.4x Lower	796
	Veaceslav Dudus, despre 16 zile de activism împotriva violenței „Noi, fiind o co...	Published	12/01/2020 4:03 PM	Laura Dolhotțova		-5.6x Lower	665

Overall, the campaign reached out to 78,100 people.

COVID-19 related stories

- Could he have saved more lives?
 - [Story](#)
 - [Photo album](#)
 - [Video \(long version\)](#), with 309,400 views on Facebook

Primary Posts		Distribution	3-Second Video ...	1-Minute Video V...	Video Engagement
	Obiectivele Globale 5 months ago	+1.9x Higher	177	12	3
	UNDP Moldova 5 months ago	+1.7x Higher	5,182	406	173
Secondary Posts (Crossposts)					
	Ministerul Sănătății, Muncii și Protecției Sociale al Rep... 5 months ago	--	304,039	30,512	7,696

See Post Details

Viewer Activity

How the video has performed since being published.

Lifetime ▼ ⓘ

309.4K
 3-Second Video Views

30.9K
 1-Minute Video Views

0:14
 Average Minutes Viewed

7.9K
 Video Engagement

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 Estimated In-Stream Ads Earnings

159.9K
 Minutes Viewed

- [Video \(short version\)](#), with 117,400 views on Facebook

Primary Posts		Distribution	3-Second Video ...	1-Minute Video V...	Video Engagement
	UNDP Moldova 5 months ago	-2.2x Lower	1,383	69	36
Secondary Posts (Crossposts)					
	Ministerul Sănătății, Muncii și Protecției Sociale al Rep... 5 months ago	--	115,971	8,059	2,295

See Post Details

Viewer Activity

How the video has performed since being published.

Lifetime ▼ ⓘ

117.4K
 3-Second Video Views

8.1K
 1-Minute Video Views









0:08
 Average Minutes Viewed

2.3K
 Video Engagement













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 Estimated In-Stream Ads Earnings

37.4K
 Minutes Viewed

- The pandemic will pass, but its effects will last
 - [Article](#)
 - [Photo album](#)
 - [Video testimonial](#) with mayor, recovered from COVID-19 (4,711 views on Facebook)
 - [Video testimonial](#) with local entrepreneur from agri-food sector and returned migrant (5,341 views on Facebook)
 - [Video testimonial](#) with mother of four children, from vulnerable family (5,466 views on Facebook)
 - [Video testimonial](#) with school principal and a teacher (5,682 views on Facebook)

	Impactul COVID-19: Profesorii din Școala Liceu...	Published	11/09/2020 7:00 AM	Laura Bohanțova		+3.8x Higher	5,682
	Impactul COVID-19: antreprenori și migranți rev...	Published	11/12/2020 7:00 AM	Laura Bohanțova		+4.3x Higher	5,341
	Impactul COVID-19: Silvia Moșneaga, mamă a 5...	Published	11/06/2020 2:00 PM	Laura Bohanțova		+4.4x Higher	5,466
	Impactul COVID-19: Svetlana Tabacari, primara ...	Published	11/05/2020 9:05 AM	Laura Bohanțova		+3.8x Higher	4,711

- Education amid pandemic: between online burnout, anxiety in real life, and transformation opportunity
 - [Article](#)
 - [Photo album](#)
 - [Video reportage](#) (4,667 views on Facebook)
 - [Video testimonial](#) with teacher (5,205 views on Facebook)
 - Video testimonial with Cravtov family: [mother](#) and [daughter](#) (21,823 and respectively 11,538 views on Facebook)
 - Video testimonial with Cissa family: [mother](#) and [daughter](#) (4,329 and respectively 4,310 views on Facebook)

	Tatiana Caliciocova, Comrat, despre învățământ...	Published	12/21/2020 9:49 AM	Laura Bohanțova		+3.3x Higher	5,205
	Natalia Cravțova despre învățământul la distanț...	Published	12/18/2020 1:00 PM	Laura Bohanțova		+5.9x Higher	21,323
	Iulia Cissa despre învățământul la distanță „In o...	Published	12/22/2020 9:00 AM	Laura Bohanțova		0.0x Average	4,310
	Maria Cravțova, Comrat, despre învățământul la ...	Published	12/17/2020 3:00 PM	Laura Bohanțova		+2.2x Higher	11,538
	Ludmila Cissa despre impactul COVID-19 „La înc...	Published	12/19/2020 6:00 PM	Laura Bohanțova		+1.6x Higher	4,329
	Educația în pandemie, între suprasolicitare pe o...	Published	12/21/2020 4:00 PM	Laura Bohanțova		+0.3x Average	4,667

Overall, the posts on the story, included the photo galleries, had an impact of 237,664 people.

Action 2. Develop op-eds/blog posts and place in international media and/or corporate blogs

Following blogs posts were produced and distributed on social media:

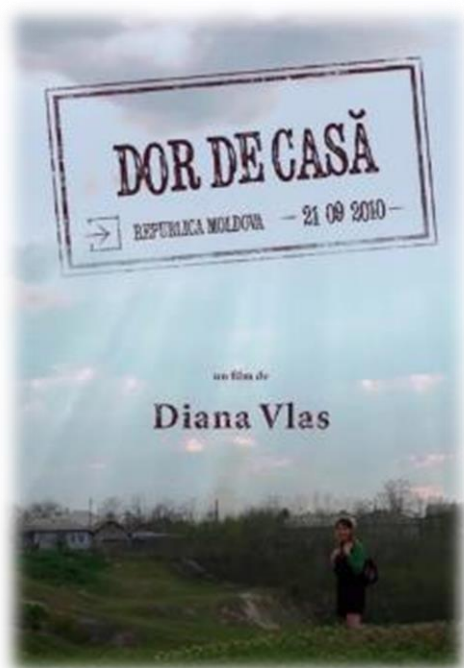
- [Missing home: life from the big screen of the documentary](#)
- [The fight against COVID-19: Survival only is not an option for Moldovan MSMEs](#)
- [Stuck in the middle, Moldovan migrants strive to make ends meet](#)
- [Moldova leads the way in climate action, as part of flagship #EU4Climate initiative](#)
- [People with disabilities from Moldova make their way to polling stations](#)

UNDP was mentioned in a [regional blog on anticorruption](#).

Action 3. Produce documentary about migration

In 2020, the production of the documentary on migration “Missing home”, [started in 2019](#), continued and was successfully completed, the movie being launched and promoted at national and local levels.

<i>Production</i>	<p>Till July 2020, the creative team of the film spent 15 days filming in Izvoare village, Floresti district and surroundings, in different seasons and periods of the year. The team strived so that images correspond as much as possible to the realities of the protagonists and the daily activities of the locals.</p> <p>As the pandemic emerged, an unexpected break in footage occurred, which has created some inconveniences, however this did not affect the final quality of the film, a voice over of the author of the movie being used to explain transitions and highlight key messages.</p>
<i>Post-production</i>	<p>Overall, 20 hours of good video material was gathered, the post-production stage being focused on thoroughly selecting the best sequences. The English subtitles of the movie were proofread by a native English speaker.</p>



A [trailer](#), [making off video](#) and a [blog post](#) were prepared to promote the movie.

[The premiere of the movie](#) took place at public TV Moldova 1, on 8 September. The movie was watched by 18,573 people, according to rating data. The TV premiere was promoted at a [morning](#) and [evening show](#) at Moldova 1.

On 24 September 2020, the film [was presented in premiere at Artcor, on big screen](#), and the projection was followed by a debate in the presence of the author and producer of the movie. The event was attended by 50 people and followed all safety measures required by the pandemic crisis.

The promotion of the movie continued during “Cronograf Tur” caravan, with six projections, followed by topical debates:

- 25 September – Busauca village, Rezina district
- 27 September – Izvoare village, Floresti district
- 4 October – Mereni village, Anenii Noi district
- 9 October - Slobozia Mare village, Cahul district
- 10 October - Crihana Veche village, Cahul district
- 11 October – Butuceni village, Orhei district

See below few photos from the events.



On 18 December, on International Migrants Day, the movie [was premiered](#) on Facebook and [privesc.eu](#), at an [online event](#) that registered 42,343 views. See below few screenshots from opening of the event.





Action 4. Contribute to pitch stories to international media

Generally, Moldova is very rarely under the radar of the international media, except for unexpected developments in internal or foreign politics and usually the portrayal is stereotypical or sensational. There are neither foreign correspondents based in Moldova nor specialized reporters. There are requests for UNDP to facilitate accreditation by the de fact authorities in Transnistria breakaway region, which cannot be handled.

In 2020, there were two attempts to pitch stories, both on topic of migration and development, including effect of COVID-19 on remittances, however these did not succeed, considering travelling restrictions imposed by the pandemic crisis. The efforts will be resumed as soon as the crisis will be overcome, and international journalists will be able to travel without need to sit in quarantine.

Objective 4. Boost a communications & advocacy culture at UNDP Moldova

Action 1. Capacity development for UNDP staff

Media and social media guidance are part of the regular induction for new-comers and a Twitter and Instagram guide are living documents, shared with all staff. Individual coaching sessions for Twitter for few programme colleagues were conducted.

A gender sensitive communications training was conducted on 13 August 2020, and 24 persons participated. The event covered practical examples of how to have a gender sensitive language and visuals communications and used various tools of Mentimeter application to consolidate the respective knowledge.



Evaluati acest training:



Action 2. Social media audit and enhancement of profiles

Following-up social media audit conducted in 2019, the evolution of key networks was continuously analyzed.

	Metrics in December 2019	Metrics in December 2020	Growth
Facebook	19,012	27,574	34.51%
Instagram	3043	4413	45.02%
LinkedIn	2864	3811	33.06%
Twitter	3430	4169	21.54%

The factors that made possible the leap of Facebook were constant and qualitative posts, use of high-quality photos and videos.

To stimulate bonding with the audience, e-cards on Easter and New Year were produced. Both conveyed the message “celebrate safely”, considering the restrictions to contain the spread of COVID-19.



On New Year, [a year-in-review video](#) compiling results of 2020 was produced. Also, [a video message in Romanian of the UNDP Resident Representative](#) was developed and posted on social media.

The monthly newsletter <http://undp.md/newsletter>, transferred in December 2019 from Goodbits to Mailchimp, has 1481 subscribers. [12 issues](#) were produced in 2020.

Action 3. Subscriptions and others

Subscriptions for [Exposure](#) (photo-essay building platform) and [Flickr](#) (photos repository) were procured.

Expertise was contracted for customizing email signature, certificate and UNDP-SDG logo in Romanian, considering the new brand-book of UNDP, adopted in May 2020. For certificates, a Google doc version was produced, compatible with Autocrat add-on, which allows for automatic creation of certificates by users, saving them to *.pdf and sending by email.

Results

Target	Result
Stories about UNDP's elevation topics picked up in at least 100 media clippings, at national level.	313 media and social media posts on 11 flagship success stories
Social media awareness around climate action conducted, with at least 20,000 people reached.	89,308 people Environment Festival
Social media awareness around the SDGs conducted, with at least 20,000 people reached.	75,536 people - Facebook impact of campaign promoting safeguarding of progress towards 2030 Agenda (UN Week)

Conclusions and forward-looking communications agenda

The Communications & Advocacy for the SDGs-Engagement Facility serves as integrator of communications efforts by providing resources for issue and results-based communications and contributing to connecting the dots between various projects and interventions. By supporting building of a GIS map of projects, the impact of UNDP at local level will be better showcased and various areas and the respective SDGs shall be incorporated, emphasizing the integrator role. In 2021, the map will be launched and heavily promoted, and specifics visualizations will be embedded in stories and blogs posts.

In 2021, following modalities will be sought:

- *Vox populi* as a way of collecting and aggregating voices of various people on recovering better and greener may be used.
- To communicate social issues and call for reporting wrongdoing, violence and other breach of human rights, *comics strips* will be used to illustrate stories that involve survivors.

2021 communications corporate priorities are *building forward and better* and *climate communications*. Next year marks ten years left to deliver for people and planet UNDP shall urge everyone, through its communications, to be part of accelerating progress. Climate action will be promoted by the means of *Mission 1.5 game*, and youth will be encouraged to vote for environment priorities.