



Contracting Authority: Delegation of the European Union to Georgia

Grant Application Form

Title of the action:	Study and Research on Election Media Coverage for 2016 Parliamentary Elections in Georgia
Number and title of lot	N/A
Location(s) of the action:	Georgia
Name of the applicant	United Nations Development Programme, Office in Georgia
Nationality of the applicant ¹	N/A

Dossier No	
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(for official use only)

¹ The statutes must make it possible to ascertain that the organisation was set up by an act governed by the national law of the country concerned. In this respect, any legal entity whose statutes have been established in another country cannot be considered an eligible local organisation.

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EuropeAid ID ²	N/A	
Legal status ³	International Organization	
Partner(s) ⁴	N/A	
Total eligible cost of the action (A)	Amount requested from the Contracting Authority (B)	% of total eligible cost of action (B/Ax100)
EUR 300,000	EUR 300,000	100%
Total duration of the action:	10 months	

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Any change in the addresses, phone numbers, fax numbers and in particular e-mail, must be notified in writing to the Contracting Authority. The Contracting Authority will not be held responsible in case it cannot contact an applicant.

² To be inserted if the organisation is registered in PADOR. This number is allocated to an organisation which registers its data in PADOR. For more information and to register, please visit <http://ec.europa.eu/europeaid/onlineservices/pador>

³ E.g. non profit making, governmental body, international organisation

⁴ Add as many rows as partners

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FULL APPLICATION FORM

THE ACTION

Reference of the Call for Proposals	N/A
Title of the Call for Proposals	N/A
Name of the applicant	United Nations Development Programme
N° of the proposal ⁵	N/A
N° of the Lot	N/A

DESCRIPTION

1.1. Title

STUDY AND RESEARCH ON ELECTION MEDIA COVERAGE FOR 2016 PARLIAMENTARY ELECTIONS IN GEORGIA

1.2. Location(s)

GEORGIA

1.3. Cost of the action and amount requested from the Contracting Authority

Total cost of the action (A)	Amount requested from the Contracting Authority (B)	% of total eligible cost of action (B/Ax100)
EUR 300,000	EUR 300,000	100%

1.4. Summary

Total duration of the action	10 months
Overall Objectives of the action	The objective is to promote a peaceful, free and credible media environment during the 2016 parliamentary elections in the country.

⁵ For restricted procedures only; the proposal number as allocated by the Contracting Authority and notified to the applicant at the time of the Concept Note opening and administrative check.

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Specific objectives of the action	<ul style="list-style-type: none"> - To provide evidence-based assessment of media performance during 2016 to the Georgian electorate and society at large as well as to the external partners - Public benefiting from more balanced and unbiased media coverage which will allow them to make informed decisions during the elections and getting involved into the public debates. - Improve the CSO oversight practices
Partner(s)	Georgian Charter of Journalistic Ethics (GCJE) – TV news and talk show monitoring; Civic Development Institute (CDI) – internet and print monitoring; Internews – radio monitoring
Target group(s) ⁶	Georgia-based journalists and other representatives of mass media outlets (TV, internet, print and radio), Civil Society Organizations (CSOs); voters.
Final beneficiaries ⁷	Georgia-based journalists and other media representatives; Civil Society Organizations (CSOs); voters and society at large
Estimated results	<ul style="list-style-type: none"> - Evidence-based assessment report of election media performance through a comprehensive and qualified media monitoring and public discussions; - Election media reporting standards improved - Media and public awareness about the election media reporting standards raised - - Enhanced protection of rights of journalists and media professionals - Public better informed about the electoral developments and thus able to make informed decisions; - Practice of public debate on media professional standards enhanced; - Media Monitoring capacities of CSOs strengthened; - Better informed external partners on media performance and electoral developments;
Main activities	<ul style="list-style-type: none"> - Designing the special methodology for the monitoring by adapting it to the latest situation on the ground - Training the monitoring experts according to the methodology - Organising an informative meeting with local media representatives before MM - Activating and promoting the bilingual online data-base - Conducting media monitoring of major media sources (TV, internet, print and radio) during 2016 - Raising public awareness on media monitoring findings through organising relevant presentations, discussions with a wide range of stakeholders, media appearances thereby facilitating public participation in discussions over findings

⁶ “Target groups” are the groups/entities who will be directly positively affected by the project at the Project Purpose level – See paragraph 2.3 in Section II for the list.

⁷ “Final beneficiaries” are those who will benefit from the project in the long term at the level of the society or sector at large.

1.5. Objectives

The overall objective of the action is to contribute to a peaceful, free and credible media environment during the 2016 parliamentary elections in the country. The specific objectives are to provide evidence-based assessment of media performance during 2016 to the Georgian electorate and society at large as well as to the external partners; public benefiting from more balanced and unbiased media coverage which will allow them to make informed decisions during the elections and getting involved into the public debates; and improving the CSO oversight practices. It will be aimed to be achieved through an evidence-based assessment of media performance via comprehensive and qualified media monitoring (MM) and public discussions. The MM will be organized prior, during and immediately after the upcoming elections. The MM should promote a non-biased and balanced coverage as the media sources will be widely informed about the intended monitoring. As media cares about its image and reputation and has an ambition, at least stated, of providing the public with accurate and non-biased information, it will be concerned about the quality of the assessment of their performance in the eyes of public. The public demand for the professional coverage should positively influence the supply side. While the MM will be performed through the Civil Society Organizations (CSOs) whose fundamental capacities have already been built within the previous rounds of similar joint undertakings by EU and UNDP, media experts and professionals will also be actively involved during the public discussions and debates that are planned to be regularly organized. Involvement of citizens as the primary consumers of the information and key target audience will also be sought. Media itself will be certainly involved in those discussions to provide them with an opportunity to obtain additional reflections or clarifications about their performance and respond, if necessary, to the findings. Needless to mention that CSOs will further hone their MM skills in particular and watchdog capacities in general.

The rights of journalists and media managers will also be better protected as, based on the past experience, they will be able to use the MM processes as a shield against an undue political influence.

The public that will be provided with the objective data on MM will be able to make informed decisions during elections and be less vulnerable to the opportunistic insinuations the amount of which are usually on increase in the run up to elections.

The action will also provide an informed opportunity to the external partners observing the developments in Georgian media in particular and the progress on the democracy front in general.

1.6. Relevance of the action

Despite late progress in terms of press freedom in the country, the upcoming parliamentary elections of 2016 increase the risk of political pressure on local journalists and media outlets. The previous elections proved that media is one of the key players during elections in Georgia and therefore supporting local media's free and objective performance during election cycles is essential for fair elections and democratic governance.

Georgia continues to exhibit the signs of successful transition towards consolidating the democracy. Its press freedom ratings have consistently improved over the last few years. The EU/UNDP relevant initiatives have contributed considerably to it through the following activities: building the media monitoring capacities for the civil society organizations (CSOs) by refining their watchdog skills, raising Georgian journalists' awareness on professional reporting and increasing access to information and transparency on ownership and financial flows in media by promoting relevant legislative amendments. As a result, a number of positive changes were observed in how media covered various topics including during latest three national elections. It became less polarised, more objective and balanced in accordance with media monitoring reports of not only EU/UNDP, but also by Freedom House, OSCE/ODIHR, IREX, etc. In 2015 IREX Media Sustainability Index (MSI) assigned Georgia to the category of "nearly sustainable system" moving it up from the "unsustainable mixed system" in 2012⁸. However, there has been a minor decline in 2015 (from 2.63 to 2.51) in comparison to the previous year of 2014.

The main challenge remains to sustain the achievements and help to regulate political temperatures in the run up to upcoming parliamentary elections of 2016 where the risk of re-polarisation seems realistic. It is critically important that the democratic transition towards free and fair state respecting rule of law and human rights is not compromised. Open, unbiased and balanced media certainly has a vital role in terms of promoting a level playing field among electoral subjects. Despite latest changes towards the transparency of media ownership and improved media freedom indices, certain impressions on possible limitations to media freedoms have emerged after firing some journalists without clear grounds at various media stations as well as closing down several talk shows that could have served an important fora for a pre-electoral debate. And while the journalists are able to continue to their journalistic activities on some other channels, yet, the processes are worth to be monitored.

While disputes over the media coverage of different candidates during the election campaign are an underlying cause of constant argumentation, the proposed actions should enhance the credibility of media and strengthen media sector as one of the foundations for a stable democracy. It should improve dialogue among the target and beneficiary groups. The increased knowledge among the stakeholders of the media's election reporting strengths and weaknesses will contribute to the improvement of media professional standards.

The EU policy documents and instruments - such as the Convention for the Protection of Human Rights and Fundamental Freedoms; Charter of Fundamental Rights of the European Union; the Association Agreement - refer to the need of ensuring freedom of the media in the context of human rights and fundamental freedoms to strengthen respect for democratic principles, the rule of law and good governance and to contribute to consolidating domestic political reforms. They encourage proper implementation of the broadcasting legislation and ensuring freedom of speech and expression, call for promoting exchange of views and bringing legislation in full compliance with European standards with a view to future participation in international instruments of regulatory framework, including the progressive approximation with the EU framework.

Current proposal addresses key issues related to the above through addressing the media challenges from multiple perspectives in the run up to the coming elections of 2016. The proposed activities include strengthening the media monitoring practices and publicising the

⁸ Unsustainable, Anti-Free Press (0-1), Unsustainable Mixed System (1-2), Near Sustainability (2-3), Sustainable (3-4)

findings. In fact, this is also believed to contribute to equal access to the media for all political subjects during the election campaign.

It is likely that closer to the election period the political temperatures will raise and media may become polarized. It is crucially important to sustain earlier efforts and further raise the awareness of media outlets on the importance of unbiased and professional media coverage so that they can better function as neutral and fair mediators between the public and authorities, thus, encouraging public involvement in statehood building.

The MM was undertaken during previous engagements during municipal elections of 2010 as well as parliamentary and presidential elections of 2012 and 2013. This promoted provision of reliable and independent data of the pre-electoral broadcasts of the selected media sources from the point of view of their content trends and balance of coverage. The findings of the monitoring, namely those related to a) quantitative time allocation balance among political subjects; b) media reporting about usage of administrative resources; c) substance (i.e. electoral programmes, platforms and messages) vs. references to other non-substantive matters (i.e. personality characteristics, etc.) were later discussed by the representatives of the civil society and media experts. This helped informing the discussions on following subjects: political neutrality of journalists and their ability to reflect all important opinions across the political spectrum; the ability of journalists to set the agenda for news and the level of professional and neutral evaluation of the issues included in the news report; self-censorship; information flow; spin doctoring; black PR; propaganda; types of hidden advertisement; hate speech; etc. If at the outset, there have been mixed results among monitored media sources, the project has demonstrated the interest to improve the news coverage as a result of the MM results.

Airing of balanced and neutral information during the election-related coverage without missing any particular important topics shall be promoted again through organizing the media monitoring (MM) exercises in the above mentioned media sources the results of which will be actively discussed and debated over. The project will aim at enhancing public debate on media's performance during the election cycles through presentations, seminars and TV appearances. The project activities will address the identified problems through promoting the formation of free environment for journalists and the improved access to information for public in general.

1.7. Description of the action and its effectiveness

The provision of proper MM and the publicity of its findings should sensitize various media sources including TV, on-line, print, and radio towards the need of ensuring non-biased and balanced coverage. The findings, to be discussed publicly are meant to facilitate open discussion among the wide range of stakeholders such as public in general and CSOs, specialized and media experts as well as political parties. This should help identify and correct biased tendencies. It should also stimulate further public debates as a necessary pre-requisite for democratic processes.

The CSOs that will perform pre-elections monitoring of the relevant media sources will be identified from the pool of organizations the capacities of which were built under previous EU/UNDP project. The CSOs will both perform the monitoring and be involved in the thematic debates. They will be able to independently apply various tools of media monitoring

as well as produce and disseminate professional assessments of the media. All CSOs commissioned to conduct MM will participate at the initial phase of the debates.

The planned initiation of the MM will signal various media sources to be better prepared for a professional coverage of elections. In other words, those media sources will have enough time prior to elections to consider the ways of improving on neutrality and balance in their coverage. This also underlines the fact that the MM is in fact provided as a preventive rather than criticizing tool of Georgian media.

During the discussions, the representative from the respective CSOs will present the key findings and invite relevant civil society or media experts to further debate on those.

New electoral monitoring will be initiated in May 2016 and will last during the pre-electoral period as well as during and immediately after the elections to continue the MM during the results consolidation phase.

The proposed activities are as follows:

- The action will facilitate the process of designing methodology and criteria to support the production of the reliable and independent data of the electoral broadcasts of the selected TV stations, online publications, print media and radio broadcast. The presented data will meet the international standards and good MM practices as acquired from the initial capacity building by the "Memo 98" organization. It will contribute towards improved media monitoring framework and recognition of the relevant standards of coverage by major players.
- The news coverage will be analysed and evaluated based on the methods agreed with the selected CSOs. The qualitative monitoring of political and elections related talk shows aired during prime time will also be conducted on major TV Channels according to the following components: role and interference of the journalist, attitude towards the guest, hate speech, etc. Where feasible, other key popular programmes such as political debates and talk shows may be included to ensure an objective picture. These programmes will be assessed from the point of view of their objectivity, content trends and balance of coverage.
- The findings will be presented by the monitoring organizations and discussed by the above mentioned stakeholders in a roundtable format with regards to a) quantitative balance among political subjects, b) political neutrality of journalists and their ability to reflect all important opinions across the political spectrum (content analysis), c) whether and how the politicians in power are using administrative resources during the pre-election period, d) types of hidden advertisement, e) ability of journalists to set the agenda for news and the level of professional and neutral evaluation of the issues included in the news report.
- The regular discussions will provide broadcasting companies with the necessary analysis of the coverage of electoral subjects and issues and provide them with a better understanding of the gaps and ways to overcome them in the interests of becoming more impartial and professional.
- UNDP will ensure the broadest possible involvement of the stakeholders in the ongoing processes.

More specifically, the project will involve the following set of activities distributed over the 10 months period of project lifetime:



- 1.1 Recruiting the project staff (the first month of the project)
- 1.2 Contracting local CSO's which will implement the monitoring (the first month of the project);
- 1.3 Recruiting the team of monitoring experts and media researchers (first two months of the project);
- 1.4 Development of the Visibility Strategy/Action Plan.
- 1.5 Designing the special methodology for the monitoring by adapting it to the latest situation on the ground (based on the previous experiences and good practices) (one month before monitoring);
- 1.6 Training the monitoring experts according to the methodology (the month before monitoring);
- 1.7 Organising an informative meeting with local media representatives before MM (the month before monitoring);
- 1.8 New monitoring of approximately 8 TV channels, 12 radio stations, 12 online news portals and 7 newspapers within 7 months' time frame prior-, during- and after the elections (May-November 2016);
- 1.9 Talk Show monitoring during 5 months (July-November 2016);
- 1.10 Organising presentations about MM findings (5 presentations in total during the MM);
- 1.11 Activating and promoting the bilingual online data-base www.mediamonitor.ge established within the EU/UNDP media project (during the project lifetime and beyond);
- 1.12 Providing MM reports and spreading those widely to a wide range of stakeholders (each quarter);
- 1.13 Organising media appearances (mid-term, pre-elections and post-elections in 2016); organising relevant presentations and discussions with a wide range of stakeholders (during project lifetime).

1.8. Methodology

1.8.1 Methods of implementation and reasons for the proposed methodology;

The informed dialogue involving representatives of Civil Society Organizations (CSOs) and media experts will be ensured with an aim to raise awareness of media professionals and general public as to what represents positive and negative media practices. Specific methodology and criteria will be established to monitor electoral broadcasts. Several CSOs will perform a quantitative and qualitative analysis of news, political and elections related talk shows and other programmes aired during prime-time. The information will include a range of indicators, such as: air time given to different candidates, frequency of mentioning, tone of coverage, equal treatment, "hate speech" and others. The indicators will be agreed upon in details between UNDP and the CSOs prior to the actual start of the monitoring. The obtained statistical data will be presented at the various discussion fora and analysed accordingly. The project will encourage understanding of the role and duties of impartial and professional media in democracy.

Considering the lessons learned from the previous initiatives, the number of diagrams/charts will be limited to focus only on key findings to allow strategic discussions. The MM reports and findings will be placed online at the interactive and easily accessible information platform <http://www.mediamonitor.ge> which has been maintained by UNDP after the completion of the previous undertakings. The data is organized in the user-friendly manner to provide an

opportunity for media experts and most importantly for an average user to filter the information customized to their own interest. As there is no statistical data or alternative monitoring data available, this platform will give the opportunity for various interested stakeholders - Georgian public, media, authorities, CSOs, international organizations as well as all other interested players abroad - to view the results and make conclusions about the media situation in the country. The platform allows the stakeholders to track appropriate tendencies in Georgian media. The platform was designed in an open data format allowing the monitoring organizations to administer their respective information.

The proposed platform will promote the concept of media monitoring among local and international stakeholders. This should contribute to the achievement of its overall objective of fostering transparent and balanced media environment during the Parliamentary elections. Through raising the profile of the project, the platform will expose Georgian media outlets to the increased public attention and subsequent debates.

The platform will complement the information used through the traditional means of communication by representing an easy and user-friendly reference point for fresh results. Cross-referencing will be ensured by placing appropriate links both at the social networks and at the platform. In addition, where necessary UNDP country office, at its own cost, will use the Facebook and Twitter accounts to promote the awareness on MM and provide additional updates and references.

All four CSOs will have a common list of MM subjects, which will be developed prior to the commencement of the monitoring. Based on the previous experience, the list should be maintained as a living document providing an opportunity to add or remove subjects during the monitoring process. While those included in the attached list will be monitored starting from May 2016, the list may actually change within the field of political parties when they will be officially registered for the elections, i.e. about two months in advance to the actual election day to be announced.

The detailed schedule of the planned programmes of MM will also be developed prior to the initiation of the monitoring

During the inception phase, the project will develop a visibility strategy which will be submitted to the Contracting Authority for approval.

UNDP will keep the Contracting Authority regularly informed about the implementation of the project by submitting monthly implementation reports to the Project Manager, Head of Political Section and Head of Communication Section in the EU Delegation.

UNDP's role will be assuring implementation of and coherence between agreed activities towards achievement of identified results. UNDP will ensure that activities are implemented in conformity with agreed principles, budget, workplan and in line with EU and UNDP rules and regulations.

1.8.2 Where the action is the prolongation of a previous action, explain how the action is intended to build on the results of this previous action

While the action is not technically a prolongation of previous EU/UNDP project, it nevertheless builds on the activities implemented within those initiatives as mentioned above.



The media monitoring skills and methods provided to CSOs within the previous project will be applied and utilized more intensively in the proposed action.

1.8.3 Procedures for follow up and internal/external evaluation;

Monitoring, evaluation and reporting will be the responsibility of UNDP and its Project staff. The implementation team will agree the relevant indicators against which to monitor project progress and measure impact. The work plan will be produced setting output targets and detailing activities to reach these targets.

Progress report will be provided after 5 months of implementation while the Final report will be produced within 3 months after the project completion for presentation to the Donor. Project Board will be established and will meet at least twice during the project lifetime.

The final report will include an assessment and analysis of project performance over the reporting period including outputs, constraints, lessons learned and recommendations for improvement and avoiding key problems in future projects. Most importantly, the report will demonstrate the achievement of the action results and objective in a quantifiable way. The final report will also contain a list of trained civil society monitors, with their names and contact details and assessment of their performance. The Final report will also provide information on how many of the media monitors, and who precisely, were already trained within the framework of previous UNDP – EU assistance and how their performance improved. The sustainability of the project results, improved capacity of media monitors, media standards and raised public awareness, will be presented in sufficient detail to build upon it for future actions. All reporting procedures as per UNDP and EU requirements will be followed.

1.8.4 The role and participation of the various actors and stakeholders

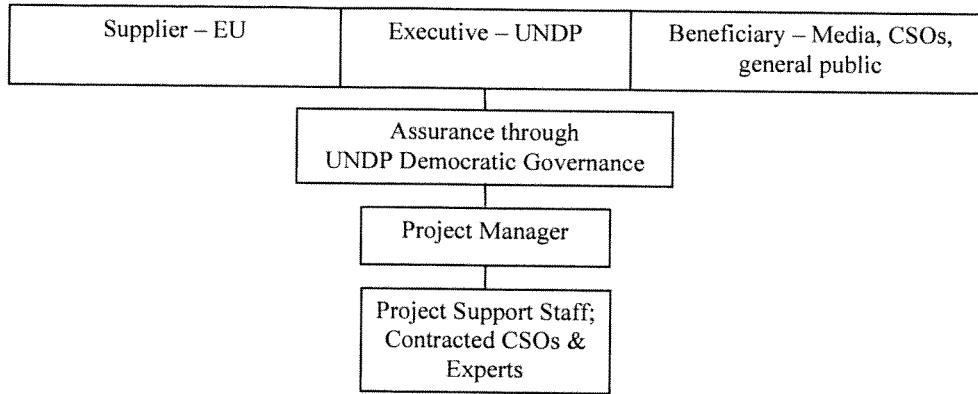
The project will be characterised by active involvement of CSOs, media experts and professionals. The involvement of public in general will be sought not only through informing them about media findings, but also through their participation in debates to the extent possible. All stakeholders will be invited to actively contribute to the programme implementation, and thus relevant steps will be taken to promote broad based ownership of the programme achievements by the beneficiaries.

1.8.5 The organisational structure and the team

The project will be implemented under UNDP Direct Implementation Modality (DIM) in accordance with UNDP rules and regulations. UNDP will be responsible for the achievement of results and the use of resources. As such, it will bear the overall accountability for delivering the project in accordance with its applicable regulations, rules, policies and procedures (ref.: UNDP Programme and Operations Policies and Procedures). As per UNDP's Financial Regulations and Rules, the following general principles will be given due consideration while executing procurement in connection with the project: Best Value for Money; Fairness, Integrity & Transparency and Effective Competition.

The project will be implemented with the team as presented in the attached budget. Project assurance will be provided by the UNDP Georgia Democratic Governance portfolio.

The basic project structure is the following:



The Project Manager will be in charge of requesting funds to cover project-related expenses. In the absence of the Manager, the designated person will take over relevant functions. Official summary records of all transactions will be provided by UNDP to the Manager, who will in turn be responsible for keeping comprehensive relevant records.

1.8.6 The main means proposed for the implementation of the action (equipment, materials, and supplies to be acquired or rented);

The project will attempt to fit within the office space where other UNDP projects are also located. In such case, it will pay only a share of the rental costs which shall economize the expenses. The project will receive sufficient type and pieces of office equipment and furniture from the previous UNDP projects. Thus, no purchase of furniture is planned within this action.

The project will share a vehicle from other UNDP project and the maintenance and fuel costs will be borne accordingly. The project will cover staff communication costs (e.g. telephone/internet).

1.8.7 The attitudes of all stakeholders towards the action in general and the activities in particular

The proposed initiative has been discussed with the CSOs to be involved in the media monitoring while the idea of possible monitoring has been mentioned with many local and international stakeholders. Overall, there is a highly positive attitude towards the planned monitoring. And what is more, it is considered of an utmost importance in view of the upcoming pre-electoral year.

EU and UNDP's facilitation in building consensus with regard to promoting fair and impartial media, as a basis for a consolidated democracy, is also appreciated by the concerned stakeholders as the organizations stand as neutral parties to the process. EU and UNDP will serve as active facilitators and involve all available resources to reach consensus with all stakeholders.

The established reputation of the organizations in front of representatives of civil society, media, other organizations and public in general, will be used for the benefit of the proposed project and will guarantee close involvement of these stakeholders in the processes.

EU and UNDP have established positive working relations with international partners within and outside of the project scope.

1.9. Duration and indicative action plan for implementing the action

The duration of the action will be 10 months

Year One/ Activity	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Project establishment and preparations for monitoring	X	X	X							
Media monitoring of news			X	X	X	X	X	X	X	
Media monitoring of talk shows					X	X	X	X	X	
Media monitoring of online sources			X	X	X	X	X	X	X	
Media monitoring of radio			X	X	X	X	X	X	X	
Media monitoring of press			X	X	X	X	X	X	X	
Publicity of the elections media monitoring		X	X	X	X	X	X	X	X	X

1.10. Sustainability

1.10.1 Risks and Assumptions

1. There is a risk of interference in editorial freedoms of media as well as the media providing particular spinning to their reporting. Such risk will be mitigated through the media monitoring proper and wide publication of results as well as public meetings where such instances could be brought to the spotlight.

2. Some of the media outlets might be unhappy about the result of their performance. Thus, they may resort to the negative PR of the project and its experts. In such case, the former practice will be used to hold individual meetings with the respective media representatives to explain in more details the rationale behind the existing results. In case of continued performance, other communication strategies not involving the concerned media outlet will be applied.

3. General public's lack of interest in MM reports can be defined as another risk of the project. In such case the previous good practice will be used and by consulting with local and international experts the reporting techniques will be further advanced.

4. Devaluation of GEL (from December 2014 to September 2015 GEL depreciated against USD by 39.85%) is also a risk as the project - according to the local legislation - shall operate in the local currency. While the risk itself is beyond the project control, it may nevertheless be decreased by converting limited amount of funds into the local currency and more frequently during the project lifetime.

As for the assumptions, it is expected that the project activities will successfully address the identified problems. The media monitoring (MM) will keep local media outlets more accountable to public and the principles of fairness and objectivity. As previous MM experience has proven, most of media outlets are particularly alert during the MM cycles. Thus, it is expected that the action will succeed to promote local media's free and professional operation during the 2016 elections in Georgia.

1.10.2 Sustainability of the proposed action

Ensuring sustainability of the initiative will remain the highest priority for UNDP. The experience and lessons learned of the previous interventions will feed into the sustainability strategy of this project.

The action aims to reach sustainable results through promoting openness and transparency. As the previous interventions has showed, the media practices improved considerably after the several cycles of MM. Thus, it is expected that such practices will be further sustained and consolidated. The culture of holding structured and evidence-based debates will also be promoted through the presentation events to be organized within the project based on the quantifiable findings. The action should also be contributing to the stable nature of political processes in the country as when the MM subjects are aware that they are also the part of the monitoring process, their respective pre-electoral activities have higher chances of more responsible conducts and approaches MM will further hone the local CSO research skills in general. In addition to building on the institutional capacities of the CSOs, which have been developed within the previous similar interventions, the project will mobilize to the extent possible the same media monitors individually that were involved before. Media monitors will be empowered with a specific skill that will help them to be engaged in future monitoring activities of other type, i.e. not only related to the elections. Through special training sessions they will gain knowledge of media research tools which will also enable them to participate in media research projects and operate independently in future. The MM reports will also serve for the academic researches of Georgian media. The project shall also contribute to more stable nature of professional reporting by media by getting such coverage more into the habit.

The project will aim at sustaining the results and products through its focus on capacity building/development of CSOs. The provided knowledge on media techniques and practices will remain within the public at large. The website and public presentations will be used to provide such information to the public based on the MM reports. At the same time, the CSOs can be used as a resource for future media monitoring as well as for the knowledge transfer to other (e.g. regional) organizations. It is expected that as a result of the project interventions, the CSOs will be able to generate additional financial resources as their respective capacities will be strengthened.

The project will make sure that its activities and interventions promote gender equality and the empowerment of women. To this effect, close attention will be paid to ensuring that women are pro-actively involved in the development and implementation of the project activities, equally benefit from the results, are fairly represented in different consultative processes and discussions, and that qualified female experts are recruited where possible. Additionally, gender-segregated data would be collected/presented where applicable.

1.11. Logical framework

ENCLOSED (ANNEX 1)

1.12. Budget for the action

ENCLOSED (ANNEX 2)

