<table>
<thead>
<tr>
<th><strong>Scope of Work (SOW) (Draft until finalized)</strong></th>
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<tbody>
<tr>
<td><strong>Applicant Name/Recipient Name</strong></td>
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<td><strong>NOFO Title/Project Title</strong></td>
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<td><strong>Federal Assistance Listing Number</strong></td>
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<td><strong>Period of Performance</strong></td>
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<td><strong>U.S. Embassy Program Strategic Goals and Objectives</strong></td>
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<td><strong>U.S. Embassy Program Background and Description</strong></td>
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<td><strong>Project Location</strong></td>
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| **Project Goals and Objectives** | Projects should:  
  • Empower citizen activists engaged in the broad effort to combat malign narratives and disinformation.  
  • Analyze information identified via data analytical tools and open-source digital research and disseminate that analysis to the public, media/journalists, government bodies, international partners, and other relevant groups. |
Objective 1: Support the work of established activists, media, volunteers, and civil society organizations to more assertively combat disinformation.

Applicant Project Objective 1:

Activities
To achieve the goals and expected results, the program should include the following:

- Active coordination with other organizations including, but not limited to, activists, media, volunteers, and civil society organizations engaged in similar efforts, relying on existing networks.
- Conduct and coordinate outreach events via the dissemination of information to specific Ukrainian audiences including but not limited to Ukrainians located in areas most susceptible to malign Russian influences (e.g. Eastern Ukraine, areas under active or potential threat from war) in an effort to reduce their vulnerability to disinformation, misinformation, and malign narratives.
- Provide resources, including in online format.
- Empower and support activists, possibly through trainings and other methodology.
- Support subawards to established and effective grassroots-level organizations.

Expected Results
Specific results could include the following:

- Activists, media and civil society organizations have required resources to combat disinformation.
- Above target audiences are more informed and supported in their efforts to combat disinformation online.

Performance Indicators:

- # of organizations, media representatives and volunteers reached.
- # of subgrants issued.
- # of people reached via outreach events.

Inputs (resource and time requirements):
- Planning and coordination of staff for outreach events.
- Overseeing subaward pre-award and post-award phases.
- Drafting schedules and curricula for training events.

**Outputs (actions completed and/or items produced):**
- Outreach events.
- Subawards
- Creation of training materials.

Data should be disaggregated as follows:
- Geographic location of audience.
- By type of media (e.g., print, online, TV, news).

**Targets (measurable; quarterly and/or other milestones):**
- 20% increase of audience reached from baseline number.

**Outcomes (results or changes caused by these activities):**
- More Ukrainian media, volunteers, civil society organizations and activists have improved skills and training to combat malign disinformation efforts in Ukraine.
- Target audiences are more able to identify disinformation.

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<th>Objective 2</th>
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<tr>
<td><strong>U.S. Embassy Policy Objective:</strong> Collect and analyze data on disinformation campaigns via both open source and data analytical tools to inform target audiences (media, activists, volunteers, and civil society organizations) and award implementer.</td>
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**Applicant Project Objective 2:**

**Activities**

To achieve the goals and expected results, the program should include the following:
- Research and analysis of open-source materials regarding disinformation campaigns targeting Ukraine.
- Development and/or use of existing data analytical tools to collect and analyze data on disinformation efforts in Ukraine.
- Creating data products for dissemination to relevant audiences.

**Expected Results**

Specific results could include the following:
- Availability of data regarding disinformation in Ukraine.
- Analysis and reporting of these data sets.
<table>
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<tr>
<th><strong>Performance Indicators:</strong></th>
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<tr>
<td>• # of data sources used in data collection and analysis</td>
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<tr>
<td>• # of reports generated</td>
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**Inputs (resource and time requirements):**
- Development of research models.
- Daily data collection.
- Use of existing data analysis tools or development of new tools.

**Outputs (actions completed and/or items produced):**
- Data sets
- Analysis reports
- New data collection and analysis tools

Data should be disaggregated as follows:
- Type of media/data source.
- Location of media/data source.

**Targets (measurable; quarterly and/or other milestones):**
- 10% increase, quarterly, in number of reports generated.
- 20% increase in overall number of data sources collected quarterly.

**Outcomes (results or changes caused by these activities):**
- Increase in available data on disinformation efforts in Ukraine.
- More data analysis and reporting available to USG and partners.
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<th>Objective 3</th>
<th>U.S. Embassy Policy Objective: Identify relevant information that will be disseminated to the media/journalist.</th>
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**Applicant Project Objective 3:**

**Activities**  
To achieve the goals and expected results, the program should include the following:

- Development of informational products to be shared with media/journalists to reduce their vulnerability to disinformation, misinformation, and malign narratives.
- Information sessions specifically for media/journalists on combatting disinformation, misinformation and malign influences and the role of media in this effort.

**Expected Results**  
Specific results could include the following:

- Media and journalists have accurate information regarding current disinformation efforts in Ukraine.
- Media and journalists receive proper training on combatting misinformation, disinformation and malign narratives.

**Performance Indicators:**

- # of media representatives/journalists receiving training
- # of media representatives/journalists reached with informational products.

**Inputs (resource and time requirements):**

- Time and planning to create informational products.
- Staff training and development of training sessions for media/journalists.

**Outputs (actions completed and/or items produced):**

- Information products available to media.
- Training sessions provided to media.

**Targets (measurable; quarterly and/or other milestones):**

- 50-80% of major Ukrainian media outlets receive trainings and informational products.
- 50% of journalists reached by either training sessions or informational products, or both.

**Outcomes (results or changes caused by these activities):**

- More media outlets and journalists are better trained and equipped to combat false and malign narratives.
- Media outlets and journalists have access to current information on disinformation and misinformation campaigns in Ukraine and are more able to counteract these efforts.
| Sustainability | Applicant's plan for continuing the program beyond the grant period, or the availability of other resources, if applicable. Include ways program activities will ensure sustainability. Applicants must have existing, or the capacity to develop, active partnerships with local in-country partners, entities, and relevant stakeholders and have successfully administered similar projects. |