



PROJECT DOCUMENT
Georgia

Project Title: Study and Research on Election Media Coverage for the 2018 Presidential Elections in Georgia

Project Number: 00101297 **Output Number:** 00103868

Implementing Partner: UNDP

Start Date: 1 March 2018

End Date: 31 December 2018

PAC Meeting date:

Brief Description


Unbiased media coverage of elections allows electorate to make informed decisions. Therefore, supporting media's free and objective performance during election cycles is essential for credible and transparent elections and democratic governance in general.

The aim of the project is to contribute to a peaceful, free and credible media environment during the 2018 presidential elections in Georgia. The project will serve this aim through implementation of evidence-based monitoring of Georgian media outlets for 2018 Presidential elections.

The Media Monitoring (MM) will be performed through the Civil Society Organizations (CSOs) prior, during and immediately after the upcoming elections. The results of the MM will be available publicly. Discussions and public presentations of the results will be held with participation of all relevant stakeholders.

| | | | |
|--|-----------------------------------|---|------------------------------|
| <p>Contributing Outcome (UNDAF/CPD, RPD or GPD): CPD 2016-2020 Outcome 1/UNPSD 2016-2020 Outcome 1: By 2020 citizen expectations for voice, development, the rule of law and accountability are met by stronger systems of democratic governance.</p> <p>CPD 2016-2020 Output 1.3. By 2020, representative legislature, independent judiciary and accountable executive powers are underpinned by functioning system of checks and balances</p> <p>Indicative Output(s) with gender marker: GEN1</p> | Total resources required: | 232,947 EUR (276,004 USD) | |
| | Total resources allocated: | 232,947 EUR (276,004 USD per UNORE ¹ for Dec-2017 amounting to 0.844) | |
| | | UNDP TRAC: | 10,000 EUR (11,848 USD) |
| | | EU: | 222,947 EUR (264,155 USD) |
| | | Government: | |
| | | In-Kind: | |
| Unfunded: | | | |

Agreed by (signatures):

| |
|---|
| UNDP |
|  |
| Niels Scott, Resident Representative |
| Date: |

¹ UN Official Rate of Exchange

I. DEVELOPMENT CHALLENGE

Georgian media enjoys broad public outreach and social influence. Most of the Georgian population receives information primarily from media sources.² Therefore, unbiased reporting is crucial during elections and is key to informed electorate. Informed electorate is one of the principal guarantees for transparent and fair electoral process. Elections are a cornerstone of strong democratic systems. Thus, this action contributes to the stronger democratic systems in Georgia, which will benefit entire population of the country equally, including its diverse groups.

In its latest report, Freedom House has placed Georgia among the list of countries that deserve special scrutiny in the view of the quality of democracy.³ Thus, any effort directed at strengthening democratic systems is timely and necessary.

Despite recent improvements in media environment in Georgia, such as improved financial and ownership transparency of media outlets and increasing pluralism, various assessments of media environment show that important challenges remain in terms of polarization of media and possible influence of political groups.

According to the 2017 IREX Media Sustainability Index, Georgia's score for the Plurality of News is lower than in 2016.⁴ EU-UNDP media monitoring conducted for the 2017 Local Self-Governance Elections also revealed cases of biased reporting in favour of political groups, including on the country's main TV stations.⁵ In addition, Georgian Public Broadcaster has been criticized on numerous occasions for alleged Government-friendly editorial decisions,⁶ while the ownership of the country's one of the largest private TV stations Rustavi 2 remains under dispute.⁷ The outcome of this dispute may have long-lasting negative effect on the freedom of media in the country.

These assessments indicate that state of media in Georgia deserves attention to ensure that recent achievements are sustained. It is likely that closer to the election period the political temperature will rise and media may become more polarized. Political groups on their end, may be even more motivated to manipulate media to achieve desired outcomes of the elections.

Independent media monitoring is a tool that will help to keep the temperature down for the election period. Throughout previous monitoring projects, EU-UNDP media monitoring has built the reputation of a trusted and professional observer. It has positively influenced media and contributed to decreased use of hate speech and more balanced reporting.⁸ Media outlets are widely informed of the monitoring process and additional efforts will be made to bring the project to the attention of the journalists once again. 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.

II. STRATEGY

The Theory of Change for this action is the following: 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 during the elections.

The provision of professional media monitoring will be ensured through CSOs that have built capacities and expertise in conducting the monitoring with the internationally acclaimed methodology. The financial and management viability of the partner CSOs has been assessed by external auditors within the 2016 media monitoring cycle. The assessment identified that the organizations have sufficient structures and instruments on the ground to cope with the tasks assigned to them. Training will be conducted for media monitors prior to actual monitoring activities by Memo 98, a Slovak organization with extensive experience in media monitoring.

The findings will be shared through the project website <http://mediamonitor.ge> and with the help of mainstream and social media. This will help to ensure publicity of the research results. Presentations and other events held within the project will also serve the same goal and facilitate open discussion among the

² <https://drive.google.com/file/d/17cu2EHR90kcEIfRbATBrhAnNOTQuy3kj/view>

³ <https://freedomhouse.org/report/freedom-world/freedom-world-2018>

⁴ <https://www.irex.org/sites/default/files/pdf/media-sustainability-index-europe-eurasia-2017-georgia.pdf>

⁵ http://mediamonitor.ge/uploads_script/accounts/MM_FINAL_REPORT_2017_ENG.pdf

⁶ <http://qartia.ge/ka/gadatsyvetelebebis-dzebna/article/43622-gadatsyveteleba-saqmeze-ganmckhadebeltha-jgufi-giorgi-gvimradzis-da-irina-dekanoidzis-tsinaaghmdeg>

⁷ <http://www.eurasianet.org/node/82756>

⁸ http://mediamonitor.ge/uploads_script/accounts/MM_FINAL_REPORT_2017_ENG.pdf

wide range of stakeholders such as CSOs, media experts and political parties. This should help identify and correct biased tendencies and contribute to the fair and transparent election environment. It should also stimulate further public debates as a necessary pre-requisite for democratic processes.

The planned initiation of the MM will signal various media sources to be better prepared for a professional coverage of elections. 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. Although, as it has been the case throughout previous undertakings, the MM reports will be vocal if standards of ethics and professional reporting are violated.

The regular discussions will provide media companies with the necessary analysis of the coverage of electoral subjects. This will provide them with a better understanding of the gaps and ways to overcome them in the interests of becoming more impartial and professional. Engagement of all interested stakeholders will be ensured on these events.

The project will revisit lessons learnt from the previous round of media monitoring in terms of best ways of disseminating monitoring results to the stakeholders and will also adapt the methodology of media monitoring to the situation on the ground.

The previous rounds of media monitoring have shown decrease in the use of hate speech, more balanced reporting and more fair distribution of airtime among electoral candidates. Interest of media outlets in the results of media monitoring shows readiness of at least part of the media organizations for improvement. It is expected that this project will also bring further improvements in terms of more professional and unbiased reporting and will lead to more informed and, therefore, empowered electorate. It will certainly serve as a deterrent for media outlets against violations of principles of ethical and professional journalism.

III. RESULTS AND PARTNERSHIPS

Expected Results

CSOs will perform a quantitative and qualitative analysis of news on TV stations and radios, political and elections related TV talk shows aired during the prime time and relevant print and online publications. The analysis will be performed against a range of indicators, such as: time given to different candidates, frequency of mentioning, tone of coverage, equal treatment of subjects, use of hate speech and others. The methodology will be fine-tuned prior to the beginning of the monitoring with the help of an international expert. Media monitors will be trained to make sure that they adhere to the methodology.

Introductory meeting with media organizations will be held prior to the launch of monitoring to inform media outlets about the project and to ensure that media organization have enough time to address any potentially problematic aspect in their reporting prior to the monitoring. Presentations with participation of media outlets and other stakeholders will be held throughout the project to share the findings and encourage discussion about the state of media in the country.

The obtained statistical data as well as analytical reports and findings (total of 5 reports throughout the monitoring) 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 the 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 to 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 Presidential 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 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.

The list of media outlets and the detailed schedule of the planned programmes of MM will also be developed prior to the initiation of the monitoring. Media rating research implemented for the 2017 media monitoring

cycle will be updated to select only most rated/influential media sources. The research will reassess user base of particular media outlets and evaluate their influence over the media environment.

Resources Required to Achieve the Expected Results

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

The project staff will be responsible for day-to-day management of the project including timely and efficient delivery of the project technical, operational, financial and administrative outputs and substantive project inputs. The project staff will organize administrative and financial processes for project needs. Coordination is also necessary with the UNDP office, which will ensure strategic guidance for the project and clearance of all the documentation.

The project will receive sufficient type and pieces of computer hardware and office equipment and furniture from the previous UNDP projects. Thus, only a limited purchase of office supplies is planned within this action.

The project will cover staff communication costs (e.g. telephone/internet).

Partnerships

The following partner CSOs will undertake the monitoring – Georgian Charter of Journalistic Ethics (TV), Internews Georgia (Radio) and Civic Development Institute (Online and Press). It is expected that the CSOs will implement the monitoring in professional manner and the results will be accurate and trustworthy.

The project will also include the consultant from a Slovak organization Memo 98 to guide the monitoring process through its initial phase, including revision of the methodology and training of media monitors. This should ensure that the high quality of the produced results is observed throughout the project.

Risks and Assumptions

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.

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.

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.

As for the assumptions, it is expected that the project activities will successfully address the identified problems. The media monitoring will motivate local media outlets to be more accountable to public and uphold the principles of fairness and objectivity in reporting. 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 2018 elections in Georgia.

Stakeholder Engagement

The project will be characterised by active involvement of CSOs, media experts and professionals, who represent the main target groups of the project. Their involvement will be ensured through public events, such as meetings, conferences and discussions.

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.

Knowledge

The CSOs will produce four media monitoring reports and the final report. The reports will be shared with all stakeholders and will be publicly available through UNDP Georgia's website and the project's website <http://mediamonitor.ge>. The database with 2018 media monitoring results will be available on the website together with the results of the previous years. This would allow interested individuals to see the development of election reporting in Georgia in dynamics throughout years. Traditional media as well as social media will be actively used to ensure visibility of the project. All project material will be appropriately labelled and marked with branding designed prior to the project.

Sustainability and Scaling Up

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 have 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 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.

IV. PROJECT MANAGEMENT

Cost Efficiency and Effectiveness

The previous rounds of media monitoring have proven efficiency of the proposed actions as the results reveal improving media standards in Georgia. Media monitoring positively influences media environment in the vibrant period of elections and since most media outlets are wary of their public image, it is assumed that the editorial staff will be very attentive towards journalistic standards and ethics. CSOs are independent and professional which gives the project the image of an independent observer, hence the trustworthiness of the results is not doubted. Presentations and debates included in the project have proved to be good tools for initiating discussions on performance of media as well as challenges that media faces. This facilitates relations among media and civil society and contributes to stronger cooperation of stakeholders.

Project Management

The project's day to day operations will be managed by Project Staff under the supervision of UNDP's Democratic Governance Portfolio. The Project Staff will seat at the Project Office which will be shared with other projects of UNDP. Costs of the office rent and other office operation costs, such as communal costs, IT management and cleaning costs will also be shared.

V. RESULTS FRAMEWORK

Intended Outcome as stated in the United Nations Partnership for Sustainable Development (UNPSD) 2016-2020/Country Program Document (CPD) 2016-2020 Results and Resource Framework: 1. By 2020, Citizen expectations for voice, development, the rule of law and accountability are met by stronger systems of democratic governance.
CPD 2016-2020 Output 1.3. By 2020, representative legislature, independent judiciary and accountable executive powers are underpinned by functioning system of checks and balances.

Outcome indicators as stated in the CPD 2016-2020 Results and Resources Framework, including baseline and targets:

CPD Outcome 1 Indicators:

1. Worldwide Governance Indicators: *Baseline (2013):* Voice and Accountability index 54.5% (Also refers to measurement progress in outcome 2. By 2020 all living in Georgia - including minorities, people with disabilities, vulnerable women, migrants, internally displaced persons and persons in need of international protection – have trust in and improved access to the justice system, which is child-friendly, enforces national strategies and operates in accordance with United Nations human rights standards); Rule of law index 53.6%, Government Effectiveness Index 69.4%; *Targets (2020):* Voice and Accountability index >60%; Rule of law index >58%; Government Effectiveness Index >72%
 2. Level of public confidence and satisfaction with legislature, judiciary, democratic system and public service delivery; *Baseline:* to be established (2015); *Target:* to be set based on 2015 baseline
 3. Seats held by women in parliament and local councils; *Baseline:* Parliament 11% (2012); Local councils 15% (2016) 20% (2020); *Target:* Parliament 15% (2016) 20% (2020); Local Councils 15% (2017)
- CPD Output 1.3 Indicators:
- 1.3.1. Checks and balances improved;
 - 1.3.2. Parliamentary decree defines role and assigns human resources to engage in the Open Government Partnership (OGP) framework, including through innovative data collection and citizen engagement.

Applicable Output(s) from the UNDP Strategic Plan 2018-2021: 2.2.2 Constitution-making, electoral and parliamentary processes and institutions strengthened to promote inclusion, transparency and accountability

Project title and Atlas Project Number: Study and Research on Election Media Coverage for the 2018 Presidential Elections in Georgia, 00103868

| EXPECTED OUTPUTS | OUTPUT INDICATORS | DATA SOURCE | BASELINE | | TARGETS (by frequency of data collection) | DATA COLLECTION METHODS & RISKS |
|------------------|-------------------|-------------|----------|------|---|---------------------------------|
| | | | Value | Year | | |
| | | | | | Year 2018 | |

| | | | | | | |
|--|---|---|--|-------------|---|--|
| <p>Output 1 Conducting evidence-based assessment of media performance via comprehensive and qualified monitoring and awareness on media monitoring through public discussions during and immediately after 2018 Presidential Elections</p> | <p>1.1 Number of monitored media outlets, produced reports and events conducted within the project; 1.2 Number of improved coverage tendencies in news programs and talk shows at the monitored media; 1.3 Number of online visitors at the project website www.mediamonitor.ge</p> | <p>Quantitative and qualitative assessment reports produced as a result of the media monitoring (MM) as well as through other media reports such as Freedom House (annual), OSCE/ODIHR (if engaged in election monitoring), IREX (annual media sustainability index), NDI (multiple times per year), etc.</p> | <p>Georgian media is more balanced in their coverage of news subjects, the hate speech is decreased; bias in favour of key political groups remains; lack of in-depth coverage remains; isolated cases of hate speech remain in press.</p> | <p>2017</p> | <p>1.1. Approximately 8 Georgian TV channels, 12 online news portals, 6 newspapers and 10 radio stations will be monitored within 6 months of the 2018 presidential elections monitoring; 4 ongoing monitoring reports and a final report will be produced. 5 discussions/presentations will be organised to enhance public awareness on media performance and promote debates. 1.2. Media monitoring reports show growing tendency of balanced coverage and fair distribution of time among elections subjects; 1.3. At least 50 visitors on the website during the weeks of release of new media monitoring reports;</p> | <p>Some media outlets might be unhappy about their performance results. Thus, negative PR of the project and its experts may follow. In such case, public campaign will be intensified and individual meetings held with respective media to explain in more details the rationale behind existing results. In case of continued performance, other communication strategies not involving the concerned media outlet will be applied.</p> |
|--|---|---|--|-------------|---|--|

VI. MONITORING AND EVALUATION

In accordance with UNDP's programming policies and procedures, the project will be monitored through the following monitoring and evaluation plans:

Monitoring Plan

| Monitoring Activity | Purpose | Frequency | Expected Action | Partners (if joint) | Cost (if any) |
|------------------------------------|---|---|---|---------------------|---------------|
| Track results progress | Progress data against the results indicators in the RRF will be collected and analysed to assess the progress of the project in achieving the agreed outputs. | Quarterly, or in the frequency required for each indicator. | Slower than expected progress will be addressed by project management. | | |
| Monitor and Manage Risk | Identify specific risks that may threaten achievement of intended results. Identify and monitor risk management actions using a risk log. This includes monitoring measures and plans that may have been required as per UNDP's Social and Environmental Standards. Audits will be conducted in accordance with UNDP's audit policy to manage financial risk. | Quarterly | Risks are identified by project management and actions are taken to manage risk. The risk log is actively maintained to keep track of identified risks and actions taken. | | |
| Learn | Knowledge, good practices and lessons will be captured regularly, as well as actively sourced from other projects and partners and integrated back into the project. | At least once per project lifetime | Relevant lessons are captured by the project team and used to inform management decisions. | | |
| Annual Project Quality Assurance | The quality of the project will be assessed against UNDP's quality standards to identify project strengths and weaknesses and to inform management decision making to improve the project. | At the beginning of the project | Areas of strength and weakness will be reviewed by project management and used to inform decisions to improve project performance. | | |
| Review and Make Course Corrections | Internal review of data and evidence from all monitoring actions to inform decision making. | At least once per project lifetime | Performance data, risks, lessons and quality will be discussed by the project board and used to make course corrections. | | |
| Project Report | A progress report will be presented to the Project Board and key stakeholders, | At the end of the project (final) | | | |

| Monitoring Activity | Purpose | Frequency | Expected Action | Partners (if joint) | Cost (if any) |
|---------------------------------------|--|------------------------------------|--|---------------------|---------------|
| | consisting of progress data showing the results achieved against pre-defined annual targets at the output level, the annual project quality rating summary, an updated risk long with mitigation measures, and any evaluation or review reports prepared over the period. | report) | | | |
| Project Review (Project Board) | The project's governance mechanism (i.e., project board) will hold regular project reviews to assess the performance of the project and review the Multi-Year Work Plan to ensure realistic budgeting over the life of the project. In the project's final year, the Project Board shall hold an end-of project review to capture lessons learned and discuss opportunities for scaling up and to socialize project results and lessons learned with relevant audiences. | At least once per project lifetime | Any quality concerns or slower than expected progress should be discussed by the project board and management actions agreed to address the issues identified. | | |

Evaluation Plan

| Evaluation Title | Partners (if joint) | Related Strategic Plan Output | UNDAF/CPD Outcome | Planned Completion Date | Key Evaluation Stakeholders | Cost and Source of Funding |
|---|---------------------|---|---|-------------------------|-----------------------------|----------------------------|
| Final evaluation for project "Study and Research on Election Media Coverage for the 2018 Presidential Elections in Georgia" | | 2.2.2. Constitution-making, electoral and parliamentary processes and institutions strengthened to promote inclusion, transparency and accountability | 1. By 2020, Citizen expectations for voice, development, the rule of law and accountability are met by stronger systems of democratic governance. | 31.12.2018 | UNDP | 4,739.34 EU |

VII. MULTI-YEAR WORK PLAN ⁹¹⁰

All anticipated programmatic and operational costs to support the project, including development effectiveness and implementation support arrangements, need to be identified, estimated and fully costed in the project budget under the relevant output(s). This includes activities that directly support the project, such as communication, human resources, procurement, finance, audit, policy advisory, quality assurance, reporting, management, etc. All services which are directly related to the project need to be disclosed transparently in the project document.

| EXPECTED OUTPUTS | PLANNED ACTIVITIES | Planned Budget by Year | RESPONSIBLE PARTY | PLANNED BUDGET | | |
|---|---|------------------------|-------------------|---------------------------------------|---------------------------------------|------------------|
| | | | | Funding Source | Budget Description | Amount |
| Output 1: Conducting evidence-based assessment of media performance via comprehensive and qualified media monitoring and raised awareness on media monitoring through public discussions during and immediately after 2018 Presidential Elections. Gender marker: GEN1 | 1.1 CSO micro-capital grant agreement, TV news analysis | x | UNDP | EU | 72600 Grants | 23,696,68,545.02 |
| | 1.1 CSO micro-capital grant agreement, TV news analysis | x | UNDP | UNDP | 72600 Grants | 11,848.34 |
| | 1.2 CSO micro-capital grant agreement, TV talk-shows analysis | x | UNDP | EU | 72600 Grants | 21,327.01 |
| | 1.3 CSO micro-capital grant agreement, Radio news analysis | x | UNDP | EU | 72600 Grants | 28,436.02 |
| | 1.4 CSO micro-capital grant agreement, Print media analysis | x | UNDP | EU | 72600 Grants | 24,881.52 |
| | 1.5 CSO micro-capital grant agreement, Online media analysis | x | UNDP | EU | 72600 Grants | 31,990.52 |
| | 1.6 Media Rating Research | x | UNDP | EU | 72100 Contractual Companies | 5,331.75 |
| | 1.7 International Expertise | x | UNDP | EU | 71200 International Expertise | 2,000 |
| | 1.8 Translation, interpreters for the event | x | UNDP | EU | 74200 Audio visual & Print prod costs | 2,843.60 |
| | 1.9 Translation, monitoring reports | x | UNDP | EU | 74200 Audio visual & Print prod costs | 4,673.64 |
| 1.10 Cost of Conferences/roundtables | x | UNDP | EU | 75700 Workshops/Conferences Training. | 7,168.25 | |

⁹ Cost definitions and classifications for programme and development effectiveness costs to be charged to the project are defined in the Executive Board decision DP/2010/32

¹⁰ Changes to a project budget affecting the scope (outputs), completion date, or total estimated project costs require a formal budget revision that must be signed by the project board. In other cases, the UNDP programme manager alone may sign the revision provided the other signatories have no objection. This procedure may be applied for example when the purpose of the revision is only to re-phase activities among years.

| EXPECTED OUTPUTS | PLANNED ACTIVITIES | Planned Budget by Year | RESP ONSIB LE PART Y | PLANNED BUDGET | | |
|---------------------|--|------------------------------|----------------------------------|-------------------|---------------------------------------|-------------------|
| | | | | Funding Source | Budget Description | Amount |
| | | | | Y1 | | |
| | 1.11 Publication | x | UNDP | EU | 74200 Audio visual & Print prod costs | 2,606.64 |
| | 1.12 MM Training/Seminars | x | UNDP | EU | 75700 Workshops/Conferences Training, | 6,729.86 |
| | 1.13 MM website maintenance | x | UNDP | EU | 72100 Contractual Services | 1,563.98 |
| | 1.14 Visibility Actions | x | UNDP | EU | 72100 Contractual Services | 3,554.50 |
| | EVALUATION | x | UNDP | EU | 72100 Contractual Services | 4,739.34 |
| | Project Manager (100%) | x | UNDP | EU | 71400 Contractual Services individual | 21,327.01 |
| | Project Admin/Finance Assistant (100%) | x | UNDP | EU | 71400 Contractual Services individual | 16,587.68 |
| | Cleaner (25%) | x | UNDP | EU | 71400 Contractual Services individual | 1,821.68 |
| | Programme Quality Assurance (10%) | x | UNDP | EU | 61100 Salary costs - NP staff | 6,101.90 |
| | Programme Quality Assurance Assistance (10%) | x | UNDP | EU | 61200 Salary cost - GS staff | 3,755.92 |
| | Per diems for international expert | x | UNDP | EU | 71600 Travel | 924.17 |
| | Per diems for MM training/seminar participants (25 people x 2 days x 2 events) | x | UNDP | EU | 71600 Travel | 9,241.71 |
| | Per diems for the UNDP staff (3 persons x 4 days) | x | UNDP | EU | 71600 Travel | 2,345.97 |
| | International travel | x | UNDP | EU | 71600 Travel | 1,540.28 |
| | Transportation of training/seminar participants | x | UNDP | EU | 71600 Travel | 1,421.80 |
| | Office rent (25%) | x | UNDP | EU | 73100 Rental & Maintenance Premises | 6,812.80 |
| | Consumables - office supplies | x | UNDP | EU | 72500 Supplies | 1,066.35 |
| | Other services (tel/fax, electricity/heating, maintenance) | x | UNDP | EU | 72400 Communic/audio visual equipment | 2,014.22 |
| | Administrative cost (GMS) of 7% | x | UNDP | EU | | 17,281.21 |
| TOTAL | | | | | | 276,004.02 |

Distribution per sources (USD):

| | EUR | USD |
|-------------------------|------------|------------|
| Total EU contribution | 222,947.00 | 264,155.66 |
| Total UNDP contribution | 10,000.00 | 11,848.34 |
| Grand total | 232,947.00 | 276,004.00 |

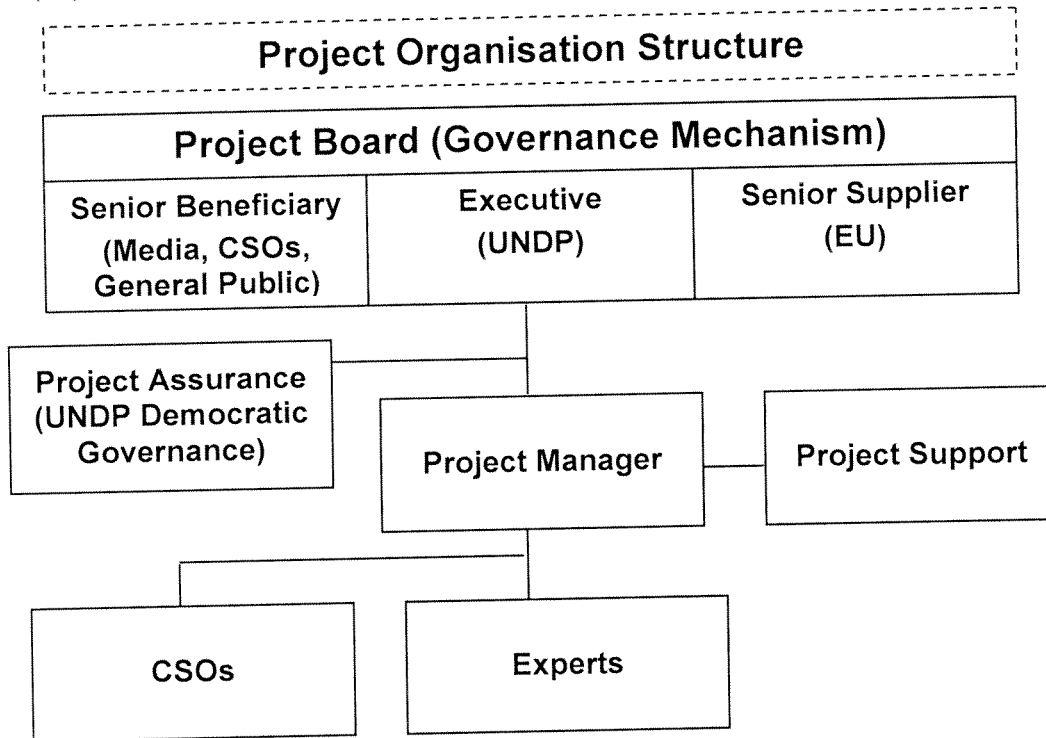
EUR converted to USD per UNORE of 0.844

VIII. GOVERNANCE AND MANAGEMENT ARRANGEMENTS

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:



IX. LEGAL CONTEXT

This project document shall be the instrument referred to as such in Article 1 of the Standard Basic Assistance Agreement between the Government of Georgia and UNDP, signed on 1 July 1994. All references in the SBAA to "Executing Agency" shall be deemed to refer to "Implementing Partner." This project will be implemented by United Nations Development Programme in accordance with its financial regulations, rules, practices and procedures.

X. RISK MANAGEMENT

UNDP (DIM)

1. UNDP as the Implementing Partner will comply with the policies, procedures and practices of the United Nations Security Management System (UNSMS.)
2. UNDP as the Implementing Partner will undertake all reasonable efforts to ensure that none of the [project funds]¹¹ [UNDP funds received pursuant to the Project Document]¹² are used to provide support to individuals or entities associated with terrorism and that the recipients of any amounts provided by UNDP hereunder do not appear on the list maintained by the Security Council Committee established pursuant to resolution 1267 (1999). The list can be accessed via http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml. This provision must be included in all sub-contracts or sub-agreements entered into under this Project Document.
3. Social and environmental sustainability will be enhanced through application of the UNDP Social and Environmental Standards (<http://www.undp.org/ses>) and related Accountability Mechanism (<http://www.undp.org/secu-srm>).
4. UNDP as the Implementing Partner will: (a) conduct project and programme-related activities in a manner consistent with the UNDP Social and Environmental Standards, (b) implement any management or mitigation plan prepared for the project or programme to comply with such standards, and (c) engage in a constructive and timely manner to address any concerns and complaints raised through the Accountability Mechanism. UNDP will seek to ensure that communities and other project stakeholders are informed of and have access to the Accountability Mechanism.
5. All signatories to the Project Document shall cooperate in good faith with any exercise to evaluate any programme or project-related commitments or compliance with the UNDP Social and Environmental Standards. This includes providing access to project sites, relevant personnel, information, and documentation.
6. UNDP as the Implementing Partner will ensure that the following obligations are binding on each responsible party, subcontractor and sub-recipient:
 - a. Consistent with the Article III of the SBAA [*for the Supplemental Provisions to the Project Document*], the responsibility for the safety and security of each responsible party, subcontractor and sub-recipient and its personnel and property, and of UNDP's property in such responsible party's, subcontractor's and sub-recipient's custody, rests with such responsible party, subcontractor and sub-recipient. To this end, each responsible party, subcontractor and sub-recipient shall:
 - i. put in place an appropriate security plan and maintain the security plan, taking into account the security situation in the country where the project is being carried;
 - ii. assume all risks and liabilities related to such responsible party's, subcontractor's and sub-recipient's security, and the full implementation of the security plan.

¹¹ To be used where UNDP is the Implementing Partner

¹² To be used where the UN, a UN fund/programme or a specialized agency is the Implementing Partner

- b. UNDP reserves the right to verify whether such a plan is in place, and to suggest modifications to the plan when necessary. Failure to maintain and implement an appropriate security plan as required hereunder shall be deemed a breach of the responsible party's, subcontractor's and sub-recipient's obligations under this Project Document.
- c. Each responsible party, subcontractor and sub-recipient will take appropriate steps to prevent misuse of funds, fraud or corruption, by its officials, consultants, subcontractors and sub-recipients in implementing the project or programme or using the UNDP funds. It will ensure that its financial management, anti-corruption and anti-fraud policies are in place and enforced for all funding received from or through UNDP.
- d. The requirements of the following documents, then in force at the time of signature of the Project Document, apply to each responsible party, subcontractor and sub-recipient: (a) UNDP Policy on Fraud and other Corrupt Practices and (b) UNDP Office of Audit and Investigations Investigation Guidelines. Each responsible party, subcontractor and sub-recipient agrees to the requirements of the above documents, which are an integral part of this Project Document and are available online at www.undp.org.
- e. In the event that an investigation is required, UNDP will conduct investigations relating to any aspect of UNDP programmes and projects. Each responsible party, subcontractor and sub-recipient will provide its full cooperation, including making available personnel, relevant documentation, and granting access to its (and its consultants', subcontractors' and sub-recipients') premises, for such purposes at reasonable times and on reasonable conditions as may be required for the purpose of an investigation. Should there be a limitation in meeting this obligation, UNDP shall consult with it to find a solution.
- f. Each responsible party, subcontractor and sub-recipient will promptly inform UNDP as the Implementing Partner in case of any incidence of inappropriate use of funds, or credible allegation of fraud or corruption with due confidentiality.

Where it becomes aware that a UNDP project or activity, in whole or in part, is the focus of investigation for alleged fraud/corruption, each responsible party, subcontractor and sub-recipient will inform the UNDP Resident Representative/Head of Office, who will promptly inform UNDP's Office of Audit and Investigations (OAI). It will provide regular updates to the head of UNDP in the country and OAI of the status of, and actions relating to, such investigation.

- g. *Choose one of the three following options:*

UNDP will be entitled to a refund from the responsible party, subcontractor or sub-recipient of any funds provided that have been used inappropriately, including through fraud or corruption, or otherwise paid other than in accordance with the terms and conditions of the Project Document. Such amount may be deducted by UNDP from any payment due to the responsible party, subcontractor or sub-recipient under this or any other agreement.

Where such funds have not been refunded to UNDP, the responsible party, subcontractor or sub-recipient agrees that donors to UNDP (including the Government) whose funding is the source, in whole or in part, of the funds for the activities under this Project Document, may seek recourse to such responsible party, subcontractor or sub-recipient for the recovery of any funds determined by UNDP to have been used inappropriately, including through fraud or corruption, or otherwise paid other than in accordance with the terms and conditions of the Project Document.

Note: The term "Project Document" as used in this clause shall be deemed to include any relevant subsidiary agreement further to the Project Document, including those with responsible parties, subcontractors and sub-recipients.

- h. Each contract issued by the responsible party, subcontractor or sub-recipient in connection with this Project Document shall include a provision representing that no fees, gratuities, rebates, gifts, commissions or other payments, other than those shown in the proposal, have been given, received, or promised in connection with the selection process or in contract execution, and that the recipient of funds from it shall cooperate with any and all investigations and post-payment audits.

- i. Should UNDP refer to the relevant national authorities for appropriate legal action any alleged wrongdoing relating to the project or programme, the Government will ensure that the relevant national authorities shall actively investigate the same and take appropriate legal action against all individuals found to have participated in the wrongdoing, recover and return any recovered funds to UNDP.
- j. Each responsible party, subcontractor and sub-recipient shall ensure that all of its obligations set forth under this section entitled "Risk Management" are passed on to its subcontractors and sub-recipients and that all the clauses under this section entitled "Risk Management Standard Clauses" are adequately reflected, *mutatis mutandis*, in all its sub-contracts or sub-agreements entered into further to this Project Document.

XI. ANNEXES

1. Project Quality Assurance Report

2. Risk Analysis.

ANNEX 2. Risk Analysis

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|--|--|---------------------------|------------------------|
| Project Title: Study and Research on Election Media Coverage for the 2018 Presidential Elections in Georgia | | Award ID: 00101297 | Date: 6-02-2018 |
|--|--|---------------------------|------------------------|

| # | Description | Date Identified | Type | Impact & Probability | Countermeasures / Mngt response | Owner | Submitted, updated by | Last Update | Status |
|---|--|-----------------|-------------|--|---|-------|-----------------------|-------------|--------|
| 1 | Risk of interference in editorial freedoms of media as well as the media providing particular spinning to their reporting | 01-Feb-2018 | Political | Probability: 1 (low) to 5 (high); P=3 Impact: 1(low) to 5 (high); P=3 | 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 | UNDP | | | |
| 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. | 01-Feb-2018 | Operational | Probability: 1 (low) to 5 (high); P=3 Impact: 1(low) to 5 (high); P=2 | 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. | UNDP | | | |
| 3 | General public's lack of interest in MM reports | 01-Feb-2018 | Operational | Probability: 1 (low) to 5 (high); P=3 Impact: 1(low) to 5 (high); P=2 | Previous good practice will be used and by consulting with local and international experts the reporting techniques will be further advanced. | UNDP | | | |