



Artemis Alliance Grant Agreement

with

Sapari

Grant Agreement

1 Grant Number	2 Amount	3 Term	4 Start Date	5 End Date
MN014	£ 19,900.00	5 months	1 st April 2024	31 st August 2024

6 Grantee

Legal name: Sapari

Address: 8, Soliko Virsaladze Str. Tbilisi, Georgia

E: info@sapari.ge

Project Lead:

E:

7 ARTEMIS ALLIANCE Contacts

8 Purpose and Activity

Project Title: **Gendered Disinformation Awareness Project**

Purpose:

Gender and identity disinformation (GID) which is quickly increasing in Georgia reinforces existing gender inequalities and patriarchal systems in the country while exacerbating other forms of harm directed at women in politics and public life (WIPPL). GID targets women with online visibility or public roles, including politicians, human rights defenders, environmental activists, and community leaders, through diverse tactics such as image manipulation, fabricated stories, and social media attacks. WIPPL are increasingly targeted during election and pre-election periods (2024 is an election year in Georgia), which are characterized by even more intense disinformation, defamation and hate speech. In addition, Georgia has recently experienced a rise in ultraconservative, anti-gender movements that denounce gender equality initiatives as anti-Georgian and foreign-imposed and aim to undermine women's empowerment. SAPARI's research into the relationship between right-wing extremism and gender-based violence in Georgia (and the reasons why Georgian men may develop sympathies towards right-wing extremism) has revealed that the Georgian ultra-right designates proponents of women's emancipation as their enemies and effectively exploits social media to attract supporters and attack women in public life. GID aims to undermine the credibility of WIPPL, distract from policy issues, halt progress in gender equality, discourage women from pursuing political or public life and, considering the recent surge of anti-CSO narratives in Georgia, erode trust in civil society organizations which are mostly led by women. Research and awareness raising about the tactics and consequences of GID is crucial to mitigate these effects and to sustain Georgia's democratic development and approximation with the EU. Importantly, combating disinformation and foreign information manipulation was the first of the nine recommendations issued by the European Commission when granting Georgia the EU candidate status. Building long-term resilience against gender disinformation requires a sustained effort at multiple levels of society, from individuals and communities to institutions and governments. By combining research, awareness and community engagement, the proposed project aims to reduce the impact of gender disinformation in Georgia and to promote a more open, inclusive and safe environment for women to pursue public and political activity in the country.

Project Objectives:

The overall objective of the proposed project is to raise awareness and understanding of gendered disinformation, its tactics and impact on WIPPL in Georgia through research and community-level information campaigns.

The project will not only empower individual women with information and advocate for safe online and physical environments for their political or civic activity but will also foster community solidarity and support for gender equality and women's active participation in different spheres of life. As a result, the project will generate a ripple effect by creating positive changes in awareness, behaviour, empowerment and ultimately policy, contributing to a more inclusive and equitable society in Georgia. Overall, public awareness raising is the vital component of efforts undertaken by SAPARI to prevent gender disinformation in Georgia and to promote gender equality. As the landscape of GID is increasingly more and more dynamic and diverse and new campaigns and strategies continue to emerge, it is important to keep up to date not only in terms of quantitative information about the spread of GID produced by various monitoring organizations, but to grasp the psycho-emotional impact of GID on individual women and to alert the society about the road, more global consequences of GID on gender equality, democratic development and openness of political and public spheres in the country.

Outputs:

- 1x Qualitative research report detailing the experiences of WIPPL affected by GID in Georgia.
- Infographics highlighting common forms and methods of GID, its impact on victims' public and private lives, and effective coping strategies.
- Video explainer 1: "Anatomy of GID" (3-4 minutes).
- Video explainer 2: "Effects of GID on Political Participation" (3-4 minutes).
- Storytelling videos: 3x individual interviews or dialogues featuring WIPPL sharing their experiences of GID and coping strategies.
- Shorter edited versions of videos for Instagram and TikTok.
- Two quizzes on GID hosted on SAPARI's Facebook page and www.on.ge.
- Animated posters titled "Why Does It Matter/What's Your Point?!" ("რა მუთაშია?") challenging common GID narratives directed at WIPPL (maximum 10 different versions of posters highlighting various examples of GID).

9. Budget

Total budget is £ 19,000.00 to cover:

Activities	QTY	Unit Cost (GBP)	TOTAL GBP	
Research / Survey (literature review, moderation 5 focus-groups, coding and analysis of focus group data, final research report)	1	5,500.00	5,500.00	
Infographics based on research	5	20.00	100.00	Cost Reimbursable
Explainer Videos with graphic design	2	600.00	1,200.00	
Story Telling Videos / Interviews	3	1,800.00	5,400.00	
Print Campaign				
- Management	1	915.00	915.00	
- Graphic Designer	1	1,050.00	1,050.00	Cost Reimbursable
- Posters in Metro / dissemination fee 1 Month	1	960.00	960.00	Cost Reimbursable
- Print expenses (500 copies)	500	2.00	1,000.00	Cost Reimbursable
Facebook advertisement boosting fees	10	160.00	1,600.00	Cost Reimbursable
Quizzes	2	500.00	1,000.00	
Influencer fees (3 influencers)	3	300.00	900.00	Cost Reimbursable
Administrative costs				
Transportation costs	5	55.00	275.00	Cost Reimbursable
Total			19,900.00	

Period: 6 months

Start date: 1st April 2024

End date: 31st August 2024

10. Authority and Responsibilities

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

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

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

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

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

11. Signatures

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

Sapari

Artemis Alliance

Signature:

Name

Title:

Date: March 25, 2024

Date 26.03.24

12. Reporting Schedule

Narrative Reports			Financial Reports		
From	To	Due Date	From	To	Due Date
1 st April 2024	30 th June 2024	5 th July 2024	1 st April 2024	30 th June 2024	5 th July 2024
1 st July 2024	31 st August 2024	6 th September 2024	1 st July 2024	31 st August 2024	6 th September 2024

13. Payment Schedule

Payment Method: advance payment (bank transfer)

Schedule Date

	Amount
1 st Instalment – upon signing the agreement	£ 8,000.00
2 nd Instalment – w/c 8 th July 2024 – upon submission and approval of the interim narrative and financial reports	£ 7,000.00
3 rd Instalment – w/c 9 th September 2024 upon submission and approval of the final narrative and financial reports	£ 4,900.00
Total: £ 19,900.00	

14. Special Conditions

Currency payments to be made in GBP.

Evidence of timesheets and costs reimbursable need to be submitted alongside reporting templates.

15. Bank Details

Bank name: JSC TBC Bank

Bank address: 7, K. Marjanisvili Str., Tbilisi, Georgia

Bank account name: Sapari

Banks account number: GE83TB7800636180100005

Sort / SWIFT code: TBCBGE22

IBAN: GE83TB7800636180100005

Currency: Pound Sterling