Success Story #1: Moldova For Peace

In response to the tragic developments in Ukraine, FTA mobilized the creative community of Moldova on March 1 and facilitated their cooperation with the Government and Presidency to initiate a social cohesion campaign in record time, named "Moldova for Peace" which urged peace and unification while combatting fake news and hate. FTA collaborated with representatives of the creative community (over 15 agencies) under the umbrella of COR Association as well as representatives of Parliament, the Government, and the Presidency to develop key campaign elements including messages, visuals, and communication strategies for both social and traditional media. This campaign was promoted across entities, associations, corporations, and people, regardless of ethnicity, spoken language, and political views. Hundreds of professionals provided pro bono support to the Government of the Republic of Moldova in its actions to support refugees, to launch unified platforms for communication on the subject of conflict in Ukraine, to promote unity and social cohesion, and to share truthful and verified information among the population.

For example, creative teams joined forces to expand the Moldova for Peace Campaign through short video and audio spots focused on families and children. The messages were developed through the cooperation of Viorica Mesina (Atelierul Sergiu Prodan) for audio recording, Maxim Kilcic (WeGoSocial) and Veronica Belous (Artcor) for video graphics, MILAP school for interpretation for people with hearing loss, and FTA for strategic communications input and other coordination and support.

Moldova for Peace by the Numbers

- $187,000 campaign launched over one weeked

- ver 100,000 printed materials (leaflets, banners, stickers) in Romanian, Russian, and Ukrainian

- 14 billboards in regions, 16 banners at bus stations in Chisinau, 10 public postings with LED lights

- Over 30 video testimonials

- 5+ video spots (which the Audiovisual Council advocated to be broadcast free of charge)

- 3 sub-campaigns: "Anti-fake," "Anti-hate," "Thank you, Moldova"

After more than a month of collaboration, FTA organized a thank you event to acknowledge the tremendous work of both the creative community and Government of Moldova representatives who came together so quickly and effectively to put this campaign together. The event also acknowledged that the creative community contributed much of their time and work pro bono. During the event, FTA unveiled a "making of" documentary about the campaign, demonstrating the remarkable work of Moldova's creative minds. Representatives from US-AID and Sweden gave remarks on the power and importance of the campaign, urging continued support and collaboration as the war continues. The Minister of Culture also commended the campaign in a speech, concluding that Moldova had determined "what it is about" during this period, emphasizing that Moldovan generosity — a "Small Country, Big Heart" — is what will be remembered.

This campaign portrays the dedication and collaboration of Moldova's public and private sectors working collaboratively for a unified cause; providing free services to support the campaign and engaging across sections to maximize creativity and effectiveness. This campaign also highlights the sheer force and skill that crowdsourcing from Moldova's creative industries can result in and proves that not only is the creative community critical to Moldova's economy, but that the Government of Moldova will likely seek their expertise for future communications and outreach. FTA envisions that this collaboration will be used in future campaigns in future years

Moldova for Peace Campaign Key Facts

- **True collaboration and co-creation:** The first collaborative communications campaign carried out by the creative community in Moldova. 15 communication agencies; dozens of communicators from public institutions, NGOs and the private sector; designers; videographers; and animation producers voluntarily joined forces to develop and launch this campaign

- **Rapid response:** Over one weekend, these community members came together with the government to develop the campaign strategy, visual identity, and key messages

- **Uniting messaging and streamlined information:** Moldova for Peace was selected as the key message as it is a uniting rather than divisive approach to public communications. It also directs Ukrainian refugees in need of support to a one-stop-shop platform for information and resources – https://dopomoga.gov.md

- **High level participation:** The campaign was launched with messages from Moldovan leaders at the highest level. A united voice for a nationwide campaign. https://fb.watch/bVmzpFYzcW/

- **Symbolic launch:** Launched on March 1, coinciding with the Martisor Festival. https://fb.watch/bVmsA2cAD-/

- **Multi-stakeholder effort:** Business, civil society, the media, and academia all joined the campaign

- **Umbrella branding:** Under the "Moldova for Peace" umbrella campaign, other support initiatives were launched: refugee assistance, volunteer coordination, educational activities for children, online lessons with Ukrainian teachers, co-working spaces, job announcements, psychological assistance.

- **Pro-bono services:** Approximately $70,000 in services were provided free of charge by the creative community of Moldova