

Call for Proposal

Countering Content Impacting Electoral Integrity in Sri Lanka

Starting Date: April 15, 2025

Duration: 15th April 2025 - 30 April 2026

Location: Sri Lanka

Background

Factum is an independent policy implementer and think-tank that offers critical perspectives on International Relations, Tech Cooperation, Strategic Communications, Digital Content Interventions, and Climate Outreach.

With a team of experts, Factum mobilizes Asian specialists to facilitate independent research, in-depth contextual analysis, policy, and grassroots implementation of thematic interventions.

We also assist local and international organizations, foreign missions, and multinational entities in shaping public diplomacy positioning. Our team of expert's research, strategize, design, implement, monitor, and evaluate interventions for our clients, and more importantly, provide recommendations for sustained engagement.

For the project Strengthening Resilience against Disinformation (and Harm) in Sri Lanka, Factum in collaboration with partner DRI, will monitor and Analyse online political discourse and elections and report harmful content online (e.g. inauthentic behavior, disinformation and hate speech incidents) to tech platforms. The project is funded by the European Union and will implement digital democracy activities in Sri Lanka until 2026.

Information session

Factum will organize an virtual information session about the call on 21st March 2025, at 10.00am a on Zoom. If you want to join this session or have questions about the published call for partners, please contact Pahani Weerakkody (Project Coordinator, Factum) pahani@factum.lk and Mohamed Shafkath (Communications Associate, Factum) shafkath@factum.lk .



**Funded by
the European Union**

*This call for proposal is part of the project
"Strengthening Resilience against Disinformation in Sri
Lanka" implemented by Democracy Reporting
International and Factum. The project is funded by the
European Union.*

Join via the link below on the 21st at 10:30 AM,

Factum is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://us06web.zoom.us/j/88523013247?pwd=0O2x5B8HjaQ7x0BPdB3bNiz2UZW2T2.1>

Meeting ID: 885 2301 3247

Passcode: 758200

Objectives and expected outcomes

To combat dis/mis/mal information and online harm, Factum is seeking partners as detailed in the lots below:

- **LOT#1: Video Content**
Allocated Budget 23000 EUR for one organization
- **LOT#2: Video, Audio, Interview type content**
Allocated budget 40000 EUR by four organizations
- **LOT#3: Article, News and post type content**
Allocated budget 12000 EUR, to be shared by three organizations

This initiative will produce over 100 counter-narrative materials in various formats, including videos, reels, memes, opinion pieces, and journalistic articles. Through partnerships with digital media outlets, fact-checkers, and content creators, we will track and analyze false narratives using keyword searches, sentiment analysis, and fact-checking consultations to design targeted responses. Local content creators and community influencers will help develop culturally relevant and relatable materials to counter misinformation effectively.

A data-driven approach will ensure content reaches diverse demographics, addressing topics like electoral misinformation and disinformation legal and thematic experts will review content for accuracy, compliance, and risk management. This initiative, grounded in community trust and local expertise, will strengthen voter awareness, promote election integrity, and foster an informed electorate.



**Funded by
the European Union**

*This call for proposal is part of the project
“Strengthening Resilience against Disinformation in Sri
Lanka” implemented by Democracy Reporting
International and Factum. The project is funded by the
European Union.*

LOT	Activity Timeline	Deadline to Apply
LOT #1 Video Content	15 th April 2025 to 30 th April 2026	30 th March 2025
LOT #2 Video, Audio and Interview Type Content	15 th April 2025 to 30 th April 2026	30 th March 2025
LOT #3 Article/New Type Content	15 th April 2025 to 30 th April 2026	30 th March 2025

Lot# 1

In the digital age, dis/mis/mal information and online harm pose significant threats to democratic processes, especially during election periods. To counteract these challenges, we invite proposals for the development of **25 high-quality video content pieces** aimed at combating election-related misinformation and disinformation. These videos will serve as **educational, engaging, and easily shareable** tools to inform the public and promote electoral integrity.

Only one content creation agency will be selected for LOT# 1.

Partnership arrangement 15th April 2025 – 30 April 2026

Main Activities to be conducted by Factum, local partners through a service contract:
Content Creation Against Dis/Mis/Mal information and Online Harm During Elections

- Develop Content Strategy Against Dis/Mis/Mal information and Online Harm:**
 - Create a comprehensive content strategy focused on addressing and combating misinformation and disinformation during the election period.
 - The strategy will target false narratives, and harmful election-related content, aiming to educate and inform the public.
 - Focus on creating content that is visually appealing, easily shareable, and accessible to the Sinhala or Tamil-speaking population.
- Distribute Content Across Digital Platforms:**
 - Distribute content widely across digital platforms on social media (Facebook, YouTube, Instagram, X) to reach a broad audience, particularly during peak election periods.
 - Cross Amplification (It's essential to have cross amplification in content co-created with other content creation agencies to maximize reach and impact)
 - Utilize popular local platforms, messaging apps (e.g., WhatsApp), and YouTube to ensure the content reaches as many people as possible.
 - Respond quickly by creating targeted content to debunk or counter these narratives as they spread.

*This call for proposal is part of the project
"Strengthening Resilience against Disinformation in Sri Lanka" implemented by Democracy Reporting International and Factum. The project is funded by the European Union.*

3. Engage in the Digital Democracy Mechanism (DDM):

- Be an active participant in the Digital Democracy Mechanism (DDM) and collaborate with other stakeholders working to fight election-related disinformation and misinformation.
- Contribute content, strategies, and best practices to help strengthen the collective efforts in countering online threats to democracy.

4. Evaluate the Impact of Content:

- Conduct evaluations to assess the effectiveness of the content in reducing the impact of misinformation and disinformation.
- Gather feedback from viewers, monitor engagement metrics, and conduct surveys or focus groups to understand the public's response to the content.

Deliverables and KPIs

1. Content Strategy:

- A finalized content strategy to combat misinformation, disinformation and Mal information, outlining the target audience, themes, platforms, and key messaging.

2. Video and Multimedia Content Produced:

- Produce a set number of multimedia content pieces focused on countering disinformation and online harm
- Ensure that content is tailored to resonate with both Sinhala and Tamil-speaking audiences.

3. Content Distribution and Engagement:

- Distribute content across various digital platforms (social media, messaging apps, etc.), aiming for a certain level of engagement
- Target specific geographic regions or communities to ensure broad coverage during election periods.

4. Impact Reports:

- Submit 3 monthly impact reports summarizing the reach, engagement, and effectiveness of the content. During the election period submit bi- one month report
- Include surveys or focus group feedback to gauge public perception and knowledge change related to the disinformation topics addressed.

Profile and Requirements

1. Eligibility Criteria:

- Applicants must be legally registered entity in Sri Lanka.

2. Relevant Experience:

- Proven experience in developing and disseminating multimedia content, especially in the context of elections and combating misinformation.
- Experience with social media campaigns, content creation, and digital engagement.

3. Contextual Knowledge:

- Strong understanding of Sri Lanka's political and electoral landscape, as well as the misinformation and disinformation trends surrounding elections especially the gender dynamics of such content.

Maximum budget: 23000 EUR

Examples of potential eligible expenses:

- Staff salaries
- Expert contracts and fees
- Studio Cost
- Cast Payment
- Travel and accommodation expenses
- Publication costs (e.g. editing, graphic design)
- Equipment rental cost

How to apply

Please Submit your Application

<https://docs.google.com/forms/d/e/1FAIpQLSeDw6EhpRaU5LDFmA3S2SveLRGXiflpQyKWiv86s7DSa-nOVA/viewform?usp=sharing> by 30th March 2025.



**Funded by
the European Union**

*This call for proposal is part of the project
"Strengthening Resilience against Disinformation in Sri
Lanka" implemented by Democracy Reporting
International and Factum. The project is funded by the
European Union.*

Lot#2 - Video, Audio, and Interview-Based Content Creation to Counter Misinformation and Disinformation During Elections

Dis/Mis/Mal information and online harm remain critical threats to democratic processes, particularly during election periods. To address these challenges, we invite proposals for the development of **video, audio, and interview-based content** aimed at combating election-related misinformation and disinformation. This initiative will create engaging, fact-based, and shareable content to educate the public and uphold electoral integrity

Four different content creation agencies will be selected for LOT #2.

At least one Agency must create a content count between 10-15.

Partnership Arrangement

15th April 2025 to 30th April 2026

Main Activities to be conducted by Factum, local partners through Service Contract

1. Develop a Content Strategy Against Misinformation and Disinformation:

- Create a strategic approach focusing on misinformation and disinformation related to elections.
- Target false narratives, rumors, and harmful election-related content to educate and inform the public.

2. Produce Video, Audio, and Interview-Based Content:

- Develop and produce **video interviews, podcasts, and audio stories** featuring experts and community leaders.
- Ensure content is engaging, easily accessible, and available in Sinhala, Tamil.
- Create short-form and long-form content, including expert discussions and voter education segments.

3. Distribute Content Across Digital Platforms:

- Publish content on **social media platforms (Facebook, YouTube, Instagram, X), radio channels, and messaging apps (WhatsApp, Telegram)** to reach a diverse audience.
- Cross Amplification (It's essential to have cross amplification in content co-created with other content creation agencies to maximize reach and impact)
- Ensure wide accessibility to key voter groups during the election period.



**Funded by
the European Union**

*This call for proposal is part of the project
"Strengthening Resilience against Disinformation in Sri Lanka" implemented by Democracy Reporting International and Factum. The project is funded by the European Union.*

4. Evaluate the Impact of Content:

- Conduct impact assessments to measure reach and effectiveness.
- Gather audience feedback through engagement analytics, surveys, and focus groups.

Deliverables and KPIs

1. Content Strategy:

- A finalized content strategy outlining themes, key messaging, and audience engagement tactics.

2. Video, Audio, and Interview Content Produced:

- Production of **video/audio pieces** featuring interviews, explainer videos, and digital narratives.
- Content tailored for **Sinhala and Tamil-speaking audiences** and distributed across multiple platforms.

3. Content Distribution and Engagement:

- Ensure **broad geographic coverage**, including urban and regional communities.

4. Impact Reports:

- Submit quarterly reports summarizing engagement and content effectiveness. During the election period submit bi monthly reports
- Include survey or focus group feedback to evaluate public perception shifts.

Profile and Requirements

1. Eligibility Criteria:

- Applicants must be **legally registered company in SriLankan**.
- Provide **official company registration documents**.

2. Relevant Experience:

- Experience in **multimedia production, journalism, or digital content creation**, particularly within election-related campaigns.
- Strong background in **social media content distribution and digital engagement strategies**.

3. Contextual Knowledge:

- Understanding of **Sri Lanka's electoral landscape and disinformation trends.**
- Experience working in **Sinhala and Tamil-speaking communities.**

Maximum Budget: 10000 EUR

Examples of Eligible Expenses:

EX:

- Staff salaries
- Expert contracts and fees
- Studio costs
- Cast payment
- Travel and accommodation expenses
- Production and editing costs
- Equipment rental

How to Apply

Interested applicants Submit your Application

<https://docs.google.com/forms/d/e/1FAIpQLSeDw6EhpRaU5LDFmA3S2SveLRGXiflpQyKWiv86s7DSa-nOVA/viewform?usp=sharing> by 30th March 2025.

Lot#3 - Article and News Post Writing to Counter Misinformation, Disinformation and Mal information During Elections

Misinformation and disinformation pose significant risks to democratic processes, particularly during elections. To address these challenges, we invite proposals for the development of **high-quality articles and news posts** aimed at combating election-related misinformation and disinformation. This initiative seeks to provide accurate, verified, and fact-based content that informs the public and promotes electoral integrity.

Three different institutions including a financial research/literacy institution will be selected for LOT #3.

Partnership Arrangement: 15th April 2025 to 30th April 2026

At least one institution must create a content count between 10-15.



**Funded by
the European Union**

*This call for proposal is part of the project
"Strengthening Resilience against Disinformation in Sri
Lanka" implemented by Democracy Reporting
International and Factum. The project is funded by the
European Union.*

Main Activities to be Conducted by Factum, Local partners through service contract

1. Develop a Content Strategy Against Misinformation and Disinformation:

- Create a strategic approach focused on **fact-based journalism and investigative reporting** to counter false narratives and disinformation trends.
- Target **emerging misinformation** related to elections and political processes.

2. Produce Articles and News Posts:

- Develop and publish **high-quality articles, investigative reports, fact-checking pieces, and opinion editorials** related to election integrity.
- Ensure content is accurate, well-researched, and adheres to journalistic ethics.
- Provide content in **Sinhala, Tamil, and English** to maximize reach.
- Creative Photos can be use.

3. Distribute Content Across Digital and Traditional Media Platforms:

- Publish articles on **news websites, blogs, and social media platforms (Facebook, X, etc.)** to reach diverse audiences.
- Cross Amplification (It's essential to have cross amplification in content co-created with other content creation agencies to maximize reach and impact)

4. Evaluate the Impact of Published Content:

- Conduct impact assessments by tracking **article reach, engagement, and audience response**.
- Gather feedback from readers through surveys and online interactions.

Deliverables and KPIs

1. Content Strategy:

- A finalized content plan outlining key topic, misinformation trends, and distribution strategies.

2. Articles and News Posts Produced:

- **Minimum articles and fact-checking reports** produced and published.
- Ensure content is engaging, well-researched, and accessible in multiple languages.

3. Content Distribution and Engagement:

- Publish content on **reputable news portals, blogs, and social media**.

*This call for proposal is part of the project
"Strengthening Resilience against Disinformation in Sri Lanka" implemented by Democracy Reporting International and Factum. The project is funded by the European Union.*

4. Journalist and Expert Collaboration:

- Ensure articles include **expert analysis and verified sources**.

5. Impact Reports:

- Submit quietly **reports** summarizing article reach, engagement metrics, and audience response. During the election period submit a bi-**one month** report.
- Include **reader feedback and impact analysis**.

Maximum Budget: 5,000 EUR

Examples of Eligible Expenses:

- Staff salaries
- Journalist and expert contracts
- Research and fact-checking costs
- Travel and accommodation expenses
- Content distribution costs
- Digital marketing and promotion expenses

How to Apply

Interested applicants should submit your Application

<https://docs.google.com/forms/d/e/1FAIpQLSeDw6EhpRaU5LDFmA3S2SveLRGXiflpQyKWiv86s7DSa-nOVA/viewform?usp=sharing> by 30th March 2025.



**Funded by
the European Union**

*This call for proposal is part of the project
“Strengthening Resilience against Disinformation in Sri
Lanka” implemented by Democracy Reporting
International and Factum. The project is funded by the
European Union.*