

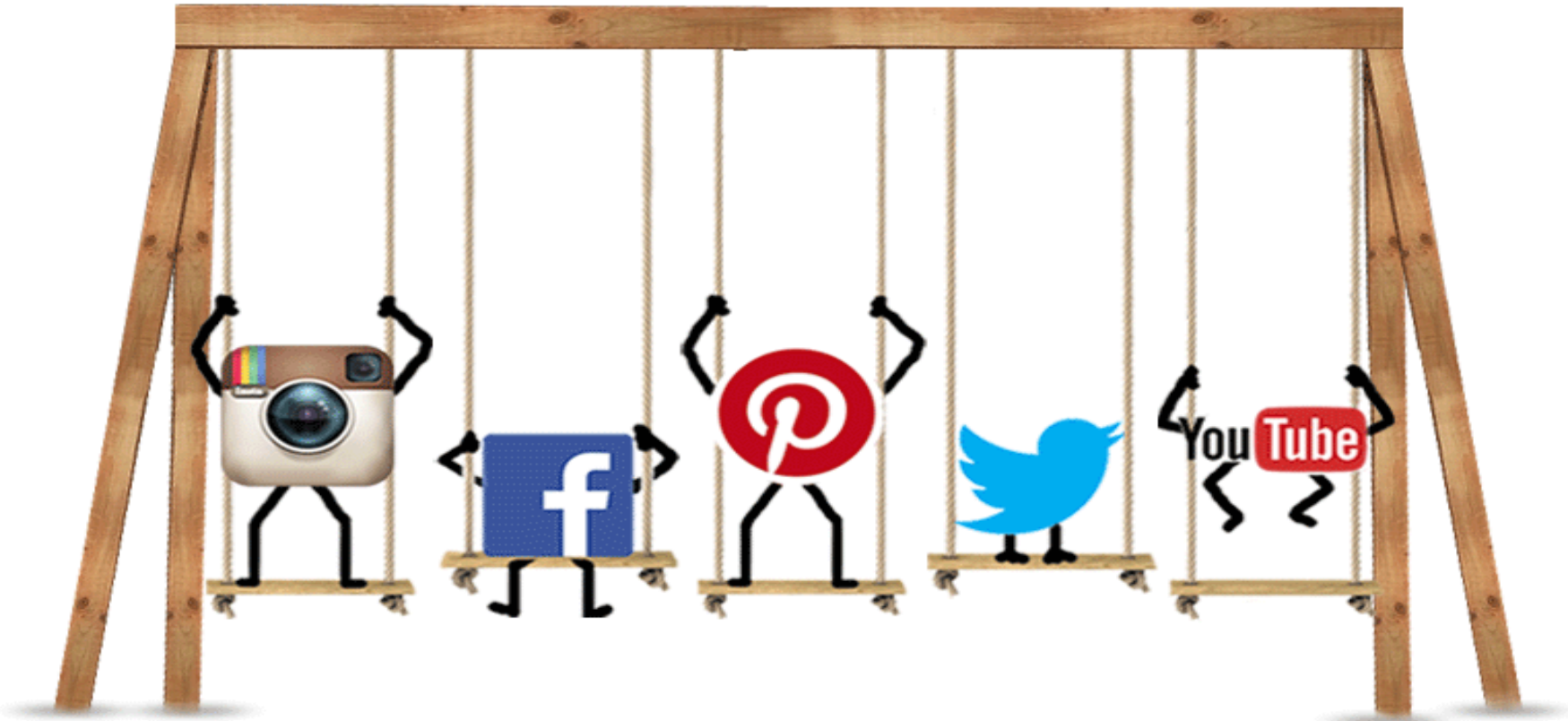
Promo - LEX

Promovarea democrației și a drepturilor omului



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FROM THE AMERICAN PEOPLE

Civic monitoring of online political finance: unreported spending and third parties involvement in Moldova



PROMO-LEX: who we are

- Promo-LEX is a non-governmental organization that aims to advance democracy in the Republic of Moldova, including in the Transnistrian region, by promoting and defending human rights, monitoring the democratic processes, and strengthening civil society



The overall goal: to promote and implement international human rights standards

The overall goals: to improve the quality of and to increase citizens' trust in democratic processes through observing and monitoring electoral processes, political financing etc.

Monitoring political and electoral financing

- We have been monitoring elections, including electoral campaign financing, since 2009
- We have observed at least 22 national/local elections in the Republic of Moldova
- We have been monitoring political parties' financing since 2013 (analyses, studies, annual reports, policy briefs etc.)
- Just during last year, we made more than 260 recommendations to amend our legal framework on elections and political parties, including political and electoral financing

Promo-LEX susține modificarea legislației naționale electorale

Chișinău, 25 mai 2022 – Experții Promo-LEX au formulat și înaintat peste 260 de propuneri de îmbunătățire a legislației naționale electorale. Acestea au fost dezbătute, astăzi, în cadrul evenimentului de prezentare a proiectului Codului electoral și a propunerilor de modificare a legislației conexe, organizat de Comisia Electorală Centrală, în parteneriat cu Asociația Promo-LEX. La discuții au participat reprezentanți ai autorităților centrale, partidelor politice, organizațiilor societății civile și partenerii de dezvoltare care au analizat și prezentat opiniile despre reforma electorală. La ceremonia de inaugurare a evenimentului, directorul executiv Promo-LEX Ion Manole a menționat că, cele ...



What we do based on online campaigns

- Monitoring online political and electoral campaign



- Analyzing the ads types (unpaid or paid, by promoters, posts or video spots etc.)

- Estimating the involved costs for online ads

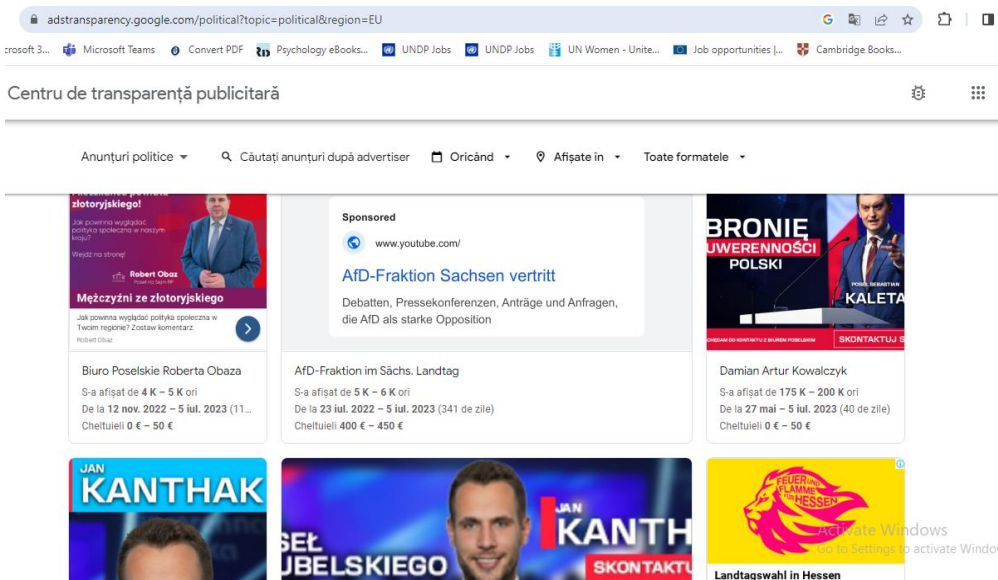
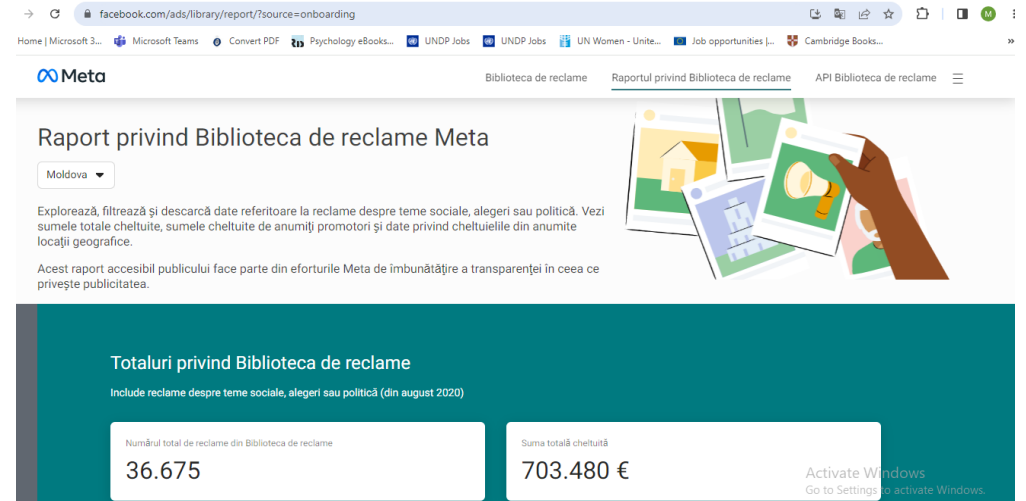


Applied tools

■ Meta ads report

The mentioned tool is useful, but very restrictive. It is not possible to select a specific period than those which are available from Meta.

It is not possible to check who are the real payers/donors for the paid ads.



■ Google ads available information

It is useful only for comparing the types of ads, the prices for a specific period etc.

Google political advertising ads report is not available for the Republic of Moldova.

Identified problems

Unreported expenses



Political and electoral
financing by
THIRD PARTIES



Online political and electoral campaigns have become an effective tool for circumventing the legal framework of political and electoral finance.

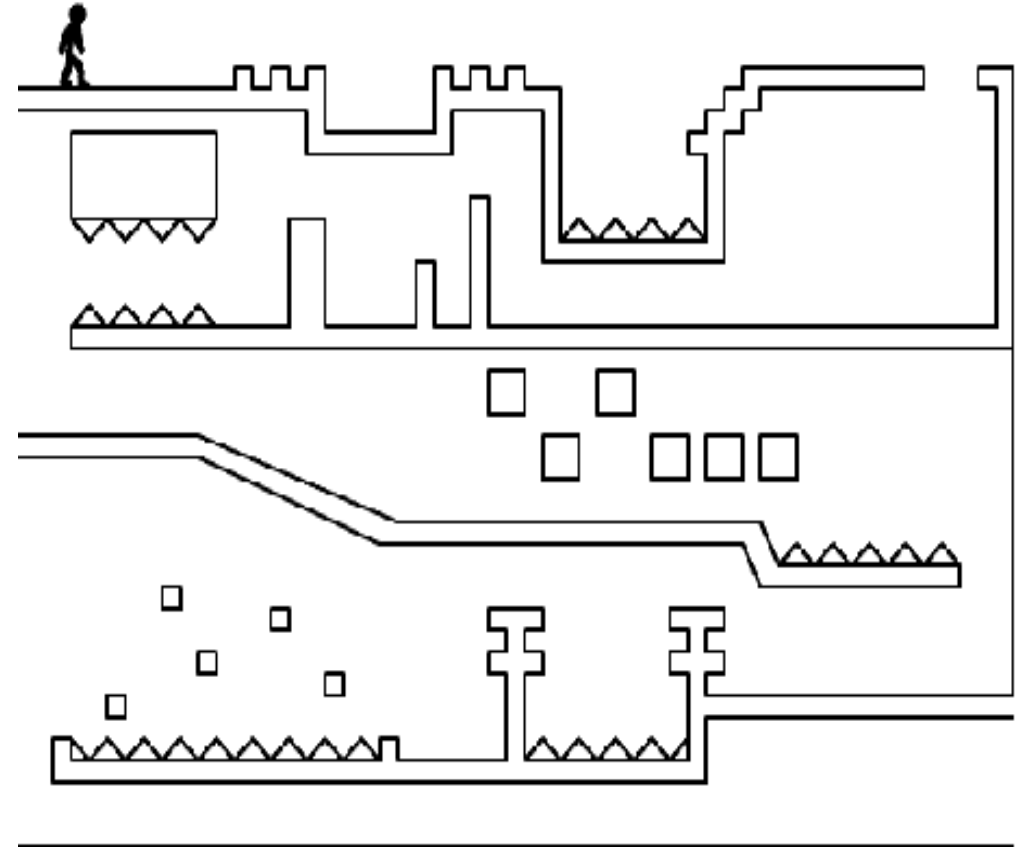
Promotor	Expenses (EURO)	Total posts	The goal	Promoted page name
TrigerMedia (Rusia)	29.301	292	Against PAS	Вячеслав Платон: за свободную Молдову.
Tinca Balan	9.427	9	Pro PPŞ (protests)	Moldova Reunion
Tinca Balan	8.544	9	Pro PPŞ (protests)	Moldova Noastra
Золотой Теленок	5.537	91	Against Dodon (prezidentiale 2020)	Золотой Теленок
Tina Ruban	2.500	11	Pro PPŞ (protests 2022)	English news Chişinău
Carmen Micu	2.105	5	Pro PPŞ (proteste 2022)	Noutati Moldova
Edward Balan	1.403	4	Pro PPŞ (proteste 2022)	Tara Noastra
Что там в Молдове?	1.095	21	Pro Dodon (prezidenţiale 2020)	Что там в Молдове?
Lipsa detalii	1.066	4	Pro PPŞ (proteste 2022)	Hot Deal 3
Новости MD	393	9	Pro Dodon (prezidenţiale 2020)	Новости MD
Маноле Алехандру	322	9	Against Renato Usatîi	Politica
Opriţi gruparea Hoţie şi Război	259	12	Against Dodon, PPŞ, Ceban	Opriţi gruparea Hoţie şi Război
Игор Балтага	232	8	Against Sandu (prezidenţiale 2020)	Спасём Молдову - Sălvăm Moldova
Md news	212	14	Against Dodon (prezidenţiale 2020)	Moldova News
Victor Bostan	179	2	Pro PPŞ (proteste 2022)	Victor Moldova News
Oameni Buni	166	9	Pro Sandu (prezidenţiale 2020)	Oameni Buni
Ksenia Iorga	123	2	Pro PPŞ (proteste 2022)	Chisinaul meu
Ivan Trotuar	121	6	Denigrare Ivan Ceban	Ivan Trotuar
Antonina Martinesu	106	2	Pro PPŞ (proteste 2022)	Moldova Noastra
Samira Birca	6.834	15	Pro PPŞ (proteste, video lider)	Ciobanu Vasile
Yesenia Lebidi, Safiya Kozhevnikova	4.916	16	Pro PPŞ (proteste, video lider)	George Iliescu
Lipsă promotor	2.406	2	Pro PPŞ (proteste, video lider)	Pentru popor
Lipsă promotor	1.396	2	Pro PPŞ (proteste, video lider)	Ilan ŞOR pentru popor
Charlota Buru, Oksana Zemurray	3.702	10	Pro PPŞ (proteste, video lider)	Tara Noastra
TOTAL	82.345	564		

The main challenges

The lack of reports on political ads expenses on Google ads (as it is published for other countries)

The lack of true data regarding the users/payers who had paid for political ads

The limited search engines options for the Meta ads report (it is not possible to download the report for a specifically needed period)



What should be done

- To regulate political and electoral financing by third parties (as it was recommended by Venice Commission and OSCE)
- To adopt clear and detailed regulations for online political and electoral campaigns (including the published ads report, information about the payers etc.)
- To establish proportionate and dissuasive sanctions for subjects who will violate the legal framework



Thanks for your attention!