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Subject: Communications Boutique Reference

To Whom It May Concern,

Novateca Program was a seven-year initiative administered by IREX Moldova through the support of the Bill and Melinda Gates Foundation in cooperation with the United States Agency for International Development (USAID). With the support from the program, more than 1000 public libraries throughout Moldova have been transformed into community centers providing free access to Internet, modern services meeting the needs of community members in digital literacy, promotion of healthy life style, financial education, foreign languages classes, and other under the guidance of more than 1500 trained librarians.

With the program coming to an end in 2018, Communications Boutique was contracted to develop and facilitate the final program library awareness raising campaign. The awareness raising campaign was a complex one as it targeted various audiences and focused both on the promotion of the changes and impact of the library modernization process and the provisions of the new Library Law supporting the transformation of public libraries into community centers. It was essential for the program that the campaign strategy, activities and communications tools would be innovative and catchy to yield the expected impact.

The outcome of our collaboration matched the program's expectations. Communications Boutique developed a comprehensive library awareness raising strategy targeting the general public, especially the youth, the librarians, the central and local decision makers and the mass media with innovative specialized key messages, diverse materials for communication and outreach and various targeted activities for regional promotion. The company representatives also supported the program and ensured the success of the campaign by being flexible and receptive to various requirements and adjustments throughout the collaboration.

We hope we will have in the future other opportunities to collaborate with Communications Boutique. The company is as a reliable partner for other potential contractors requiring similar services in facilitating national awareness raising campaigns.

Respectfully,

A handwritten signature in cursive script, appearing to read "V. Bunescu".

Violeta BUNESCU

Director// IREX Moldova Office