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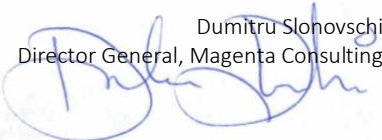
OFERTA TEHNICĂ ȘI FINANCIARĂ

SONDAJE DREPT SUPORT PENTRU DECIZIILE DE POLITICĂ MACROPRUDENȚIALĂ

BNM

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magentaconsulting


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1. OFERTA TEHNICĂ

1.1 Solicitarea beneficiarului

BNM își dorește realizare a 2 sondaje – persoane fizice și juridice (nefinanciare), bazate pe chestionarele sale.

Prestatorul va propune metodologia pentru un eșantion național-reprezentativ de cel puțin 1.000 de gospodării și 350 companii (societăți nefinanciare).

În cadrul eșantionului gospodăriilor vor fi incluse familii diversificate cel puțin după criteriile de stare socială, venit, vârste, precum și regiuni geografice.

Eșantionul companiilor va fi reprezentativ cel puțin după criterii de mărime (mari, mijlocii, mici și micro), tipuri de activități (exclusiv activitatea financiară), numărul de angajați, cifra de afaceri, regiunea de operare.

Prestatorul va efectua sondajele sociologice și va prezenta datele colectate către BNM în format electronic, precum și dovezile de veridicitate a datelor respective. Datele prezentate către BNM vor fi dezagregate la nivel de persoane individuale, sau companii.

Sondajul urmează a fi efectuat conform planului calendaristic agreat ulterior semnării contractului de prestare a serviciilor. Termenele-limită pot fi revizuite de Beneficiar și Prestator în funcție de evoluția implementării activităților.

1.2 Metodologia propusă

Se propune realizarea sondajelor prin metoda CATI (Computer-Assisted Telephone Interviewing).

Metoda CATI și-a demonstrat eficiența în implementarea studiilor care utilizează chestionare cu un nivel redus sau mediu de complexitate, având o durată de aplicare de până la aproximativ 15 minute. Având în vedere structura și dimensiunea chestionarelor propuse de beneficiar, considerăm că această metodă este cea mai potrivită pentru colectarea datelor.

Totodată, utilizarea metodei CATI contribuie la optimizarea costurilor de cercetare, prin eliminarea cheltuielilor aferente deplasărilor și altor activități logistice specifice colectării datelor față în față. În același timp, aceasta permite desfășurarea cercetării într-un interval de timp mai scurt, facilitând obținerea rapidă a rezultatelor, fără a compromite calitatea procesului de colectare a datelor.

1.2.1 Cadru de eșantionare

Pentru sondajul în rândul populației generale se propune un eșantion de 1.000 de respondenți, care asigură o marjă maximă de eroare de $\pm 3\%$, la un nivel de încredere de 95%. Eșantionul va fi reprezentativ la nivel național pentru populația adultă (18+ ani) din mediul urban și rural.

În vederea asigurării reprezentativității geografice, teritoriul Republicii Moldova va fi împărțit în 11 grupuri de raioane, fiecare incluzând, în medie, câte patru raioane. Această stratificare permite distribuirea uniformă a interviurilor pe întreg teritoriul țării și reduce riscul concentrării acestora în anumite zone geografice.

Aplicarea metodei CATI (Computer-Assisted Telephone Interviewing) permite utilizarea unei proceduri de eșantionare probabilistică. În prima etapă sunt selectate aleatoriu localitățile, iar ulterior sunt generate și apelate aleatoriu numere de telefon corespunzătoare intervalelor de numerotație specifice fiecărei regiuni. În cazul în care numărul apelat aparține unei gospodării eligibile, se inițiază procedura de selecție a respondentului.

Selecția persoanei interviewate din cadrul gospodăriei se realizează utilizând metoda „ultimei zile de naștere” (Last Birthday Method), fiind invitată să participe persoana eligibilă care și-a sărbătorit cel mai recent ziua de naștere. În situația în care aceasta nu este disponibilă pe termen lung (de exemplu, se află la muncă în străinătate), este selectată persoana eligibilă care și-a sărbătorit ziua de naștere imediat anterior.

În cazul unui refuz de participare, se va contacta o altă gospodărie din lista de numere generate aleatoriu pentru aceeași localitate. Dacă apelul rămâne fără răspuns, vor fi efectuate maximum trei încercări de contact, în zile și intervale orare diferite, înainte ca numărul să fie înlocuit.

Pentru sondajul în rândul persoanelor juridice se propune un eșantion de 350 de companii, care asigură o marjă de eroare de aproximativ $\pm 5\%$, la un nivel de încredere de 95%. Eșantionul va fi reprezentativ la nivel național pentru companiile din Republica Moldova, cu excluderea instituțiilor financiare.

Pentru selectarea companiilor, propunem 2 sub-eșantioane

- Eșantion proporțional reprezentativ la nivel național în rândul întreprinderilor active - 300 de companii. Acest eșantion repetă întocmai structura companiilor (exclusiv financiare) din Republica Moldova (malul drept) și asigură date reprezentative la nivel național pe companii.
- Eșantion pentru contribuabilii mari - 50 de întreprinderi. Companiile vor fi selectate aleatoriu din lista contribuabililor mari

Companiile alese pentru cercetare se vor încadra în cote, după cum urmează:

- Criteriu 1: Regiune – Nord, Centru, Chișinău, Sud;
- Criteriu 2: Dimensiunea companiei – Micro, Mică, Medie+Mare;
- Criteriu 3: Industrie

Datele de contact a companiilor vor fi găsite pe resursele publice precum - situl companiei, kompas.md, idno.md, yp.md etc. Drept respondenți se vor selecta persoane din tom management al companiei.

1.2.2 Colectarea datelor

Procesul de colectare a datelor pentru cercetarea cantitativă va implica câteva faze:

Pre-testarea chestionarului

Chestionarul va fi ajustat de către Magenta Consulting în parteneriat strâns cu contractantul și toate comentariile și cerințele vor fi implementate. Chestionarul de obicei se elaborează în limba română, după care se oferă clientului pentru o aprobare inițială. Următorul pas constă în efectuarea câtorva testări a chestionarului în limba română. După fiecare testare, chestionarul este ajustat în funcție de ceea ce arată testare. După primele 5-7 testări ale chestionarului în limba română, chestionarul ajustat este tradus în limba rusă și se invită câțiva vorbitori de limba rusă pentru testare. Chestionarul cu toate ajustările introduse este transmis clientului în limba română (dacă contractul nu specifică altfel) spre aprobare finală.

Experiența noastră a dovedit necesitatea de pre-testare a chestionarelor și este un pas obligatoriu. Această abordare este utilă pentru identificarea întrebărilor care pot fi înțelese sau interpretate greșit de către respondenți. Prin urmare, chestionarul este îmbunătățit și adaptat populației țintă. În acest caz, chestionarul va fi testat pe 10 respondenți.

Intervievatorii - selecție și instruire

Selectarea unei echipe de 10 intervieviatori, care au o experiență considerabilă în efectuarea sondajelor la telefon. După cum a arătat experiența noastră, este absolut necesar să se asigure că intervieviatorul înțelege scopul proiectului, înțelege ce tipuri de răspunsuri trebuie să aștepte de la respondent, cum să le marcheze în chestionar, cum să urmeze instrucțiunile chestionarului, etc.

Colectarea datelor

Sondajul conform metodologiei CATI se efectuează în oficiul Magenta Consulting, într-o sală special dedicată, în care fiecare operator de interviu lucrează la locul său de muncă, echipat cu un calculator și conectat la sistemul CATI. Numerele de telefon sunt formate automat de către sistem, iar toate discuțiile se înregistrează. Chestionarele se completează de către operatori online și datele se duc direct în baza de date.

În call-centru mereu se află o persoană care supraveghează operatorii. Această persoană cunoaște regulile de completare a chestionarului și ascultând aleatoriu 30% dintre chestionare efectuate de către fiecare operator face remarcă de corectare a modului în care se adresează întrebările sau indică alte greșeli făcute de către operator.

Call-centru lucrează de la orele 10 dimineața până la orele 20 seara, inclusiv în zilele de week-end, astfel încât să fie posibilă stabilirea contactului și cu acei respondenți care sunt ocupați în zile lucrătoare.

1.2.3 Controlul calității și eliminarea riscurilor potențiale

În acest subcapitol se abordează potențialele riscuri asociate cu realizarea unui sondaj și soluțiile de eliminare a efectelor acestor riscuri.

Evitarea riscului potențial 1: Datele nu sunt reprezentative

Monitorizăm chestionarele livrate în timp real, pentru a ne asigura că datele colectate corespund eșantionului propus. Toate chestionarele primite la birou, trec printr-un control de coerență, iar chestionarele în care unele întrebări importante nu au răspunsuri, nu sunt incluse în eșantion și atunci alte interviuri sunt efectuate în schimb.

Evitarea riscului potențial 2: Neînțelegerea anumitor întrebări de către intervieviatori sau/și respondenți

Intervievatorii sunt instruiți cu atenție la începutul proiectului cu privire la scopul proiectului și în ce mod vor fi analizate aceste date. Plus la aceasta, fiecare întrebare din chestionar este explicată astfel încât operatorul să înțeleagă în mod clar toate întrebările și le poate explica respondenților, atunci când este necesar. Toate interviurile se desfășoară în limba maternă a respondentului.

Evitarea riscului potențial 3: Frauda datelor primare de către intervieviatori

Interviurile sunt realizate de echipa de intervieatori Magenta Consulting, care au participat la numeroase proiecte similare, au experiență în efectuarea sondajelor. Echipa de operatori constituie persoane ale căror lucru este verificat continuu în multiple proiecte. La fiecare cercetare sunt recrutați operatori cu istoric fără devieri de la instrucțiunile de lucru și se oferă prioritate operatorilor cu experiența în domeniul studiat.

1.3 Livrabil și raportare

Atașat la aplicare vă rugăm să găsiți unele exemple de rapoarte similare. Spre ex cel mai oportun ar putea fi cel prezentat Serviciului Fiscal, pentru evaluarea activității sale ([link aici](#)).

Dept livrabil, beneficiarul va primi un raport cu analiză descriptivă, diagrame și tabeluri. Toate întrebările din chestionar se vor analiza încrucișat în funcție de datele socio-demografice ale persoanelor fizice, sau caracteristicilor descriptive ale companiilor.

1.4 Timp de implementare

Pentru realizarea proiectului la un nivel înalt se solicită 30-40 de zile lucrătoare.

1.5 Buget

Bugetul pentru lucrările descrise mai sus este de 249.000 MDL excl TVA.



1.6 Portofoliu (unele proiecte) din domeniul vizat

Suntem foarte recunoscători încrederii pe care o primim din partea partenerilor noștri. Astfel din 2006 am implementat cu succes mai mult de 2.000 de cercetări (la cerință vă prezentăm lista integrală). Mai jos, propunem un mic extras din baza de date cu proiecte care pot fi atribuite ofertei date.

Name of Project	Client	Period	Types of activities undertaken
Support study for macroprudential policy decisions	National Bank of Moldova	2024-11	The purpose of the study was to gather relevant and up-to-date data on the perceptions, attitudes, and expectations of both the general population and the business sector regarding the economic situation in the Republic of Moldova, financial stability, and the policies of the National Bank of Moldova. The research provided the NBM with a clear overview of the public's level of awareness, trust, and response to macroeconomic measures and institutional decisions, thus supporting the development of macroprudential policies and strategic communication efforts. Magenta Consulting conducted a comprehensive quantitative study for the National Bank of Moldova, aimed at supporting macroprudential policy decisions. The study consisted of two CATI (Computer-Assisted Telephone Interview) surveys: one with the general population and one with representatives of the business environment. The general population survey was based on a proportional probabilistic sample of 1,029 respondents, nationally representative, covering all regions of the Republic of Moldova and reflecting the urban-rural distribution. The business survey targeted a sample of 350 respondents, including 300 companies selected through proportional sampling and 50 large taxpayers chosen from the official list of major contributors. Respondents were decision-makers, such as CEOs, founders, or financial managers. Before fieldwork, the questionnaires were adjusted and pilot-tested. Interviewers underwent thorough training, and data quality was ensured through continuous monitoring. All data were analyzed using SPSS statistical software and presented in an analytical report with charts, tables, and commentary.
Public Opinion Survey: Residents of Moldova, 2023	IRI (International Republican Institute)	2023-07	Narative description of project: Another wave of one of the main public opinion studies at the national level, part of the IRI research carried out in over 100 countries, was conducted by Magenta in 2023. The purpose of the research was to assess the public opinion on the latest events, social and political phenomena in the country. This study was vital for providing a systematic and quantifiable way to understand the perspectives, preferences and attitudes of the population regarding the situation in the country. Research findings were essential for informing the decision-makers and helping the development of public policies that align with the citizens and community needs. Description of actual services: Magenta Consulting implemented a CAPI (Computer Assisted Personal Interview) survey - face-to-face interviews using tablets on two samples: 1) a nationally representative sample of 1199 permanent residents of Moldova, aged 18+ years, eligible to vote; and 2) a

			Booster sample of 402 residents of Chisinau, aged 18+ years, eligible to vote. Magenta provided all the necessary resources for the successful implementation of the following activities: developing the research design; adjusting, translating and testing the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; coding the open-ended responses; sample checking and weighting coefficient calculation; writing the Technical report in English and verifying the survey dataset to be submitted to the client.
Study on the level of satisfaction of taxpayers (individuals and legal entities) with the services and activity of the State Tax Service, 2023	State Tax Service of the Republic of Moldova	2023-03	Narative description of project: An important study on taxpayers' level of satisfaction was carried out by Magenta within Component 2. "Institutional development" of the Tax Administration Modernization Project (TAMP), aimed at reforming the Moldovan State Tax Service (STS). The purpose of the study was to determine the changes in the level of taxpayer satisfaction with the STS services against benchmarks established in 2018. The following objectives were proposed for this research: 1. To determine the perceptions of STS performance, efficiency, transparency, corruption in the STS, public trust and the confidence that the STS is able to enforce tax laws with efficiency, integrity and fairness. 2. To determine the perception of the effectiveness of the STS in delivering key services at a high level of quality in line with fair access, transparency and efficiency. 3. To identify the perceptions of the modes/practices by which the STS limits access, efficiency, and transparency creates opportunities for corrupt practices and barriers to public trust. 4. To assess the changes in the level of taxpayers' satisfaction in 2023 compared to 2018. This study played a crucial role in assisting the STS in reducing taxpayer burden, improving compliance and public confidence in the professionalism and integrity of the STS workforce, as well as, in assessing the progress in relation to the baseline survey results. Description of actual services: To achieve the proposed goal and objectives, Magenta implemented a quantitative study, that included the following activities: 1) a CAPI (Computer Assisted Personal Interview) survey - face-to-face interviews using tablets, on a nationally representative sample of 1011 respondents, aged 16+ years, citizens of the Republic of Moldova who have interacted with the State Tax Service during the last year. 2) a survey among legal entities, as follows: a nationally representative sample of 439 operating companies, and a sample of 105 big taxpayers, randomly selected from a list of big taxpayers for 2021-2022. Data was collected by combining the CAPI (Computer Assisted Personal Interview) - face-to-face interviews using tablets, and CATI (Computer Assisted Telephone Interview) methods. Magenta provided all the necessary resources to successfully implement the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the

			logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the reports in English and Romanian, and presenting the results. Four analytical reports were developed within this research - two for each category of respondents: individuals and legal entities, in English and Romanian. The reports included general results and detailed findings, crosstabs with demographic data and other questions, along with a comparative analysis with the results of 2018 baseline study.
Study on assessing the population's perception of the Ministry of Health and the Ministry of Labor and Social Protection	Ministry of Labour and Social Protection of the Republic of Moldova	2023-02	Narative description of project: An important study was conducted by Magenta aimed to assess the public opinion on the image and activity of the Ministry of Health and the Ministry of Labour and Social Protection. Researching the population perception was necessary for ensuring the ministries activities align with the expectations and values of the community, and for guiding the development of targeted communication strategies. The study findings assisted the clients to make informed decisions, improve service delivery, enhance communication, and address citizens' concerns. Description of actual services: Magenta carried out a quantitative study using the CATI (Computer Assisted Telephone Interview) method, on a nationally representative sample of 926 respondents, the general population aged 18+ years. Magenta provided a professional research team to successfully implement the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the reports and presenting the results. Two analytical reports were developed within this research - one for each ministry. The reports included general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest.
Study on the banking customers experience	UMBRELLA PRODUCTION LLC	2023-02	Narative description of project: Magenta provided its services for the implementation of a study on the banking customers experience. The purpose of the assignment was to recruit 18 respondents who use banking services and products in the Republic of Moldova, according to the criteria offered by the beneficiary. Researching the customers' experience was vital for getting a deeper understanding of what customers value most, areas where the service provider excels and where it needs improvement. The study findings informed the development of new financial products and services that meet consumers needs and preferences, ensuring relevance in a competitive market. Description of actual services: Magenta recruited 18 respondents, women and men aged between 19-55 years, from Chisinau, Balti and Cahul, from various life cycles and occupations, to

			participate in in-depth interviews. The following criteria were used for selection: respondents were users of Moldovan banks, who used five or more banking products or services in the last 12 months and used bank cards from two or more banks in the last 3 months. Some of them were the customers of the client and others were users of other banks. Magenta provided all the necessary resources to identify and recruit the respondents according to selection criteria. The client conducted the interviews and analyzed them.
Endline study on assessing the experience of court users and civil society representatives with the courts	Dexis Consulting Group/ OTI	2023-01	Narative description of project: A necessary endline study on users' experience with the courts was conducted by Magenta, within the USAID-funded Model Court Initiative (MCI) project - a three-year effort to improve the performance of courts in delivering quality justice services and to foster the connection between courts, communities, and system users. The purpose of the endline survey was to evaluate the court users' and civil society representatives' experience with the first instance courts. The endline survey results were compared to the results of the baseline survey conducted in 2021. This study played a crucial role in evaluating the efficiency and impact of the implemented activities, and it provided the necessary insights for the development of further actions to improve the courts performance. Description of actual services: Magenta implemented a quantitative study on a sample of 412 respondents, including court users and civil society, aged 18+, who interacted with first instance courts during 2021-2022 as a representative, defendant, plaintiff, witness or in a different capacity, as follows: 1) a CAPI (Computer Assisted Personal Interview) survey - face-to-face interviews using tablets, on a sample of 396 court users – the general population who participated in a court case. 2) a CAWI (Computer Assisted Web Interviewing) survey - the respondents answered the questionnaire by accessing a link, on a sample of 16 civil society representatives - representatives of NGOs specialized in human rights, justice, judicial reform, and other similar areas, who participated in a court case. Magenta provided all the necessary resources to successfully implement the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report in Romanian and English, and presenting the results. The report included both general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest, along with a comparative analysis with the results of a baseline study conducted in 2021. Each result was graphically presented and commented on.
Study on assessing the sense of security of the citizens of the Republic	Konrad Adenauer Stiftung (KAS)	2023-01	Narative description of project:

of Moldova and the activity of the Ministry of Internal Affairs			Magenta conducted a necessary study aimed to evaluate the sense of security of the citizens of the Republic of Moldova, as well as the evaluation of the perceptions, attitudes and behavior of the citizens regarding the activity of the Ministry of Internal Affairs (MIA). Understanding how secure citizens feel can inform the development of policies aimed at enhancing public safety and addressing specific concerns. This can lead to more targeted and effective interventions. Study objectives included: 1. Assessment of the perception of public safety (perceived number of crimes, problems in the neighborhood, feeling of safety in different situations, during day and night). 2. Evaluation of the interaction with the police and the level of satisfaction following the interaction. 3. Assessment of the perception of the level of corruption among subordinate institutions of the ministry. 4. Evaluation of respondents' trust towards MIA and subordinate institutions. 5. Determination of the perceived success in crisis management in 2022. 6. Determination of the perception of MIA priorities. 7. Identification of the opinion about the activity of the Minister of Internal Affairs. Description of actual services: To achieve the proposed goal and objectives Magenta conducted a quantitative study using the TAPI (Tablet Assisted Personal Interview) method - face-to-face interviews using tablets, on a nationally representative sample of 1129 respondents, the general population aged 18+ years. Magenta provided all the necessary resources to successfully implement the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/associations with the questions of interest.
Study on the image and activity of the Ministry of Energy	Konrad Adenauer Stiftung (KAS)	2022-12	Narative description of project: Magenta carried out an important and unique study aimed to assess the public perception of the image of the Ministry of Energy. This research provided valuable insights into how the ministry's actions and policies were perceived. This feedback highlighted strengths and areas for improvement, allowing the ministry to adjust its strategies accordingly. Studying public opinion on the ministry's image was crucial for ensuring that the ministry operates effectively, maintains public trust, and aligns its actions with community needs and expectations. Description of actual services: Magenta implemented a quantitative study using the TAPI (Tablet Assisted Personal Interview) method - face-to-face interviews using tablets, on a nationally representative sample of 1159 respondents, the general population aged 18+ years. Magenta ensured a professional and reliable research process, which included the following activities: proposing the

			research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest.
Public Opinion Survey: Residents of Moldova, Autumn 2022	IRI (International Republican Institute)	2022-09	Narative description of project: Magenta implemented one of the main public opinion studies at the national level, part of the IRI research carried out in over 100 countries, in autumn 2022. The purpose of the research was to identify and to evaluate the opinions, perceptions and attitude of the population regarding the latest events, social and political phenomena in the country. The importance and relevance of this study was explained by the ability to provide a systematic and quantifiable way to understand the perspectives, preferences and attitudes of the population. Research findings were essential in informing the decision-makers and helping to develop public policies, thus contributing to the functioning of a democratic society and the advancement of various fields. Description of actual services: Magenta Consulting conducted a quantitative study using the CAPI (Computer Assisted Personal Interview) method - face-to-face interviews using tablets on two samples: 1) a nationally representative sample of 1233 permanent residents of Moldova, aged 18+ years, eligible to vote; and 2) a Booster sample of 415 residents of Chisinau, aged 18+ years, eligible to vote. Magenta ensured a professional approach, careful planning, and adherence to ethical standards to successfully implement the following activities: developing the research design; adjusting, translating and testing the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; coding the open-ended responses; sample checking and weighting coefficient calculation; reporting the results.
Study on assessing the court users level of satisfaction with the activity of the Model Courts in 2022	Dexis Consulting Group/ OTI	2022-09	Narative description of project: Magenta conducted an important court user satisfaction survey in the framework of the USAID-funded Model Court Initiative (MCI) project - a three-year effort to improve the performance of courts in delivering quality justice services and to foster the connection between courts, communities, and system users. The purpose of the survey was to assess the extent to which three district courts - Balti, Edineț and Ungheni met the expectations of its users and identify the factors that caused dissatisfaction. This research provided valuable insights on performance the model courts achieved, the efficiency in providing services, the accountability and their effectiveness in communicating with the public. Collecting the court

			users feedback helped to get a better understanding of the further actions needed to achieve sustainable improvements in the effectiveness of model courts. Description of actual services: Magenta implemented a quantitative study using the CAPI (Computer Assisted Personal Interview) method - face-to-face interviews using tablets on three samples: 277 court users of the Balti District Court; 323 court users of the Edinet District Court; and 108 court users of the Ungheni District Court. People who interacted with the above-mentioned courts in 2022 as plaintiffs, defendants, witnesses, attended a hearing, requested information, or another capacity were invited to answer the questionnaire. The interviews were held in central and secondary locations. Magenta ensured a professional and reliable research process, which included the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the reports and presenting the results. Six analytical reports were developed within this study - two for each model court, in Romanian and English. The reports included general results and detailed findings, including cross-tabs with demographic data and other questions, along with a comparative analysis, graphically presented and commented on.
Study on the opinion of inhabitants of the cities Călărași, Căușeni, Criuleni, Hîncești, Nisporeni and Ungheni about the town hall and local elections	Konrad Adenauer Stiftung (KAS)	2022-09	Narative description of project: A necessary study on the citizens opinion of the town hall and local elections was carried out by Magenta. Researching the inhabitants perceptions was crucial for informing the authorities on the needs, preferences and barriers to participation of the local community. This study provided valuable insights to help strengthen democracy at the local level and ensure that local authorities actions are better aligned with the needs and preferences of the inhabitants. The purpose of the research was to evaluate the opinion of the inhabitants of 6 cities (Călărași, Căușeni, Criuleni, Hîncești, Nisporeni and Ungheni) regarding the problems of the city, the mayor's office and the local elections. Description of actual services: Magenta implemented a quantitative study using the CAPI (Computer Assisted Personal Interview) method - face-to-face interviews using tablets on a general sample of 4822 respondents, aged 18+ years from the following the cities: Călărași (792), Căușeni (899), Criuleni (497), Hîncești (807), Nisporeni (791) și Ungheni (1036). Magenta ensured a professional and reliable research process, which included the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included general results and detailed

			findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest.
Support study for macroprudential policy decisions	National Bank of Moldova	2022-07	Narative description of project: An indispensable study was carried out by Magenta Consulting for the National Bank of Moldova aimed to analyze the economic situation of households and companies in the Republic of Moldova in order to support macroprudential policy decisions. This research provided empirical evidence and data analysis for policymakers to rely on in order to understand the effectiveness and potential consequences of different macroprudential measures. The study findings were valuable for providing the necessary evidence, analysis, and insights to design effective policies, assess their impact, and enhance financial stability. Description of actual services: Magenta implemented a quantitative study using the CATI (Computer Assisted Telephone Interview) method - telephone survey on two samples: 1) a nationally representative sample of 1059 respondents, general public, aged 18+ years; 2) a sample of 375 legal entities, of which: a nationally representative sample of 325 companies and a sample of 50 large taxpayers from the list of large taxpayers from 2019. Persons who had a role in the decision-making processes of the companies (e.g. director, financial director, founder, etc.) were invited to answer the survey. Magenta ensured a professional and reliable research process, which included the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included both general results and detailed findings, including crosstabs with demographic data and other questions, showing correlations/ associations with the questions of interest. Each result was graphically presented and commented on.
Study on the opinion of the municipality of Chisinau residents about the activity of local public authorities	Konrad Adenauer Stiftung (KAS)	2022-06	Narative description of project: A necessary study on public opinion about the activity of local public authorities was conducted by Magenta to generate valuable insights into what the public valued, concerns they had, and areas where improvement was needed. This study was essential for determining the level of effectiveness, responsiveness and legitimacy of public authorities' activities. The research findings were important for contributing to better governance and enhancing the relationship between authorities and the public they serve. The purpose of the study was to evaluate the opinion of the inhabitants of the municipality of Chisinau about the activity of the local public authorities. The objectives of the research referred to the determination of public opinion regarding the following aspects: • the main problems of the city and its citizens; • the profile of an ideal candidate for the position of General Mayor; • the population

			impressions of the activity of City Hall and of Ion Ceban as Mayor General; • the electoral potential of the PAS candidates for the position of General Mayor of Chisinau; • the activity of the PAS Fraction in the Chisinau Municipal Council. Description of actual services: Magenta implemented a quantitative study using the CAPI (Computer Assisted Personal Interview) method - face-to-face interviews using tablets on a sample of 1013 respondents, aged 18+ years, residents of the municipality of Chisinau. Data was proportional to the population of Chisinau municipality. Magenta ensured a professional and reliable research process, which included the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included both general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest. Each result was graphically presented and commented on.
Study on financial needs and use of financial services by Moldovan Savings and Credit Associations (SCA) clients	Sparkassenstiftung fur internationale Kooperation e.V. Savings Banks Foundation for International Cooperation	2022-05	Narative description of project: Magenta carried out an important study aimed to assess the financial necessities and the use of financial services of members and clients of Moldovan Savings and Credit Associations (SCA). This research was conducted within the project "Access to finance for sustainable and climate adaptive development of rural areas in Moldova". The study results contributed to the accomplishment of the project overall objective - the strengthening of the development potential of rural regions in Moldova by supporting an adequate offer of financial services, especially for investments in climate adaptive measures, as well as the improvement of the financial user competence among the rural population and enterprises (MSE and farmers). In the long term, the valuable insights provided within this research assisted the client in its goal to slow down migration and rural exodus and to improve the development perspectives of the rural population by a sustainable increase of productivity, income, and employment. Description of actual services: Magenta conducted a complex study by combining the qualitative and quantitative research methods. The qualitative study included 9 in-depth interviews with representatives of the following target segments: 3 individuals that were SCA clients; 3 legal entities that were SCA clients; 3 individuals who hadn't used any financial services, but could become future clients. The quantitative research involved a CATI (Computer Assisted Telephone Interview) survey on a sample of 502 respondents who benefited from local SCA services. The respondents were contacted and interviewed according to the geographical distribution: North 36%, Center 38%, Chisinau 13% and South region 13%. Magenta ensured a professional and reliable research process, which included the following

			activities: proposing the methodological approach; developing and translating the moderating guides for interviews; developing, translating and testing the survey questionnaire; sampling; selecting and training the survey interviewers; selecting the respondents and organizing the discussions; defining and implementing the logistics processes; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; reports writing and results presentation. Two reports in English, that included survey general results, crosstabs with the demography or any other questions, results of the qualitative research and conclusions were developed and submitted to the client.
VictoriaBank Mystery Shopping	Victoriabank JSC	2022-04	Narative description of project: 2 waves of study were carried out, in the periods May-August and October-January, in order to highlight the level of service and the gaps in the interaction with the bank's customers. In each wave, 312 physical visits and 10 phone calls were made. In each branch, 8 visits were made, in agencies 2-8 visits were made (depending on the agency). The beneficiary of the initial study submitted the list of locations and the necessary visits to be made. Shoppers, individuals and legal entities, applied various customer-approved scenarios to evaluate the work of universal counter operators and credit advisors. Reports were provided for each visit and the final report in pdf according to the structure approved by the beneficiary. At the end of each wave, the final report was presented online to the responsible persons in different directions within VictoriaBank. Description of actual services: 2 waves of study were carried out, in the periods May-August and October-January, in order to highlight the level of service and the gaps in the interaction with the bank's customers. In each wave, 312 physical visits and 10 phone calls were made. In each branch, 8 visits were made, in agencies 2-8 visits were made (depending on the agency). The beneficiary of the initial study submitted the list of locations and the necessary visits to be made. Shoppers, individuals and legal entities, applied various customer-approved scenarios to evaluate the work of universal counter operators and credit advisors. Reports were provided for each visit and the final report in pdf according to the structure approved by the beneficiary. At the end of each wave, the final report was presented online to the responsible persons in different directions within VictoriaBank.
Mogo Mystery Shopping	Mogo Loans LLC	2022-02	Narative description of project: The objectives of the study were to evaluate the level of service in Mogo offices, on the phone and on the website, and to identify gaps in the performance of employees at work. Three branches were physically visited 2 times each, with real loan requests. At the same time, 3 requests were made through the company website and the call center number. The purpose of the shopper was to obtain the trade offer from the advisors. Shoppers with the following profile were selected: officially employed, with positive credit

			history, of various ages. The report was executed in pdf in Russian. Reports on each visit were prepared in excel format. Description of actual services: The objectives of the study were to evaluate the level of service in Mogo offices, on the phone and on the website, and to identify gaps in the performance of employees at work. Three branches were physically visited 2 times each, with real loan requests. At the same time, 3 requests were made through the company website and the call center number. The purpose of the shopper was to obtain the trade offer from the advisors. Shoppers with the following profile were selected: officially employed, with positive credit history, of various ages. The report was executed in pdf in Russian. Reports on each visit were prepared in excel format.
Study on the level of satisfaction of the data users with the official statistics of the Republic of Moldova	National Bureau of Statistics of the Republic of Moldova	2022-02	Narative description of project: Magenta conducted an indispensable public opinion study on data users' satisfaction with official statistics disseminated by the National Bureau of Statistics (NBS) of the Republic of Moldova. This research was implemented within the EU funded project "Technical Assistance to Support the National Bureau of Statistics of the Republic of Moldova", whose intended outcome was to improve the public access to statistical data through improvement of dissemination systems, practices and tools to meet users' requirements. Measuring the level of users' satisfaction with available data had an important role in monitoring the development of the process which aimed at achieving the above-mentioned goal. The regular feedback from the data users helped the NBS and other producers of official statistics to assess the user satisfaction and to develop measures, having a favorable impact on the efficient use of statistical information, and contributing to the continuous development of the national statistical system. The research results were also used to establish the reference values of the indicators aimed at monitoring and assessment of the future Development Strategy 2022-2030 of the National Statistical System (NSS) and the Strategy Implementation Program. The primary purpose of the study was to determine the level of satisfaction of users of information and statistical data provided by the National Bureau of Statistics (NBS) of the Republic of Moldova, as well as by other providers of official statistics. The following objectives were proposed for this research: 1. To understand the general attitude towards the NBS and other data providers; 2. To determine how relevant, timely, accessible, clear, coherent and comparable is statistical information; 3. To identify the statistical data information sources, the frequency of their use, the level of trust, how data needs are covered, the difficulties in accessing the data and the training needs. Description of actual services: Magenta carried out a comprehensive study by combining qualitative and quantitative research methods. The qualitative study included 7 in-depth interviews with respondents who used statistical data for professional reasons. The interviews were

			conducted online, with representatives of the institutions in the target segments. The quantitative research involved a survey on a sample of 777 respondents, users of statistical data for professional or personal purposes. Data was collected using the following methods: CATI (Computer Assisted Telephone Interview) survey and CAWI (Computer Assisted Web Interviewing) survey - the respondents answered the questionnaire by accessing a link. Magenta ensured a professional approach to ensure the successful implementation of the research process, which included the following activities: developing the research design; developing and translating the moderating guides for interviews; developing, translating and testing the survey questionnaire; identifying and drawing up the list of institutions and organizations with potential respondents, and their contacts; sampling; selecting and training the survey interviewers; selecting the respondents and organizing the discussions; defining and implementing the logistics processes; sending the invitation letter to participate in the survey and the link to the questionnaire to all potential respondents; contacting the potential respondents to confirm they received the invitation letter and to assist them in completing the survey; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report, and presenting the results. A complex analytical report with general results, and crosstabs with demographic data, the qualitative research results, and conclusions in Romanian and English was submitted to the client.
Baseline study on the role of women in decision making processes and sustainable development	Friedrich-Ebert-Stiftung (FES)	2021-10	Narative description of project: An important research on the role of the women in decision making processes and sustainable development was conducted by Magenta to contribute with valuable findings for the improvement of the beneficiaries activities. The purpose of the study was to identify the perception and attitude of the population from 4 target districts regarding the importance and role of women in decision-making processes and in sustainable development. Researching the role of women in decision-making was essential for creating a more inclusive, equitable, and effective society and organizations. It provided evidence-based insights to drive positive change and empower women to contribute fully to social, economic, and political life. For this research the following aspects were proposed for analysis: 1. the actual level of participation and involvement of women in decision-making processes at the local level; 2. the opinion of population regarding the presence of women in leadership positions (administrative and political) in national and local authorities; 3. what are the barriers that prevent women from getting involved in the decision-making process and running for political positions; 4. what motivational elements encourage the participation and active involvement of women at the community level; 5. public opinion regarding the influence and impact of women involved in economic, social and political life in the Republic of Moldova. Description of actual services:

			Magenta carried out a quantitative study using the CATI (Computer Assisted Telephone Interview) method - telephone survey on a sample of 826 respondents, aged 18+ years, residents of the following districts: Telenesti, Rezina, Ialoveni, Strasenii. Data was proportional to the population of each district. Magenta ensured a professional and reliable research process, which included the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included both general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest.
FinComBank Mystery Shopping	FinComBank JSC	2021-10	Narative description of project: 1 wave of study was carried out in order to highlight the level of service and the gaps in the interaction with the bank's customers. 162 physical visits were made. 6-10 visits were made to each branch. The beneficiary of the initial study submitted the list of locations and the necessary visits to be made. Shoppers, individuals and legal entities, applied various scenarios, approved by the client, to evaluate the work of counter operators, directors, credit and microcredit advisors, chief accountants. Reports were provided for each visit and the final report in pdf according to the structure approved by the beneficiary. Description of actual services: 1 wave of study was carried out in order to highlight the level of service and the gaps in the interaction with the bank's customers. 162 physical visits were made. 6-10 visits were made to each branch. The beneficiary of the initial study submitted the list of locations and the necessary visits to be made. Shoppers, individuals and legal entities, applied various scenarios, approved by the client, to evaluate the work of counter operators, directors, credit and microcredit advisors, chief accountants. Reports were provided for each visit and the final report in pdf according to the structure approved by the beneficiary.
Study on the financial needs of the micro, small and medium enterprises (MSMEs) in the Republic of Moldova	PWC (PricewaterhouseCoopers International Limited)	2021-10	Narative description of project: Within the initiative of the mapping of financing instruments and practice for micro, small and medium enterprises (MSMEs) in the Republic of Moldova, Magenta implemented a relevant study aimed to identify the financing needs of micro, small and medium enterprises from the Republic of Moldova. These types of companies are of vital importance in the entire Moldovan economy. Studying their financial needs was fundamental for the balancing of the underdeveloped offer from the supply financing actors and for the creation of the programs to alleviate the cash flow shortage through specific initiatives. Research findings contributed to the building of a financing support system around the MSMEs, that allowed them to thrive and develop.

			Description of actual services: Magenta carried out a quantitative study using the CATI (Computer Assisted Telephone Interview) method - telephone survey on a nationally representative sample of 300 micro, small and medium companies. The management staff of the companies were invited as respondents, to answer the questionnaire. Magenta provided a professional research team to successfully implement the following activities: adjusting, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included general results and cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest.
Qualitative research - preparatory phase for the development of ANOFM communication strategy	National Employment Agency of the Republic of Moldova (ANOFM)	2021-07	Narative description of project: Magenta conducted an indispensable research on the perceptions of the National Employment Agency image to contribute with valuable insights for the improvement of the agency activities and for the development of the agency communication strategy. This study served as a foundation for developing an effective communication strategy, ensuring that messages are targeted, relevant, and impactful. It minimized guesswork and maximized the chances of success by aligning communication efforts with the needs and preferences of the audience. The main purpose of the research was to identify and evaluate the image of the National Employment Agency, to evaluate the strengths and weaknesses, customers expectations, and to determine the desired communication methods. These all served as an important informational support for the development of the agency communication strategy. Description of actual services: To accomplish the proposed objectives Magenta carried out a complex study by combining qualitative and quantitative research methods, as well as collecting and analyzing primary and secondary data. In order to have a broad picture of the National Employment Agency and to understand the profile of clients / beneficiaries a desk research was carried out, which involved analyzing the agency website, the job offer, the types of jobs that have been occupied most often in the last 3 years, the profile of the persons who have applied to the agency in the last 3 years, the type of vacancies offered by companies through the National Employment Agency. These data have been triangulated to understand the supply and demand. The qualitative research included 2 focus groups with 1) persons who turned to the National Employment Agency to find a job; 2) people originally from the Republic of Moldova, who currently live / work abroad and would like to return and to look for a job in Moldova; and 17 in-depth interviews with different categories of people who turned or not to the National Employment Agency: individuals, legal entities and representatives of the National Employment Agency. The quantitative study involved a nationwide CATI

			(Computer Assisted Telephone Interview) survey - telephone survey on a nationally representative sample of 1100 respondents, general population aged 18+ years. Magenta was responsible for the whole research process, which included the following activities: proposing the methodological approach; developing and translating the moderating guides for interviews and focus groups; developing, translating and testing the survey questionnaire; sampling; selecting and training the survey interviewers; selecting the respondents and organizing the discussions; defining and implementing the logistics processes; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; report writing and results presentation.
Mapping study of the localities densely populated by Roma in the Republic of Moldova	GIZ (German Agency for International Cooperation)	2021-06	Narative description of project: This unique and important mapping study of the localities densely populated by Roma in the Republic of Moldova was carried by Magenta Consulting within the "Economic Policy Advice to the Moldovan Government" project (MEPA), implemented by GIZ, aimed at offering the assistance on integrating disadvantaged groups into the labor market, including Roma population. According to the client's data, Roma are mostly affected by marginalization, they have less access to school education, the unemployment rate among them is higher than the rest of the population, and especially Roma women and children are victims of social disadvantages and exclusion. The MEPA activities related to Roma were carried out based on the similar report prepared by UNDP Moldova in 2013. Considering the census results obtained in 2014, demographic trends, the report findings were appreciated as obsolete and following the discussions with several stakeholders the mutual understanding was that a more recent review would be very useful. The purpose of this study was to update the Representative Report on mapping the localities densely populated by Roma in the Republic of Moldova to serve as a basis for the formulation and promotion of state policies for Roma population, including related to the employment of community mediators (CMs). Description of actual services: Magenta conducted a comprehensive study, involving several phases and more stakeholders (governmental institutions, project partners and experts). As the objective of the mapping consisted in identifying the localities densely populated by Roma from the point of view of their geographical location, the exercise involved both the adjustment of data collection tools and the use of existing information from administrative or alternative sources developed over the past years. Conducting the study of such complexity involved a systematic and well-planned effort, flexibility, attention to details and effective communication with all parties involved. Magenta ensured a professional approach, adherence to ethical standards and efficient research process, which included the following stages: 1. Revising the methodology and updating the research tools, which involved analyzing the existing researches and reports, and several working meetings with parties involved in project implementation. 2. Identification of localities

			(estimated) densely populated by Roma, which included collection and analysis of data provided by the National Bureau of Statistics; analysis of existing complementary and alternative data. As a result, a total number of 154 localities (estimated) densely populated by Roma were selected for the mapping exercise. 3. Data collection according to the revised methodology. An official letter, including the link to the questionnaire was sent to the Local Public Administration (LPA) of 154 localities proposed for mapping study. Magenta contacted the institutions to confirm the receipt of the email and provide the assistance needed. As a result, 151 localities out of 154 contacted completed the questionnaire using the CAWI (Computer Assisted Web Interviewing) method - the respondents answered the questionnaire by accessing a link. Magenta verified and validated the collected data. Later, 32 visits were organized in 32 localities to conduct unstructured interviews with LPA representatives, social workers, Roma leaders, community mediators, the Roma community, etc. Over 360 people were interviewed within these visits to collect data for the work, social protection, education and health chapters. In addition, all community mediators in the Republic of Moldova were contacted as part of the data verification. 4. Updating the Report on the mapping of densely populated Roma localities in the Republic of Moldova, with detailed and well-structured information. 5. The presentation of the updated report within a public event with all interested parties.
Study on the implementation and use of standards by the market in the Republic of Moldova	Delegation of the European Union to the Republic of Moldova	2021-05	Narative description of project: An indispensable study was carried out by Magenta for the Institute for Standardization of Moldova (ISM), within the project „Support to Quality Infrastructure Framework within a DCFTA context in the Republic of Moldova”, based on the methodology for quantifying and measuring the degree of implementation and use of standards by the market. The analysis following this methodology was an important instrument to monitor the evolution of the role of standards in the Moldovan society, as well as a confirmation (or not) that decisions taken for alignment of standards with big trade blocks on a sectoral basis is pertinent and if it is coherent with the increase of exports of the Republic of Moldova. The purpose of this research was to determine the degree of implementation and use of Moldovan, international, European, regional and other countries' standards on the territory of the Republic of Moldova by different target groups. Description of actual services: Magenta conducted a comprehensive mixed study that included collecting and analyzing primary and secondary data from several categories of respondents through qualitative and quantitative research methods. Qualitative research included 2 in-depth interviews with consumer protection organizations and 5 in-depth interviews with representatives of the authorities involved in setting up technical regulations, the market surveillance or compliance assessment. The quantitative study involved: 1. a CATI (Computer Assisted Telephone Interview) survey - telephone survey on a probabilistic sample proportional to the

			number of companies of 415 companies; 2. a CATI (Computer Assisted Telephone Interview) survey - telephone survey on a sample of 39 industry associations; 3. a CATI (Computer Assisted Telephone Interview) survey - telephone survey with 110 identified ISM users; 4. a CAWI (Computer Assisted Web Interviewing) survey - the respondents answered the questionnaire by accessing a link, involving 44 public institutions participating in public procurement. The desk research included three data scraping activities: 1. Collecting data on the mention of standards in legislation on the legis.md website. 2. Internet searches using keywords, on ".md" sites. The results were evidence of references to standards on company websites in the Republic of Moldova. 3. Manual scraping of posts on the Mtender.gov.md Public Procurement Bulletin between November 1-15, 2021 regarding the mention of standards. Magenta ensured a professional and reliable research process, which included the following activities: developing the research design; developing and translating the moderating guides for interviews; developing, translating and testing the surveys questionnaires; collecting data and contact information of the respondents; sampling; selecting and training the survey interviewers; selecting the respondents and organizing the discussions; defining and implementing the logistics processes; data collection in two languages: Romanian and Russian; monitoring the online survey completion and to contact de respondents to remind about the importance to participate in the survey; quality control; data validation; data analysis; writing the report and presenting the results. Following the research activities, a complex report was developed and an overall indicator of the use of the standards by each target group was calculated.
VictoriaBank Mystery Shopping	Victoriabank JSC	2021-02	Narative description of project: 2 waves of study were carried out, in order to highlight the level of service and the gaps in the interaction with the bank's customers. In each wave 281 physical visits were made. In each branch, 8 visits were made, in agencies 1-2 visits were made (depending on the agency). The beneficiary of the initial study submitted the list of locations and the necessary visits to be made. Shoppers, individuals and legal entities, applied various customer-approved scenarios to evaluate the work of universal counter operators and credit advisors. Reports were provided for each visit and the final report in pdf according to the structure approved by the beneficiary. At the end of each wave, the final report was presented online to the responsible persons in different directions within VictoriaBank. Description of actual services: 2 waves of study were carried out, in order to highlight the level of service and the gaps in the interaction with the bank's customers. In each wave 281 physical visits were made. In each branch, 8 visits were made, in agencies 1-2 visits were made (depending on the agency). The beneficiary of the initial study submitted the list of locations and the necessary visits to be made. Shoppers, individuals and legal entities, applied various customer-approved scenarios to evaluate the

			work of universal counter operators and credit advisors. Reports were provided for each visit and the final report in pdf according to the structure approved by the beneficiary. At the end of each wave, the final report was presented online to the responsible persons in different directions within VictoriaBank.
Baseline assessment study of financial and business literacy skills and training and advisory support needs of Small Farmers and MSE entrepreneurs in agriculture and food processing sector from rural areas in the Republic of Moldova	Sparkassenstiftung für internationale Kooperation e.V. Savings Banks Foundation for International Cooperation	2021-02	Narative description of project: A unique comprehensive study on the business literacy skills and training needs of small farmers and MSE entrepreneurs in the agriculture and food processing sector from the rural areas of the Republic of Moldova was carried out by Magenta. This research was performed within the "Access to finance for sustainable and climate adaptive development of rural areas in Moldova" project, implemented by the Sparkassenstiftung für Internationale Kooperation (Sparkassenstiftung) with the support of the German Federal Ministry for Economic Cooperation and Development (BMZ). The project's overall objective was the strengthening of the development potential of rural regions in Moldova by supporting an adequate offer of financial services, especially for investments in climate adaptive measures, as well as the improvement of the financial user competence among the rural population and enterprises (MSE and farmers). Within the above-mentioned project Sparkassenstiftung planned to implement financial and business literacy seminars and coaching for the target group, which consists of micro and small farmers and MSE entrepreneurs along the agricultural value chains in rural areas. In order to properly address the training as well as advisory support needs of the target group, this baseline assessment was performed. The primary purpose of the study was to assess the training and advisory support needs, as well as the financial / business literacy knowledge and skills of the micro and small farmers and MSE entrepreneurs along the agricultural value chains in rural areas. The study also assessed the general economic and financial situation of the target group, as well as how this situation has been impacted by Covid-19 outbreak. Description of actual services: Magenta conducted a complex mixed methods study, which combined quantitative and qualitative data collection and analysis. The qualitative research included 20 in-depth interviews with stakeholders (Governmental institutions, Financial sector, Business Service, Providers' sector, Business associations, Rural extension service), 4 Focus Groups (FGs) and 5 in-depth interviews with Micro and Small Farmers and Enterprises. The interviews and FGs took place online. The respondents were recruited according to the screeners, and a variety of sectors, size of business and geographical regions was ensured. The quantitative research involved a nationwide CATI (Computer Assisted Telephone Interview) survey - telephone survey on a sample of 402 respondents. Respondents were selected according to the following criteria: 1) The respondents are Micro and Small farmers or MSE entrepreneurs along the agricultural value chains; 2) The respondents are owners or co-owners of the business, and are involved in day-to-day management of the business; 3) The business is located in a rural

			area; 4) The business has been running in the last year. This study required a well planned effort, flexibility and a professional approach, which was ensured by Magenta. The research team was responsible for the following activities: developing the research design; developing and translating the moderating guides for interviews and focus groups; developing, translating and testing the survey questionnaire; sampling; selecting and training the survey interviewers; selecting the respondents and organizing the discussions; defining and implementing the logistics processes; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report in English and presenting the results. A complex analytical report was developed by the team, which included general results, crosstabs with the demography and other questions, graphically presented and commented on.
Annual study on the assessment of the outreach and effectiveness of the ODA (Organization for Entrepreneurial Development) and Investment Agency programs	UIPAC (Project Implementation Unit of the World Bank, Competitiveness Enhancement Project)	2020-11	Narative description of project: In the framework of the World Bank Competitiveness Enhancement Project II, Magenta carried out an important study - the sixth wave of research, with baseline in 2015. The purpose of the study was to evaluate the influence of both ODA (Entrepreneurship Development Organization) and Investment Agency on the companies by measuring the following indicators: • Outreach – perceived as the evaluation of the range of action - the share of companies that know and benefited from the organizations' services over the course of the full year (2019 in this case). • Effectiveness – perceived as the evaluation of the general satisfaction with the organizations' activity and with the interaction with the organizations' employees - the share of beneficiaries choosing 5 points (very satisfied) on a scale from 1 to 5. Within this research the opinions, attitudes and practices of the target groups related to the areas of interest were assessed and the aspects needed to improve the business development assistance were determined. Following the implementation of this study, the stakeholders got a deeper understanding of the needs and perceptions of local entrepreneurs regarding the impact of government reforms on the business environment. Description of actual services: Magenta conducted a comprehensive research using the CATI (Computer Assisted Telephone Interview) method - telephone survey on three types of samples: 1. a nationally representative sample of 386 active companies, both beneficiaries and non-beneficiaries of the ODA and Investment Agency programs and activities to measure the Outreach indicator of each organization. The quotas were calculated based on the data of the National Bureau of Statistics. 2. a sample of 107 companies - beneficiaries of the ODA programs and activities during the 2019 to measure the Effectiveness indicator of ODA. Companies were selected randomly from the database offered by ODA. 3. a sample of 18 companies - beneficiaries of the Investment Agency programs and activities during the 2019 to measure the Effectiveness indicator of ODA. From the list of potential contacts submitted by the Investment Agency, only 18 enterprises confirmed that they have benefited from agency services in 2019. The

			persons in the managerial positions, who are involved in the decision making process (CEOs, founders, vice-directors, head accountants, department heads) were invited to answer the questions. Magenta ensured a professional and reliable research process, which included the following activities: developing the Inception Report; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the reports in Romanian and English, and presenting the results. A separate report, in both Romanian and English, was developed for each organization. The reports included both general results and detailed findings, including cross-tabs, along with a comparative analysis with research results from the previous years.
MAIB employee satisfaction barometer	MAIB Commercial Bank	2020-10	Narative description of project: An indispensable employee satisfaction barometer was conducted by Magenta for the client seeking to improve the working conditions and the overall experience of the employees. Within the research, the level of satisfaction of MAIB employees was analyzed in several areas, including: internal services, working conditions, remuneration and benefits, labor relations and organizational culture. The respondents also expressed their opinion regarding the possibility to grow professionally at MAIB. This study was not just a measure of employee happiness, it was a strategic tool to drive organizational success by improving retention, productivity, customer satisfaction, innovation, and overall well-being. The purpose of the project was to evaluate the experience of employees within the MAIB company. The research findings played a crucial role in assisting the client to make informed decisions related to human resources policies aimed at ensuring the happiness, motivation, and satisfaction of their employees. Description of actual services: To collect and analyze valuable data, Magenta carried out a CAWI (Computer Assisted Web Interviewing) survey - the respondents answered the questionnaire by accessing a link, among 1169 employees of the MAIB Commercial Bank (agency, branch, bank headquarters). Magenta ensured a professional and reliable research process, which included the following activities: proposing the research methodology; developing, testing and translating the questionnaire; programming the questionnaire; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included both general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest.
Study on the impact of loans on business activity, 2020	Symbiotics	2020-08	Narative description of project: Magenta conducted an indispensable research within the follow-up annual study, implemented since 2017,

			to assess the effect of loans on the performance of businesses that have benefited from financing, provided by the beneficiary, for small and medium-sized enterprises in developing countries. Overall, this study was highly relevant for providing valuable insights on the loans' role in economic development, addressing barriers to finance, promoting business growth and innovation, managing financial risks, informing policy development, and advancing financial inclusion efforts. The purpose of the study was to measure the impact of loans taken by small and medium-sized enterprises (SME's) on business activity and better understand the financial performance of the companies. Description of actual services: Magenta carried out a CATI (Computer Assisted Telephone Interview) survey - telephone survey, on a sample of 49 respondents, representatives of Small and Medium-sized Enterprises (SMEs), clients of Microinvest during period 2017-2019, who participated in the previous research waves (2017-2019). Magenta ensured a professional and reliable research process, which included the following activities: developing research design; testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; validating data and writing the report to be delivered to the client.
National study on the perception of the general population and the opinion of specialists on the preparedness of justice sector actors to deal with cases of discrimination	Council of Europe	2020-07	Narative description of project: Magenta carried out a unique and important study on public perception and professionals' opinion on the preparedness of justice sector actors to deal with cases of discrimination, within the European Union and the Council of Europe Joint Project on strengthening the capacities of the justice sector actors to deliver justice in line with European standards, in particular to fight discrimination. The research findings contributed to improving the training of the justice sector in dealing with cases of discrimination and to achieve the project goals: strengthening the capacities of judges and prosecutors to increase the quality of the justice act, with special emphasis on discrimination; supporting the Lawyers Training Center to become an effective training center; strengthening the capacities of the Council for Preventing and Eliminating Discrimination and Ensuring Equality to become more effective. The purpose of the study was to determine the perception of the general population and to find out the opinion of specialists in the justice sector on the level of training of actors in this sector and the Council for the prevention and elimination of discrimination and equality to deal with cases of discrimination. Description of actual services: Magenta conducted a complex study based on a mixed methodology, which combined qualitative research and quantitative research. The quantitative research involved a nationally representative CAPI (Computer Assisted Personal Interview) survey - face-to-face interviews using tablets, on a sample of 1059 respondents, representatives of general population,

			aged 18+ years and a CAWI (Computer Assisted Web Interviewing) survey - the respondents answered the questionnaire by accessing a link, on a sample of 569 specialists (judges, lawyers, prosecutors, police officers, community mediators, paralegals). The qualitative study included 7 focus groups with specialists in the justice sector (judges, lawyers, prosecutors, police officers, community mediators, paralegals, NGO representatives). Magenta ensured the efficient implementation of all research phases: developing the research design; developing, translating and testing the research tools (moderating guide for focus groups and survey questionnaire); sampling; selecting and training the survey interviewers; selecting the respondents and organizing the discussions; defining and implementing the logistics processes; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The implementation of the study was guided by a legal expert, contracted by Magenta, who provided suggestions to the proposed methodology and research tools, proofreaded the report and offered feedback. The report included not only general results, but also cross-tabs with the demography or any other questions, underlying correlations/ associations with the question of interest.
Public Opinion Survey: Residents of Moldova, Winter-Spring 2021	Gallup (for IRI (International Republican Institute) sponsored by USAID)	2020-06	Narative description of project: One of the main public opinion studies at the national level, part of the IRI research carried out in over 100 countries, was carried out by Magenta in 2021. The purpose of the research was to identify and to evaluate the opinions, perceptions and attitude of the population regarding the latest events, social and political phenomena in the country. The importance and relevance of this study was explained by the ability to provide a systematic and quantifiable way to understand the perspectives, preferences and attitudes of the population. Research findings were essential in informing the decision-makers and helping to develop public policies, thus contributing to the functioning of a democratic society and the advancement of various fields. Description of actual services: Magenta Consulting conducted a nationally representative quantitative study using the CATI (Computer Assisted Telephone Interview) method - telephone survey on a sample of 2001 permanent residents of Moldova, aged 18+ years, eligible to vote. Data was representative of the general population by age, gender, region and settlement size. Conducting the public opinion survey involved a systematic and well-planned effort to gather information from a representative sample of the population. Magenta ensured a professional approach, careful planning, and adherence to ethical standards to produce reliable and valid data that can offer valuable insights to the interested parties. The research process implemented by Magenta included the following activities: developing the research design; adjusting, translating and testing the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in

			two languages: Romanian and Russian; quality control; data validation; coding the open-ended responses; sample checking and weighting coefficient calculation; reporting the results.
Public Opinion Survey: Residents of Moldova, Summer wave 2020	IRI (International Republican Institute)	2020-06	Narative description of project: Magenta conducted one of the main public opinion studies at the national level, part of the IRI research carried out in over 100 countries. The purpose of the study was to identify and evaluate the opinions, perceptions and attitude of the population regarding the latest events, social and political phenomena. The importance and relevance of this study was explained by the ability to provide a systematic and quantifiable way to understand the perspectives, preferences and attitudes of the population. Research findings were essential in informing the decision-makers and helping to develop public policies, thus contributing to the functioning of a democratic society and the advancement of various fields. Description of actual services: Magenta Consulting conducted a nationally representative CATI (Computer Assisted Telephone Interview) survey - telephone survey on a sample of 2058 permanent residents of Moldova, aged 18+ years, eligible to vote. Data was representative of the general population by age, gender, region and settlement size. Conducting the public opinion survey involved a systematic and well-planned effort to gather information from a representative sample of the population. Magenta ensured a professional approach, careful planning, and adherence to ethical standards to produce reliable and valid data that can offer valuable insights to the interested parties. The study was performed according to a rigorous methodology, which begins with the proposal of new research topics based on the latest events in the country. The following activities were implemented by Magenta: developing the research design; adjusting, translating and testing the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control and data validation; coding of open-ended responses, sample checking and weighting coefficient calculation.
The omnibus study on the impact of the COVID-19 pandemic on the usage of banking services and filling stations services	Petrom Moldova LLC	2020-05	Narative description of project: Magenta carried out an important study for two separate clients to provide valuable insights about the impact of the COVID-19 pandemic on the usage of banking services and services offered by the filling stations. This research was crucial for understanding the changes in service usage patterns, including shifts in consumer behavior, changes in demand for different types of services, the pace and extent of digital transformation within the service sector. Following the implementation of this study the beneficiaries had the possibility to adapt their strategies, offerings, and operational models to better meet the evolving needs and preferences of consumers during and after the pandemic. The purpose of the study was to determine how the COVID-19 pandemic affected the respondents' lifestyles and the usage of banking services and the

			petrol stations services. The following objectives were proposed for this research: 1. To determine the main indicators of the brand health funnel. 2. To analyze the respondents' behavior towards banking services and to evaluate the financial needs in the coming months. 3. To assess how the drivers' lifestyles changed during the pandemic. 4. To identify the car fueling frequency before and during the pandemic. 5. To determine the filling stations visited by drivers. 6. To identify the extent to which the income and expenditure of the car-owning households have been affected by pandemic. Description of actual services: Magenta implemented an omnibus study to achieve the proposed research objectives. The data was collected through a CATI (Computer Assisted Telephone Interview) survey on a sample of 605 respondents, aged between 18-65 years, of which 200 were drivers/ car owners. A professional research team was involved to perform a reliable research process, which included the following activities: proposing the research methodology; developing, testing and translating the questionnaire; programming the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing two separate reports - one in Romanian and one in English, and presenting the results. The reports included both general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest. Each result was graphically presented and commented on.
Model Court Initiative Baseline Survey	Cecchi and Company Consulting	2020-03	Narative description of project: An indispensable baseline study was conducted by Magenta in the framework of the USAID-funded Model Court Initiative (MCI) project - a three-year effort to improve the performance of courts in delivering quality justice services and to foster the connection between courts, communities, and system users. The project was focused on two objectives: 1. identifying and supporting Moldovan courts in achieving and maintaining Model Court status through improved services to the public; 2. supplementary national assistance to facilitate changes needed to improve performance at the individual court level. This study provided valuable insights which assisted the stakeholder in developing a common Model Court standard and offering technical assistance to help courts reach the Model Court status. The purpose of the research was to analyze the standards of performance and other outcomes that the first instance courts have already achieved in terms of their management; their efficiency in providing services; the quality, transparency, and accountability, and their effectiveness in communicating with the public, and further actions needed to achieve sustainable improvements in the effectiveness of first instance courts. Description of actual services:

			To achieve the study purpose Magenta carried out a comprehensive study, which involved combining qualitative and quantitative research methods. The qualitative research included 3 Focus Groups with court presidents (1 Focus Group) and deputy presidents or judges responsible for the operations of court secondary locations (2 Focus Groups). The quantitative research involved the following activities: 1. Three CAWI (Computer Assisted Web Interviewing) surveys - the respondents answered the questionnaire by accessing a link, which covered a total number of 363 respondents - first instance court judges, court staff, legal practitioners (lawyers, prosecutors, legal officers, and other legal professionals – all of whom interacted with first instance courts). 2. A CAWI (Computer Assisted Web Interviewing) survey - the respondents answered the questionnaire by accessing a link, with 45 civil society representatives (non-governmental organizations specialized in human rights, justice, judicial reform, and other similar areas), and a CAPI (Computer Assisted Personal Interview) survey - face-to-face interviews using tablets survey with 354 court users, who interacted with first instance courts in 2019-2020. Magenta ensured a professional and reliable research process, which included the following activities: developing the research design; developing and translating the moderating guides for focus groups; developing, translating and testing the survey questionnaire; sampling; selecting and training the survey interviewers; selecting the respondents and organizing the discussions; defining and implementing the logistics processes; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report in English and presenting the results. The report included both general results presented separately for each category of respondents, and detailed findings, including cross-tabs with other questions, showing correlations/associations with the questions of interest.
Study on assessing the model court users' satisfaction	Checchi and Company Consulting	2020-03	Narative description of project: Magenta carried out a necessary study on the model court users' satisfaction within the USAID-funded Model Court Initiative (MCI) project - a three-year effort to improve the performance of courts in delivering quality justice services and to foster the connection between courts, communities, and system users. The project was focused on two objectives: 1. identifying and supporting Moldovan courts in achieving and maintaining Model Court status through improved services to the public; 2. supplementary national assistance to facilitate changes needed to improve performance at the individual court level. The need for this study was determined by the recommendation to introduce the culture of measuring the quality of justice through court users' satisfaction surveys. Moreover, the court user satisfaction was included in the list of the approved indicators to measure the performance of the national judiciary authorities. The purpose of the study was to determine the extent to which the expectations of beneficiaries of model court services have been met and to identify factors that have caused dissatisfaction. The research results were meant to support the

			national judiciary in its efforts to successfully implement performance measurement methodology and take action to meet the recommendations and expectations of the court users identified in the survey. Description of actual services: To provide valuable insights Magenta carried out two surveys based on a CAPI (Computer Assisted Personal Interview) method - face-to-face interviews using tablets among users of two model courts. The first sample included 110 users of the Ungheni District Court, and the second sample involved 266 court users of the Balti District Court (central and secondary locations). In both cases, respondents interacted with the court in 2021 as plaintiffs, defendants, witnesses, attended a hearing, requested information, or another capacity. Magenta ensured a professional approach to successfully implement the following research activities: proposing the methodological approach; developing, testing and translating the questionnaire; sampling; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report in English and presenting the results. The report included both general results and detailed findings, including cross-tabs with demographic data and other questions, graphically presented and commented on.
Study on assessing the lawyers' satisfaction with the courts activity	Checchi and Company Consulting	2020-03	Narative description of project: An important assessment study of the lawyers' satisfaction with the courts activity was conducted by Magenta, within the USAID-funded Model Court Initiative (MCI) project - a three-year effort to improve the performance of courts in delivering quality justice services and to foster the connection between courts, communities, and system users. The project was focused on two objectives: 1. identifying and supporting Moldovan courts in achieving and maintaining Model Court status through improved services to the public; 2. supplementary national assistance to facilitate changes needed to improve performance at the individual court level. The need for this survey was determined by the recommendation to introduce the culture of measuring the quality of justice through lawyer surveys, as they have an active role in the "judicial system" and are users of the courts. The purpose of this study was to assess the lawyers level of satisfaction with the activity of courts. The research results were meant to support the national judiciary in its efforts to successfully implement performance measurement methodology and respond to the needs of lawyers as court users. Description of actual services: Magenta implemented a quantitative study through CAWI (Computer Assisted Web Interviewing) method - the respondents answered the questionnaire by accessing a link, on a sample of 116 lawyers. Respondents expressed their opinions related to the activity of the courts, the court organization, judges, changes in the quality of court operations and resources, and changes required to improve the activity of the courts. Magenta ensured a professional and reliable research process, which included the

			following activities: proposing the methodological approach; developing, testing and translating the questionnaire; sampling; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report in English and presenting the results. The report included both general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest.
Study among the beneficiaries of ODA (Organization for Entrepreneurial Development) and Investment Agency to assess the outreach and effectiveness of their programs	UIPAC (Project Implementation Unit of the World Bank, Competitiveness Enhancement Project)	2020-02	Narative description of project: This important study was carried out by Magenta Consulting in the framework of the World Bank Competitiveness Enhancement Project II, being the fifth research of this type with baseline in 2015. The purpose of the study was to evaluate the influence of both ODA (Entrepreneurship Development Organization) and Investment Agency on the companies by measuring the following indicators: • Outreach – perceived as the evaluation of the range of action - the share of companies that benefited from the organizations' services over the course of the full year (2018 in this case). • Effectiveness – perceived as the evaluation of the general satisfaction with the organizations' activity - the share of beneficiaries choosing 5 points (very satisfied) on a scale from 1 to 5. Taking into account the reorganization process of the MIEPO (Organization for the Attraction of Investments and Export Promotion) into the Investment Agency, in 2018 the agency did not have beneficiaries. Consequently, for this study only the Outreach indicator was analyzed for the Investment Agency. Within this research were assessed the opinions, attitudes and practices of the target groups related to the areas of interest and were determined the aspects needed to improve the business development assistance. Following the implementation of this study, the stakeholders got a deeper understanding of the needs and perceptions of local entrepreneurs regarding the impact of government reforms on the business environment. Description of actual services: Magenta conducted a comprehensive research using the CATI (Computer Assisted Telephone Interview) method - telephone survey on two samples: 1. a nationally representative sample of 431 active companies, both beneficiaries and non-beneficiaries of the ODA and Investment Agency programs and activities to measure the Outreach indicator of each organization. 2. a sample of 99 companies - beneficiaries of the ODA programs and activities during the 2018 to measure the Effectiveness indicator of ODA. The persons in the managerial positions, who are involved in the decision making process (CEOs, founders, vice-directors, head accountants, department heads) were invited to answer the questions. Magenta ensured a professional and reliable research process, which included the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics

			aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included both general results and detailed findings, including cross-tabs, along with a comparative analysis with research results from the previous years.
Study on the opinions of civil servants in the central public administration on professional career	AGER (Association for Efficient and Responsible Governance)	2020-02	Narative description of project: This research was conducted by Magenta in the context of the implementation of the project "Joint Working Group of CSOs in the Republic of Moldova and Romania to promote a transparent and sustainable public administration reform in the European Union neighborhood", financially supported by the Dutch Embassy in Bucharest. It was an important tool to promote transparency, responsibility and involvement of the civil servants in establishing the priorities of the public administration reform. The results of the study provided valuable information on the factors that affect the decisions of civil servants - if any, perceived obstacles to career advancement, ease of access to public office, transparency of promotion and removal from public office and perception of effectiveness of public administration reform implementation. The aim of the study was to identify the opinions of civil servants in the central public administration with reference to professional career. The objectives of the study were: 1. Determining the perception of civil servants in the central public administration on the advantages and the professional opportunities offered by the civil servant status; 2. Studying the factors reported by civil servants from the central public administration, likely to affect their professional decisions; 3. Analysis of the perception of respondents on transparency the processes of access to and removal from public positions in case of non-fulfillment of duties professional to the appropriate standards; 4. Analysis of the perception of civil servants in the central public administration on the obstacles to advancement in public positions; 5. Studying the perception of civil servants in the central public administration on effectiveness of the implementation of the public administration reform. Description of actual services: Magenta conducted a comprehensive study to accomplish the proposed goal and objectives. The research was carried out quantitatively and included the administration of the questionnaire among senior civil servants and executive civil servants in the central public administration. A total number of 1895 civil servants from 12 central public administration authorities and their subordinate institutions were interviewed, using the CAWI (Computer Assisted Web Interviewing) method - respondents received the link to the online questionnaire to be completed. Conducting this survey under the conditions caused by the Covid-19 pandemic involved a systematic and well-planned effort, as well as the flexibility of the research team. Magenta ensured a professional approach, adherence to ethical standards and efficient research process adapted to new realities, which included the following stages: proposing the methodological approach; translating, testing and adjusting the questionnaire; collecting the contacts of the

			institutions and the data on the number of employed civil servants; sampling; planning and implementing the logistics aspects; data collection; monitoring the level of participation and contacting the institutions to remind about the importance to take part in the survey; providing assistance to respondents; quality control; data processing and validation; data analysis; writing the report and presenting the results
Study on the business linkages between local and foreign companies	Rural Economic Development Center Promo-Terra	2020-02	Narative description of project: Within the important initiative meant to support the economic growth of the Republic of Moldova, Magenta carried out a relevant study to provide valuable data on the business linkages between foreign companies and local companies. The World Bank was supporting the Government of the Republic of Moldova in facilitating the continued economic growth of the country and the creation of new jobs through the private sector and increased investment. In order to achieve those goals, the Government actively promoted and attracted Foreign Direct Investments (FDI) in the local economy as a method to increase the level of productivity. The purpose of the survey was to understand the relations between foreign companies and those from the Republic of Moldova. The research results were used to analyze the buyer and supplier relationships between companies with foreign direct investment and companies from the Republic of Moldova, as the benefits of FDI can only be realized if foreign companies interact and cooperate with local ones. Description of actual services: To accomplish the proposed objectives, Magenta carried out a quantitative research through the CATI (Computer Assisted Telephone Interview) method - telephone survey on a sample of 266 companies in the production sector (both foreign capital companies and local companies), almost all from the municipality of Chisinau. The persons in the managerial positions, who are involved in the decision making process (CEOs, founders, vice-directors, head accountants, department heads) were invited to answer the questions. Magenta provided a flexible and solution oriented research team, who ensured a professional and reliable research process, part of which was carried out in the context of the new realities imposed by the Covid-19 pandemic. The research process included the following activities: adjusting and programming the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; validating data to be sent to the client.
Mystery Shopping in the branches of the Beneficiary's bank	Victoriabank JSC	2019-09	Narative description of project: Evaluation of the level of customer service by the Beneficiary's employees. Description of actual services: 129 mystery shopping visits were made in Chisinau and in the regions. An in-depth analysis and a report were sent to the client.

Study on the use of banking services in the Republic of Moldova	Moldindconbank JSC	2019-09	Narative description of project: Magenta conducted a relevant study on the use of banking services in the Republic of Moldova in order to provide valuable insights on the key marketing indicators. This research was highly important for the client seeking to get a better understanding of the types of banking services used by the population, customers preferences and needs, selection criteria applied by respondents when choosing a bank, customers profile and other important elements to be taken into account for efficient marketing strategies. The purpose of the study was to assess the perceptions and experiences of the banking services customers to obtain findings on the key marketing indicators. The following aspects were analyzed within this research: a. Brand awareness; b. Share of the target audience using bank cards; c. Reasons for choosing a certain bank to use its services; d. The share of the target population that pays loans; e. Reasons for choosing a certain bank for credit; f. Share of the population using money transfers; g. NPS (Net Promoter Score) - the indicator that measures the willingness of the respondent to recommend the brand to other people; h. Opinions on the client brand; i. Demographics of the respondents. Description of actual services: A quantitative study was proposed as an appropriate approach to achieve the goal and objectives. Magenta conducted a CATI (Computer Assisted Telephone Interview) survey on a sample of 1100 respondents, aged between 18-60 years, living in urban settlements. Magenta was responsible for the whole research process, which included the following activities: developing the research design; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included both general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest.
Study on the usage of services offered by credit companies	SEBO LLC	2019-09	Narative description of project: Magenta carried out an important study to provide significant insights on the opinions and usage of the services offered by credit companies. This research was essential for understanding consumer behavior and factors influencing their decisions, as well as determining the financial literacy levels of individuals, to identify areas where consumers may lack knowledge or understanding about credit products and financial management. Moreover, the research findings assisted the client in business activities such as: managing risks, developing new products and services, ensuring regulatory compliance, and assessing the economic impact. The main purpose of this project was to analyze the sources of income and the payment methods used by the population of the Republic of Moldova. Description of actual services:

			To collect the necessary insights, Magenta conducted a CATI (Computer Assisted Telephone Interview) survey on a nationally representative sample of 1121 respondents, aged 16 years and above. Magenta ensured a professional and reliable research process, which included the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included both general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest.
Study on migration and remittances in the rural areas of Moldova	National Commission for Financial Markets of the Republic of Moldova	2019-08	Narative description of project: This study was conducted by Magenta Consulting within the cooperation project on building the capacities of the Savings and Credit Associations (SCAs). The purpose of the cooperation project was to direct the remittances to the rural areas of the Republic of Moldova through SCAs, for improving the channeling of remittance inflows through regulated financial service providers and to foster financial inclusion of the rural remittance recipients. Studying migration phenomenon and remittances was crucial for understanding their economic, social, and policy implications at the local and national levels. It provided valuable insights for policymakers, researchers, and practitioners working in fields such as development economics, migration studies, labor market analysis, and social policy. The primary purpose of the study was to analyze the key corridors and migration trends, financial behavior and household preferences regarding remittances. The following objectives were proposed for this research: 1. To identify key migration corridors in the rural areas. 2. To determine the forms, motives, duration and trends of migration. 3. To determine the level of income, volume and purpose of savings, types of investments at home. 4. To understand the decision making process regarding remittances management; the frequency of remittance transfers and the channels used. 5. To determine the level of knowledge about the existing financial services, including those offered by the Savings and Credit Associations (SCAs). 6. To analyze the products offered by the SCAs– to what extent do they fit the recipients of the remittances and what is the level of penetration of these services among migrant households. 7. To determine the profile of the recipients oriented to invest the remittances. Description of actual services: Magenta carried out a comprehensive study based on a mixed methodology, which combined qualitative and quantitative research methods. Data collected covered 2 perspectives - the perspective of migrants and the perspective of migrant families. The qualitative research involved carrying out 10 in-depth interviews, of which 6 interviews with migrants and 4 interviews with migrants' spouses/ other adult members of migrant households, from rural areas. The diversity

			related to respondents' background and the country of migration was ensured. The quantitative study consisted of a CAPI (Computer Assisted Personal Interview) survey - face-to-face interviews using tablets, on a non-probabilistic multistage stratified sample by geographical quotas, of 1010 respondents aged between 18-65 years. The sample included two categories of participants: • 314 respondents who worked abroad for at least 3 months in the last 2 years; • 696 respondents who have a family member who worked abroad for at least 3 months in the last 2 years and has sent remittances from abroad. Magenta ensured a professional approach, attention to details, adherence to ethical standards and careful planning to successfully implement this complex study. The following activities were part of the research process: developing the research design; developing and translating the moderating guides for interviews; developing, translating and testing the questionnaire; selecting and training the interviewers; selecting the respondents and organizing the in-depth discussions; defining and implementing the logistics processes; data collection; quality control; data processing and validation; data analysis; report writing and results presentation. The report included not only general results for each question of interest but also cross-tabs with the demography or any other questions, underlying correlations/ associations. Each result was graphically presented and commented on.
Mystery Shopping in the branches of a financial organization	Top Leasing & Credit LLC	2019-08	Narative description of project: Evaluation of the level of customer service by the Beneficiary's employees. Description of actual services: 20 Mystery Shopping visits have been made in Chisinau and the communication tools of the competitors were evaluated. An in-depth analysis and a report were sent to the client.
Study on the sources of information used among people willing to apply for a loan	Top Leasing & Credit LLC	2019-08	Narative description of project: Magenta carried out an important research for the client seeking to get valuable insights for developing efficient communication strategy. This study provided a better understanding of the target audience - the demographic characteristics, media consumption habits, social media usage, and preferred communication platforms. The research findings were vital for developing more effective marketing strategies, identifying communication channels and touchpoints to reach the target audience and tailoring messages to specific segments of the audience. The purpose of the study was to analyze the socio-demographic profile and the sources of information used by the people prone to apply for funding in case of an unplanned expense. Description of actual services: Magenta performed the research activity based on data obtained within the Moldovan Consumer study - a nationally representative survey among the population of the Republic of Moldova, aged between 16-70 years. From the national survey sample was selected a group of 274 respondents - those who indicated that they would get a loan in case of unplanned expense, from

			Chisinau and Center region. Data was collected through CATI (Computer Assisted Telephone Interview) method - telephone survey, based on the DAR (day-after recall) methodology. The findings were obtained through a reliable research process, which included the following activities: developing, testing and translating the questionnaire; sampling; selecting and training the interviewers; planning and implementing the logistics aspects; data collection; quality control; data processing and validation; data analysis; writing the report and presenting the results. The report included useful information about the client audience, graphically presented and commented on.
Study on the impact of loans on business activity	Symbiotics	2019-07	Narative description of project: Within the outcome measurement for Small and Medium Enterprises (SMEs), part of the follow-up study in 2019, Magenta carried out an important research to learn more about business' financial performance and to understand the impact of the loans the companies took in previous years. Overall, this study was highly relevant for providing valuable insights on the loans' role in economic development, addressing barriers to finance, promoting business growth and innovation, managing financial risks, informing policy development, and advancing financial inclusion efforts. The purpose of the study was to measure the impact of loans taken by small and medium-sized enterprises (SME's) on business activity. Description of actual services: Magenta conducted a quantitative research based on a CAPI (Computer Assisted Personal Interview) method - face-to-face interviews using tablets, on a sample of 53 representatives of Small and Medium-sized Enterprises (SMEs), clients of Microinvest during period 2017-2019, who participated in the previous research waves (2017-2018). Magenta ensured the successful implementation of the research process, which included the following activities: developing research design; testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; validating data and writing the report to be delivered to the client.
Public opinion survey in Chisinau Municipality	NDI (National Democratic Institute)	2019-06	Narative description of project: In the context of socio-political events expected in the Republic of Moldova, the beneficiary was interested in a public opinion poll to understand the residents of Chisinau Municipality perceptions about the activity of the local public authorities, civic involvement at the local level and decision-making process. This study played a significant role in providing a platform for discussion and debate on how well the citizens' interests are represented by local authorities, as well as the population willingness to engage in the democratic processes at the local level. The purpose of this research was to identify the problems of the Chisinau municipality that the inhabitants consider to be priority, the citizens' experience of interacting with the local public authorities and involvement in the local decision-making process. The following objectives

			were set for this project: ● To identify priorities of Chişinău residents, including per sector analysis. ● To determine the citizens' experience when interacting with local public authorities and involvement in decision-making process. ● To understand the perceptions of corruption related to the local public administration, the Municipal Council and the public services provided by the City Hall. Description of actual services: To cover the complex research needs, Magenta conducted a CAPI (Computer Assisted Personal Interview) survey - face-to-face interviews using tablets on two samples: a general sample of 1300 respondents, residents of Chisinau and suburbs, aged 18+ years, and a booster sample of 690 respondents, residents of Duresti, Codru and Cricova. Magenta ensured a professional and reliable research process, which included the following stages: developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included both general results and detailed analysis per sector and per suburb, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest. The beneficiary received detailed information about the profile of respondents, citizens' knowledge about local authorities activity, interaction with local administration, civic activism, perception of corruption, opinions about the leisure areas, the characteristics of an ideal mayor / councilor, the construction sites and residents' sources of information.
Public opinion study on the judicial system of the Republic of Moldova	USAID's Open Justice Project in Moldova	2018-10	Narative description of project: Within the framework of the USAID-funded Open Justice Project in Moldova, aimed at assisting the Government of Moldova to improve the efficiency and transparency of the Moldovan judicial system and improve access to justice for citizens of Moldova, a comprehensive research was conducted to to measure the level of people's trust in the justice system. Following the implementation of a similar study in 2017, this research was meant to provide data on the trend related to the public's current perception of the justice system, to compare the surveys' results and to identify the justice sector strengthens and weaknesses. The research findings were essential for the stakeholders and for achieving the project ultimate aim to contribute to greater public confidence about the effectiveness of the Moldovan judicial system. The purpose of this study was to scrutinize the perception on efficiency and transparency of the judicial system in the Republic of Moldova. Objectives of the study included the following: ● to scrutinize perception of the judicial system; ● to scrutinize perception of the judicial system reform; ● to identify the knowledge level about the use of information technologies in the courts; ● to evaluate the public access to information about courts and judges' performance. Description of actual services:

			Magenta conducted an exhaustive study to achieve the proposed goal and objectives, which combined qualitative and quantitative research methods. The qualitative research included the organization of 4 focus groups with three types of respondents: 1) the general population (2 Focus Groups – 1 in Chisinau, 1 in Nisporeni), 2) specialists (lawyers, NGO representatives, specialized journalists) and 3) judges. The purpose of the qualitative research was to understand the perceptions towards the judicial system and the reasons for satisfaction or dissatisfaction with the aspects analyzed in the survey. The quantitative research involved conducting a CAPI (Computer Assisted Personal Interview) survey - face to face interviews using tablets, on two samples: a nationally representative sample of 1003 respondents aged 18+ from over 90 urban and rural localities, and a Booster sample of 224 respondents who have interacted with the courts at least once in the last two years. Magenta provided the necessary resources to conduct a reliable and effective study. The research process included the following stages: proposing the methodology, developing the moderator guides for focus groups, developing, translating and testing the questionnaire, selecting and training the interviewers, selecting the respondents and organizing the group discussions, defining and implementing the logistics processes, data collection, quality control, data validation, sample verification and data weighting, data analysis, report writing and results presentation. The report included the presentation of the comparative results for the years 2018 and 2017. Moreover, the data were disaggregated by the two categories of respondents: the general population and people who interacted with the courts in the last two years, by demographic criteria and other relevant indicators.
Study on the level of satisfaction of taxpayers (individuals and legal entities) with the services and activity of the State Tax Service	State Tax Service of the Republic of Moldova	2018-05	Narative description of project: Within the framework of the comprehensive Tax Administration Modernization Project (TAMP), aimed at reform of the Moldovan State Tax Service (STS), this research was conducted to assess the level of taxpayer satisfaction with STS. The level of taxpayer satisfaction was an intermediate measure intended to assist the STS in reducing taxpayer burden, improving compliance, and improving public confidence in the professionalism and integrity of the STS workforce. This set of surveys was used to establish a baseline for improved satisfaction of taxpayers. STS intended to conduct a mid-project survey and a final survey to assess progress in relation to the baseline survey results. The primary purpose of the research was to study the level of satisfaction of taxpayers - individuals who interacted with STS recently - from January 1, 2017 to the day of the interview and of legal entities, who interacted with SFS since the beginning of 2018. The objectives of the study were: 1. Determining the perception of STS performance, efficiency, transparency, corruption in STS, public trust and confidence in STS ability to administer tax laws with efficiency, integrity, and fairness. 2. Establishing the perception of STS performance in delivering key services at high levels of quality consistent with equitable access, transparency, and efficiency. These

			services could include key services including telephone and online channels, and compliance processes such as digital services, audits, and arrears. 3. Determining the perception of actual STS practices that limit access, efficiency, and transparency; create opportunities for corrupt practices and impede public trust. Description of actual services: To accomplish the research purpose and objectives, two surveys were conducted. 1) A nationally representative survey was carried out on a sample of 1026 individuals aged 16+ years, who interacted with STS recently - from January 1, 2017 to the day of the interview. Patent holders and freelancers were also included in this sample. Data was collected using the CAPI (Computer Assisted Personal Interview) method - face to face interviews using tablets. 2) The second survey covered the legal entities who interacted with STS since the beginning of 2018. This survey was conducted on two samples: a) a nationally representative sample of 464 active enterprises. This sample exactly repeated the structure of companies in the Republic of Moldova (right bank) and provided nationally representative data on companies. b) a sample of large taxpayers – 85 enterprises, randomly selected from the list of large taxpayers for the 2017 year. Data were collected by combining two methods: face-to-face interviews using tablets - the CAPI (Computer Assisted Personal Interview) method and telephone survey - the CATI (Computer Assisted Telephone Interview) method. Magenta ensured a professional and reliable research process, which included the following stages: developing, testing and translating the questionnaires, sampling, recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the reports; presenting the results. The reports included both general results and detailed findings, including cross-tabs with demographic data and other questions analysis, showing correlations/ associations with the questions of interest.
Study on public perception of the Promo-LEX Association's activity during 2017	Promo-LEX Association	2018-02	Narative description of project: Magenta Consulting carried out a complex study that allowed both the evaluation of the population's perceptions regarding the activity of the Promo-LEX association, as well as the identification of citizens' opinions, attitudes and beliefs regarding several socio-political phenomena, democratic processes, public administration activities and aspects that directly influence their lives. The research results were highly relevant, as they provided valuable insights about the strengths and weaknesses of democratic processes, ensuring a foundation for improvements and reforms. Understanding how the public perceives necessary changes is crucial for informing policymakers, guiding social initiatives, and fostering a more responsive and inclusive society. The research purpose was to evaluate public perception regarding the activity of the Promo-LEX Association during 2017, the period when the association was actively involved in several monitoring activities of various democratic processes, information and education of voters. The objectives

			proposed for this study referred to the identification of citizens' perceptions regarding the following aspects: Promo-LEX Association's activity in the context of changing the electoral system in the Republic of Moldova; the way in which the electoral campaign was organized and held for the local referendum on the dismissal of the Chisinau mayor; political parties financing in the Republic of Moldova and monitoring of party finances by Promo-LEX Association in 2017; the activity of level-two local public authorities and its monitoring by Promo-LEX Association in 2017; how the supreme legislative body performs the parliamentary oversight function and its monitoring by Promo-LEX in 2017; human rights observance in the Republic of Moldova; Promo-LEX's activity of promoting and implementing international human rights standards in the Republic of Moldova; other relevant topics on the required reforms in democracy and human rights, as well as on the social-political life of the Republic of Moldova as a whole. Description of actual services: Magenta conducted a nationally representative CAPI (Computer Assisted Personal Interview) survey - face-to-face interviews using tablets, of 1,326 citizens aged 18+ years. The research process was complex and included several stages: the elaboration and translation of the questionnaire; conducting pilot research that included testing the questionnaire on 20 respondents, in Romanian and Russian; presenting the piloting results and suggestions for improving the questionnaire; selection and training of interviewers; organization of logistical aspects; data collection; quality control; data analysis; writing the report and presenting the results. Taking into account the multitude of aspects proposed for research, the development and application of the questionnaire involved efforts to prioritize the proposed questions, to thoroughly train the interviewers, to engage and maintain the respondents' interest during the interviews, in order to obtain valid and meaningful data. In the research report and presentation Magenta included not only the overall results for each issue, but also developed demographic cross-tabs, demonstrating correlations/associations with the questions of interest. Each result was presented graphically and commented on. Specific statistical tests were applied to interpret the results and highlight statistically significant conclusions.
Survey to evaluate and monitor the degree to which public authorities carry out their regulatory functions and are "friendly" as they interact with the businesses	Jacobs Cordova & Associates (Project Implementation Unit of the World Bank Competitiveness Enhancement Project II)	2017-11	Narative description of project: Primary goal of the study was to evaluate the performance of public authorities in the process of regulating entrepreneurial activity. Description of actual services: Magenta Consulting conducted a survey on a sample of 600 companies. The survey aimed to assess the performance of 12 public authorities in the process of regulating entrepreneurial activity.
UIPAC. Annual survey of ODIMM and MIEPO clients to assess outreach and	WBG (World Bank Group)	2017-11	Narative description of project: Survey to evaluate and monitor the degree to which public authorities carry out their regulatory functions and are "friendly" as they interact with the businesses

effectiveness of their programs			Description of actual services: The evaluation of authorities was based on a structured questionnaire with about 12 questions related to the evaluation and other 10 questions related to the company profile. This questionnaire was attributed to a complex face-to-face data collection. However, partly interviews were conducted over the telephone - in cases when the respondent refuses to meet, or the respondents had the capacity and understanding to answer the questions over the phone. The sample size consisted of 525 companies of all sizes and fields of activity according to national statistics. To achieve the assignment objectives, Magenta Consulting performed the following tasks: 1) Used the methodology applied in conducting the previous survey to enable the comparison of the results. 2) Proposed the modifications to the questionnaire for the survey, 3) Designed and drew sample of enterprises for surveying. 4) Carried out the questionnaire-based survey, 5) Provided conclusions to the survey results.
Baseline survey and annual survey of ODIMM and MIEPO clients to assess outreach and effectiveness of their programs	CEP II (Competitiveness Enhancement Project II, Project Implementation Unit, WBG)	2017-10	Narative description of project: The primary goal of the study was to evaluate Outreach and Effectiveness indicators of ODIMM and MIEPO. Description of actual services: The quantitative study was conducted to determine the main indicators (outreach & effectiveness ODIMM and MIEPO), the study was conducted on a general sample of 362 companies, 100 ODIMM beneficiaries in 2016 and 50 MIEPO beneficiaries in 2016.
UIPAC. Annual survey of ODIMM and MIEPO clients to assess outreach and effectiveness of their programs	WBG (World Bank Group)	2017-09	Narative description of project: The main objective was to carry out the annual surveys of SMEs and exporters to measure ODIMM and MIEPO outreach, and ODIMM and MIEPO clients to measure their effectiveness. Description of actual services: To achieve the objectives, the Consultant performed the following tasks: 1) Use methodology applied in conducting the previous annual surveys to enable the comparison of the results, 2) Propose the modifications to the questionnaire for the survey, 3) Design and draw sample of enterprises for surveying, 4) Carry out the questionnaire-based annual survey for year 2017 and 2018. The quantitative study was conducted to determine the main indicators (outreach & effectiveness ODIMM and MIEPO), the study was conducted on a general sample of 500 companies, 100 ODIMM beneficiaries in 2016 and 50 MIEPO beneficiaries in 2016. 5) Process gathered data and prepare the Survey reports during two consecutive years (2017-2018). 6) Identify how the programs and information provided by ODIMM and MIEPO to enterprises is impacting their target clientele, 7) Prepare a presentation of the Survey's results and findings and disseminate these among ODIMM, MIEPO, MoE and other stakeholders.

Research for the evaluation of the level of awareness and satisfaction of the consumers about Agency for Consumer Protection and its activity	State Inspectorate for non-Food Products Surveillance and Consumer Protection	2016-11	Narative description of project: Assessment of the trust and awareness of the consumers regarding the Agency for Consumer Protection Description of actual services: A CATI survey on a national representative sample of 800 respondents was conducted. The company analysed the data and prepared the report.
Researching the socio-economical development of UTAG	IDIS Viitorul (Institute for Development of Social Initiatives "Viitorul")	2016-09	Narative description of project: Assessment of the potential of the UTAG localities in socio-economical perspective. Description of actual services: In order to achieve the goal of the study, a survey in UTAG on a sample of 140 respondents was carried out. Out of the 140 respondents, 70 were legal entities. An in-depth report was delivered to the client.
Design and conduct a public opinion survey on the Central Electoral Commission of the Republic of Moldova	UNDP (United Nations Development Programme)	2016-08	Narative description of project: The main goal of the study was to track the changes in public opinion about the Central Electoral Commission and to evaluate the public perception of the quality of the electoral process. Description of actual services: The data was collected by means of paper assisted personal interviews (PAPI). The respondents were individuals from the entire country, who were older than 18, and held the right to vote. The sample consisted of 1450 respondents (the Main sample included 1100 interviews and ensured a margin of error of $\pm 3\%$, the Booster sample included 350 interviews which considered jointly with the main sample ensured a margin of error of $\pm 4\%$). Data was collected between November 29th and December 23rd, 2016. Analysis of data from the 2016 survey was carried separately for Chisinau, and for the entire country. As well, some of the data was presented in a chronological manner - data from the 2016 study was compared with data from a similar study conducted in 2014. The qualitative data was collected via 3 focus groups with the common citizens with the right to vote.
Performance assessment of the public authorities in their sphere of competence	Jacobs Cordova and Associates	2016-03	Narative description of project: A survey with 690 companies was conducted. The data was analyzed and the report was delivered. Description of actual services: The main goal of the survey was assessing the performance of the public authorities in the process of regulation of the activity of entrepreneurship. The main objectives of the survey were: 1. Assessment of the business environment at the current stage and in the perspective of the following 12 months 2. Assessment of the pressure of public agencies regulations and regulatory procedures on companies 3. Assessment of the interaction with the public agencies they collaborate with to a greater extent 4. Calculation of indicators subject to performance assessment of the organizational structures from their sphere of competence

UIPAC. WBG. Baseline assessment survey	WBG (World Bank Group)	2015-09	Narative description of project: Magenta Consulting developed the research instruments, carried out the data collection (351 interviews with enterprises according to National Bureau of Statistics quotas, 39 interviews with economic agents who benefited from MIEPO services, 106 interviews with economic agents who benefited from ODIMM services), analyzed the research results and calculated the Outreach and Effectiveness indicators. Description of actual services: The primary goal of the survey consisted in evaluating the Outreach and Effectiveness indicators of the ODIMM and MIEPO organizations.
JILD/ Endline survey on citizens' satisfaction with local public services in 30 target communities	UNDP (United Nations Development Programme)	2015-09	Narative description of project: Measuring progress and impact, as well as recommending activities for new JILD phase within the JILD Local Governance and Development Component. The objectives of the survey and its analysis were as follows: 1) Assess public perception through a public opinion survey regarding: the degree of citizens' satisfaction with the quality of public services accessed by citizens, including those improved/ extended/ created with JILD support 2) To provide comparative analysis of data and emphasize trends to enable measuring project progress, as well as evaluate the generated outputs, outcomes and impact. Description of actual services: A national representative survey on a sample of 1100 respondents was carried out via face-to-face interviews.
LGSP. Evaluation of the level of satisfaction of the population regarding public services. Final Municipal Performance Index	Chemonics International	2015-05	Narative description of project: The goal of the study was to measure the performance of the Local Government Support Project and in particular the Local Public Administration performance. Description of actual services: Magenta Consulting conducted 800 interviews with local government officials, public service provider management or staff and public servants. Magenta Consulting collected, processed and analyzed the data collected from the MPI questionnaires. A sample of 8.152 questionnaires was used (242-264 questionnaires per locality, in 32 localities). A detailed data analysis report was delivered to the client.
JISB. Assessment of the effectiveness of Joint Information and Services Bureaus in the districts of the security zone of the Republic of Moldova	UN Women	2014-10	Narative description of project: Undertake an assessment of effectiveness of Joint Information and Service Bureaus in the districts of the security zone of the Republic of Moldova, to define the extent to which the new approach to service delivery is yielding expected results and to what extent it serves as a platform to increase chances for women to benefit from and engage in income generation and economic activity as well as other opportunities for the benefit of women in rural setting from the mentioned districts. Description of actual services: The study was based on the following research tools: * 55 questionnaires with JISB beneficiaries from the districts, which benefit from JISB; * 71 questionnaires

			with JISB non-beneficiaries from the districts, located near benefiting districts; *12 in-depth interviews with 12 different JISB service providers; * 3 in-depth interviews with representative JISB beneficiaries, which were the base for the case studies; * Aggregate analysis of 3 registers with data about JISB users.
BRITE. Progress of the implementation of business environment reforms	Chemonics International	2014-08	Narative description of project: The scope of the study was to conduct a quantitative study of perceptions, attitudes, practices and outcomes of reforms in BRITE's focus areas, namely administering and paying taxes, facilitating the movement of goods across borders, other regulatory reforms, and the use of strategic communications in the public and private sector on issues related to the business environment. Description of actual services: Magenta Consulting carried out a survey on a sample of 1000 businesses with at least 35% VAT companies, 35% min - importers, min 20% - exporters. Magenta Consulting prepared a detailed report on the survey's findings in English and Romanian.
Assessment of Knowledge and Perceptions about CEC (KAP Research)	CEC (Central Electoral Commission of the Republic of Moldova)	2014-05	Narative description of project: The main objective of the research was to assess the knowledge and perceptions of Moldovan citizens about Central Election Commission. In order to cover all aspects for the assessment of CEC in a national representative research, a questionnaire was developed after conducting and analyzing qualitative information obtained from the qualitative research. The qualitative research implied implementation of four focus groups with citizens and three in-depth interviews with experts. The qualitative research helped us gather and test opinions and perceptions that served as basis for developing questionnaire for quantitative research. This allowed us to test hypothesis on national representative sample. Description of actual services: Qualitative assessment: 4 focus groups, 2 of which conducted in the urban locality and 2 – in the rural locality. Focus group participants: 2 FG with men and 2 FG with women, 2 FG with people aged 25-35 and 2 FG with people aged 36-50. Quantitative assessment: Survey, 1200 respondents, face- to-face interviews. Population of interest: population having the right to vote, men and women older than 18, multistage probabilistic sample, nationally representative survey, conducted in both rural and urban localities.
KAP. Public Opinion Survey on the Central Electoral Commission of Moldova	UNDP (United Nations Development Programme)	2014-04	Narative description of project: In 2013 the UNDP Programme supported the CEC with preparation of draft communication strategy for the CEC and draft communication strategy for the next Parliamentary elections expected for late autumn 2014. Once adopted, implementation of these strategies will enable CEC to plan and conduct communication activities in strategic fashion with adequate budget towards increasing transparency and enhance public trust. The next step implied conducting a public opinion survey on attitudes of Moldovan

			citizens towards electoral processes and electoral administration. Description of actual services: A public opinion survey on a nationwide sample of 1200 respondents was conducted.
Evaluation and analysis of citizen, mass-media and NGO participation in activity and decision making of Local Public Administration	CONTACT Center	2013-08	Narative description of project: Magenta Consulting evaluated and analyzed the level of participation of the citizens, NGOs and regional mass-media from the rayons Orhei, Rezina, Șoldănești, Telenești, Taraclia and UTA Găgăuzia in monitoring the activity of LPA and the decision making process. Description of actual services: A paper and pencil personal interview (PAPI) on a sample of 600 adults older than 18 years old was carried out. 30 in-depth interviews with representatives of NGOs 10 in-depth interviews with mass-media and 40 in-depth interviews with Local Public Administration representatives were conducted.
LGSP. Evaluation of the level of satisfaction of the population regarding public services. Municipal Performance Index	Chemonics International	2013-07	Narative description of project: To measure the performance of the Local Government Support Project and in particular the Local Public Administration performance. Description of actual services: Magenta Consulting conducted interviews with local government officials, public service provider management or staff, public servants, and citizens. Magenta Consulting collected, processed and analyzed the data collected from the MPI questionnaires. A sample of 5.033 questionnaires was used (240-260 questionnaires per locality, 20 localities).
Functional Analysis of Ministry of Internal Affairs' Management Procedures 2nd phase	GIZ (German Agency for International Cooperation)	2012-12	Narative description of project: Magenta Consulting carried out a functional analysis and institutional capacity evaluation analysis at MIA and Police. The assignment gears towards the facilitation of the institutional reform at MIA and Police Department. The project "Support to the Government of Moldova in the field of anti-corruption, reform of Ministry of Internal Affairs, including police and personal data protection" aimed to support the Moldovan Government in the implementation of the requirements of the chapter Justice, Freedom and Security of the future EU-Moldova Association Agreement and to conform to the recommendations of the on-going EU visa liberalization dialogue. Description of actual services: In order to achieve the goal 6 FG with regular citizens were conducted. An in-depth data analysis report was delivered to the client.
BRITE. Quantitative and qualitative research for the Business Regulatory, Investment and Trade Environment Program	Chemonics International	2012-10	Narative description of project: Magenta Consulting performed both qualitative and quantitative studies of perceptions, attitudes, and practices in BRITE's focus areas, namely administering and paying taxes, facilitating the movement of goods across borders, and regulatory reforms. Description of actual services: Collection of primary data: 1100 Incidence Survey + 500 Booster Survey on General Public; • Collection of

			primary data: 400 interviews with Private Sector representatives; • 20 in-depth interviews with citizens, 10 interviews with companies; • 7 interviews - Delphi Study involving Customs area stakeholders. An in-depth data analysis report was delivered to the client.
National Annual Survey on Public Perception, Uptake of and Support to the E-Government Transformation in Moldova (year 2012)	WBG (World Bank Group)	2012-09	Narative description of project: Magenta Consulting collected data on the dynamics of several key performance indicators, data which, together with data on indicators related to the performance of each involved public institution (cumulated and processed by the Moldova e-Government Center), created an objective and complete view on the Project's progress in delivering the planned outputs and achieving the outcomes, as well as the probability, perspective of reaching the foreseen social impact in the future. Description of actual services: 3000 interviews with citizens were conducted and processed. An in-depth data analysis report was delivered to the client.
Functional Analysis of Ministry of Internal Affairs' Management Procedures 1st phase	GIZ (German Agency for International Cooperation)	2012-07	Narative description of project: Magenta Consulting carried out a functional analysis and institutional capacity evaluation analysis at MIA and Police. The assignment gears towards the facilitation of the institutional reform at MIA and Police Department. Description of actual services: The study involved the processing of the questionnaires and analysis of the survey data.
Assessing the efficiency of the Joint Information and Services Bureaus	UN Women	2012-05	Narative description of project: Magenta Consulting assessed the effectiveness of the Joint Information and Service Bureaus (JISB), by defining the extent to which the new approach to service delivery is yielding expected results and to what extent it serves as a platform to increase chances for women to benefit from and engage in economic activity in rural settings in Moldova. Description of actual services: In order to achieve the goal the following steps were undertaken: • 300 interviews with JISB users • 300 interviews with JISB non-users • 8 in-depth interviews with service providers of JISB • Aggregated analysis of 4 registers of JISB users • Reporting with recommendations.
Entrepreneurs' satisfaction with government policy	The research centre SKDS	2012-05	Narative description of project: Magenta Consulting assessed entrepreneurs' satisfaction with government policy and informal entrepreneurship in Moldova. Description of actual services: 500 interviews were conducted with directors, owners and managers of companies and a report with data findings and recommendations was delivered to the client.
LGSP. Evaluation of the level of satisfaction of	Chemonics International	2012-04	Narative description of project:

the population regarding public services. Baseline Municipal Performance Index			In order to achieve the goal, a survey of 14000 face-to-face interviews was carried out annually. 35 statistical forms collected, completed by the mayor's office and a in-depth data analysis report and recommendations was delivered to the client. Description of actual services: The main goal of the study was to strengthen local governance and municipal service delivery, thereby stimulating local economic growth.
Assessment of Customs Services and Border Protection	Gallup (for IRI (International Republican Institute) sponsored by USAID)	2011-06	Narative description of project: The goal of this project was to assess the level of satisfaction of the population with the services rendered by Customs and identify particular bottlenecks in the work of Customs employees. Description of actual services: In this project Magenta Consulting was commissioned to conduct 4 Focus group discussions with men and women who contacted customs lately – 2 discussions were organized in Balti and 2 – in Chisinau.
Citizen Report Cards. Citizen satisfaction with public service delivery	WBG (World Bank Group)	2010-06	Narative description of project: The main task was to carry out a quantitative survey (a so called citizen report card) with a representative sample of the Moldovan population regarding selected public institutions – how satisfied are citizens with service delivery, what are the means of contacting the authority, have they experienced unofficial payments for public services? Description of actual services: During this project a survey was performed on a sample of 3000 respondents in about 125 localities. The Survey was performed nationwide. As a result of this project a ranking of all public services was developed. Moreover, specific characteristics of provided services by these authorities were researched as perceived by citizens. During this research all components of the study were performed by Magenta – research design, sampling, questionnaire development, data collection, data scanning, SPSS database development, tabulation, report writing and presentation. The outputs are 1) a report, 2) report cards where services are ranked by citizen satisfaction, 3) public hearings with dissemination of findings.
Moldova E-Governance research	UNDP (United Nations Development Programme)	2009-07	Narative description of project: The purpose of the research was to explore the readiness of the country for the initiation of the E-Governance project. Thus, the main purpose of this research was to evaluate the IT development and internet penetration within the whole country. Moreover, other indices were researched and proposed as milestones for the national strategy. Description of actual services: The following samples were used to achieve the goal: eHouseholds: 1200 interviews, eCulture - 135 interviews with the libraries, theaters, movie theatres, art-galleries, cultural units, museums, radio stations, TV-stations, magazines, newspapers; e-Public Administration – 124 interviews with local and central public authorities, eEducation - 220 interviews with

			educational institutions, eBusiness - 600 interviews with the businesses, eHealth. 58 interviews with health institutions. During this project 6 Surveys were performed, with different target segments – Population, Business, Public Authorities etc. All components of the study were performed by Magenta – research design, sampling, questionnaire development, data collection, qualitative data interpretation, report writing and presentation. As a result, the figures from this research were used as reliable statistical data for state authorities in evaluation of the country IT development.
New leasing products/programs development	Farmer to Farmer Programme (funded by USAID and implemented by CNFA)	2006-12	Narative description of project: The objective of this study was to determine the market capacity as well as the customer demand and preferences for leasing of commercial and agricultural equipment. More precisely, the purpose of the paper was to identify and evaluate the necessity of certain types of equipment on one side and financial tools aiming to support procurement on other side. The scope of this study was to present to the financial institutions a clear picture on the willingness revealed in different sectors to use leasing as a mean of overcoming equipment shortage. Description of actual services: In order to accomplish the purpose of the study and certain requirements of the contractor, a mix of both quantitative and qualitative approach was proposed. The sample clearly divided respondents in two categories – manufacturing companies (up to 200) on one side, and equipment suppliers (up to 90) on other side. Additionally, about 30 in-depth interviews were performed.

2. EXPERTIZĂ MAGENTA CONSULTING

Magenta Consulting este o companie de consultanță specializată în cercetare socială, de marketing și politică, elaborarea strategiilor de promovare și comunicare, precum și furnizarea de servicii de consultanță. Compania a fost înființată în anul 2006 și activează în Republica Moldova, având totodată o filială în România.

Serviciile noastre sunt structurate în cinci domenii principale de activitate:

Cercetare socială. Realizăm studii cantitative și calitative privind dimensiunea socială și interacțiunea dintre societatea civilă și instituțiile statului. Deținem o experiență vastă în domenii precum educația, sănătatea, asistența socială, egalitatea de gen, piața muncii și migrația, investițiile străine directe, combaterea traficului de persoane, guvernarea electronică, justiția și statul de drept, dezvoltarea societății civile și politicile pentru tineret.

Elaborarea politicilor publice. Desfășurăm studii integrate cu activități de consultanță și asistență tehnică destinate autorităților publice. Printre proiectele reprezentative se numără: elaborarea politicilor privind copiii neșcolarizați pentru UNICEF, care au contribuit la Programul Național de Prevenire a Abandonului Școlar; studiile privind investițiile străine directe pentru Grupul Băncii Mondiale; proiectele de reformă a sistemului educațional pentru Ministerul Educației și Cercetării; studiile privind integritatea academică, care au fundamentat recomandările de reformă a învățământului superior în cadrul Moldova Higher Education Project; precum și sprijinul acordat Cancelariei de Stat în elaborarea Strategiei de Reformă a Administrației Publice 2023–2030, implementată cu suportul PNUD.

Comunicare strategică. Elaborăm strategii și campanii de comunicare la nivel național, sectorial, industrial și corporativ. Printre cele mai importante proiecte se numără dezvoltarea Brandului de Țară al Republicii Moldova (pentru MIEPO), Brandului de Țară „Wine of Moldova” și a Strategiei de comunicare pentru Oficiul Național al Viei și Vinului (CEED II/USAID), cadrul de marketing și promovare al brandului turistic național „Tree of Life”, realizat în cadrul USAID Moldova Competitiveness Project, completat de campania națională de promovare a turismului intern #NEAMPORNIC pentru Invest Moldova Agency, campania de promovare a serviciilor de asistență socială pentru UNICEF, campaniile anti-fumat și de prevenire a consumului abuziv de alcool pentru Organizația Mondială a Sănătății, campania de comunicare privind reforma justiției în cadrul programului USAID ROLISP, strategia de comunicare privind Uniunea Europeană pentru Solidarity Fund, proiectul de creștere a vizibilității și eficienței programului Partnering with Business in Germany pentru GIZ, precum și numeroase concepte de branding, comunicare și marketing dezvoltate pentru companii din domeniile retail, bunuri de larg consum (FMCG), telecomunicații, servicii bancare, produse petroliere și alte industrii conexe.

Inteligență de piață și analiză sectorială. Oferim servicii de sondaje de opinie, cercetare de marketing, studii B2B, analize sectoriale, mystery shopping, cercetări psihografice, evaluarea ambalajelor și a plasării produselor la raft, studii de brand și preț, segmentarea consumatorilor și testarea conceptelor de produs. Acest domeniu reprezintă cea mai mare parte a portofoliului nostru comercial.

Dezvoltarea afacerilor. Furnizăm studii de fezabilitate, strategii de intrare pe piață și de internaționalizare, servicii de promovare a exporturilor, segmentarea consumatorilor, testarea conceptelor pentru produse noi, suport instituțional, asistență post-proiect și sprijin pentru implementarea recomandărilor formulate.

Magenta Consulting oferă un spectru complet de servicii, având o capacitate solidă atât în cercetarea cantitativă, cât și în cea calitativă. În mod curent, implementăm studii reprezentative la nivel național cu eșantioane cuprinse între 500 și 2.000 de respondenți, iar, atunci când obiectivele proiectului o impun, mobilizăm eșantioane de până la 6.000 de respondenți.

În cadrul colaborărilor internaționale care au presupus auditarea procesului de cercetare, am lucrat cu eșantioane de peste 180.000 de respondenți adulți, inclusiv în cadrul studiului PHIA (Population-based HIV/AIDS Impact Assessment) din Zambia și al studiilor echivalente desfășurate în Botswana și Nigeria, implementate la solicitarea Organizației Mondiale a Sănătății (OMS), a Centers for Disease Control and Prevention (CDC) și a ministerelor sănătății din țările respective.

2.1 Cine suntem

Magenta Consulting își desfășoară activitatea într-un sediu propriu, cu o suprafață de peste 400 m², situat în centrul municipiului Chișinău. Infrastructura companiei include un centru dedicat pentru interviuri telefonice asistate de calculator (CATI), săli pentru focus grupuri dotate cu facilități de transmisie live, platforme proprii pentru colectarea datelor prin CAPI, software standard pentru analiza statistică (SPSS și Stata), precum și mai multe aplicații informatice dezvoltate intern pentru optimizarea activităților de cercetare.

Compania are o echipă formată din 34 de consultanți cu normă întreagă și colaborează anual cu aproximativ 400 de interviatori, dintre care circa 200 sunt activi în rotația proiectelor, iar 150 colaborează în mod permanent cu organizația. Aproximativ 30 de interviatori fac parte din echipa Magenta de peste zece ani. Un departament dedicat de resurse umane, format din patru specialiști, gestionează procesele de recrutare, instruire, evaluare, monitorizare a performanței și remunerare a interviatorilor. Fiecare dintre consultanții seniori ai companiei deține peste douăzeci de ani de experiență profesională, iar Magenta Consulting activează pe piață de aproape două decenii.

De-a lungul activității sale, Magenta Consulting a implementat peste 1.860 de proiecte de cercetare, consultanță, comunicare strategică și elaborare de politici publice, pentru beneficiari din sectorul public, organizații neguvernamentale, organizații internaționale, mediul politic și sectorul privat.

Valorile care definesc activitatea companiei sunt încrederea reciprocă, respectul și loialitatea, iar obiectivul nostru este construirea unor parteneriate de lungă durată, bazate pe profesionalism și rezultate, mai degrabă decât relații punctuale.

Misiunea Magenta Consulting este de a furniza servicii de cercetare de marketing și cercetare socială, studii de fezabilitate, consultanță pentru dezvoltarea afacerilor, planificare de marketing, promovarea exporturilor și consultanță în domeniul politicilor publice, contribuind la fundamentarea unor decizii informate, sustenabile și bazate pe dovezi.

2.2 Neuromarketing

Magenta Consulting deține un laborator dedicat de neuromarketing, unic prin complexitatea sa în Republica Moldova și România. Laboratorul permite realizarea studiilor de eye tracking prin două metode complementare de laborator: monitorizarea privirii pe ecran (screen-based eye tracking) și monitorizarea prin proiecție (projector-based eye tracking). De asemenea, utilizăm ochelari mobili de eye tracking, care permit observarea comportamentului vizual al participanților în contexte reale, precum spații deschise, unități comerciale sau instituții publice.

Sistemul este integrat cu tehnologii de măsurare a răspunsului galvanic al pielii (Galvanic Skin Response – GSR) și de monitorizare a reacțiilor emoționale, oferind posibilitatea de a analiza simultan atenția vizuală, nivelul de activare fiziologică și răspunsul emoțional al participanților.

2.3 Clienți

Parteneri internaționali de dezvoltare. Grupul Băncii Mondiale, International Finance Corporation (IFC), USAID, Programul Națiunilor Unite pentru Dezvoltare (PNUD), UNICEF, UNFPA, Organizația Mondială a Sănătății (OMS), UN Women, Programul Alimentar Mondial al Națiunilor Unite (WFP), Organizația Internațională a Muncii (ILO), GIZ, Uniunea Europeană, EU Neighbours East, Consiliul European, International Trade Centre (ITC), Sida, OECD, HELVETAS Swiss Intercooperation, Sparkassenstiftung für Internationale Kooperation, Fundația Soros, Konrad Adenauer Stiftung, ICF International, CDC, BBC Media Action, Terre des Hommes, Solidarity Fund, National Democratic Institute (NDI), IRI, Gallup, Ipsos, Management Systems International, Chemonics International și Palladium Group.

Autorități și instituții publice. Cancelaria de Stat, Ministerul Educației și Cercetării, Ministerul Sănătății, Ministerul Protecției Sociale, Muncii și Familiei, Ministerul Justiției, Ministerul Dezvoltării Economice și Digitalizării, Ministerul Afacerilor Interne, Invest Moldova Agency și instituția sa predecesoare MIEPO, Banca Națională a Moldovei, Centrul Național Anticorupție, Agenția de Guvernare Electronică, Agenția Națională de Asigurare a Calității în Educație și Cercetare (ANACEC), Comisia Electorală Centrală, Birourile Comune de Informații și Servicii (JISB), Organizația pentru Dezvoltarea Antreprenoriatului (ODA, anterior ODIMM), Agenția Națională pentru Ocuparea Forței de Muncă (ANOFM), Oficiul Național al Viei și Vinului și Biroul Migrație și Azil.

Asociații sectoriale. Asociația Națională a Companiilor din Domeniul TIC (ATIC), Asociația Bibliotecarilor din Republica Moldova (ABRM), Asociația Consultanților în Management din Moldova (ACAM, membru al Consiliului de Administrație), Asociația Națională pentru Turism Receptor și Intern din Moldova (ANTRIM).

Sectorul privat.

- Retail: Metro, Linella, Supraten, Romstal, MallDOVA, Kaufland.
- Bunuri de larg consum (FMCG): Nestlé, Coca-Cola, Efes, Orhei-Vit, Rogob, Delmark, Südzucker.
- Mass-media: Jurnal TV, Adevărul, Aquarelle, Business Class, VIP Magazin, Punkt, Aici TV, Teleradio-Moldova.
- Produse petroliere: Lukoil, Petrom, Rompetrol.
- Telecomunicații și TIC: Moldtelecom, Moldcell, Orange, Starnet, Conect, Sun Communications.
- Sector bancar: Victoriabank, EuroCreditBank, Mobiasbanca, MAIB.
- Industria tutunului: Japan Tobacco International, Philip Morris International.
- Sector farmaceutic: Felicia.
- Industria băuturilor și procesării alimentelor: Bostavan Winery.

2.4 Sistemul de asigurare a calității

Controlul calității reprezintă principiul fundamental care stă la baza tuturor activităților desfășurate de Magenta Consulting. Fiecare chestionar este testat în cadrul unui studiu pilot, înainte de lansarea cercetării propriu-zise, pentru a verifica acuratețea terminologiei utilizate și pentru a confirma că întrebările sunt înțelese de respondenți conform intenției cercetătorilor.

Toți interviatorii participă la sesiuni de instruire dedicate fiecărui proiect, în cadrul cărora sunt prezentate obiectivele studiului, metodologia de eșantionare și fiecare întrebare din chestionar. Aceste instruirii completează programul general de integrare în companie („Welcome Training”), care acoperă aspecte precum principiile cercetării sociale, confidențialitatea datelor, empatia în relația cu respondenții, prevenirea discriminării și a hărțuirii, utilizarea platformelor CAPI și procedurile de securitate, precum și sesiunile anuale de actualizare a cunoștințelor.

În studiile cantitative utilizăm introducerea dublă a datelor pentru eliminarea erorilor de tastare și aplicăm proceduri riguroase de verificare statistică, inclusiv analiza frecvențelor, tabele de control al activității de teren, teste de corelație și teste de semnificație statistică. Totodată, verificăm validitatea a cel puțin 50% dintre chestionarele colectate în cadrul fiecărui proiect, procent care depășește semnificativ standardele practicate în industrie.

Magenta utilizează un Data Collection Quality Dashboard, care monitorizează în timp real principalii indicatori de calitate ai procesului de colectare a datelor. Printre aceștia se numără distanța GPS dintre gospodăria selectată și locația în care a fost realizat interviul, procentul datelor de contact colectate, intervalul de timp dintre interviurile succesive, distribuția respondenților pe sexe, durata interviurilor, rata de răspuns și alți indicatori relevanți. Datele sunt actualizate zilnic, iar managerii responsabili de colectarea datelor analizează permanent tabloul de bord și intervin ori de câte ori sunt identificate abateri, inclusiv prin notificarea interviatorilor sau, dacă este necesar, prin retragerea acestora din activitatea de teren.

Metoda CAPI (Computer-Assisted Personal Interviewing) este disponibilă pentru toate studiile desfășurate față în față, la solicitarea beneficiarului. Din anul 2016, utilizarea tabletelor pentru colectarea datelor prin CAPI reprezintă standardul de lucru al companiei.

Începând cu anul 2009, Magenta Consulting implementează trimestrial sondajul socio-politic comandat de International Republican Institute (IRI), în colaborare cu Gallup. Fiecare rundă de colectare a datelor este supusă unui audit extern riguros. Acest proces continuu de auditare a contribuit la perfecționarea procedurilor noastre interne și a consolidat cultura organizațională orientată spre calitate, controlul calității reprezentând în permanență principala prioritate a companiei.

2.5 Echipa de consultanți

Cei 34 de consultanți ai Magenta Consulting dețin studii absolvite în universități și școli de afaceri din Republica Moldova și din Europa, în domenii precum marketing, statistică, sociologie, psihologie, consultanță, management, finanțe, științe politice, relații internaționale și afaceri internaționale. Mai mulți consultanți seniori sunt deținători ai titlului de doctor.

La nivelul echipei propuse, limbile de lucru sunt româna (nativ), rusa (nivel C2) și engleza (nivel C2), iar limba franceză este disponibilă la nivel B1–B2.

De-a lungul activității sale, Magenta Consulting a introdus și continuă să implementeze în Republica Moldova numeroase practici internaționale în domeniul cercetării. În același timp, compania a fost creată și dezvoltată în Republica Moldova, ceea ce ne oferă o înțelegere aprofundată a specificului local și a provocărilor cu care se confruntă societatea și mediul de afaceri. Atunci când bunele practici internaționale necesită adaptare la realitățile locale, ajustăm metodologiile pentru a răspunde cât mai bine contextului național. În funcție de complexitatea tematicii sau a metodologiei, echipa de bază este completată de consultanți externi cu expertiză specializată.

2.6 Echipa de interviuatori

Menținerea unei rețele stabile și performante de interviuatori reprezintă una dintre cele mai importante provocări operaționale ale companiei și, totodată, cea mai mare investiție anuală realizată de Magenta Consulting.

În fiecare an implementăm aproximativ 70–100 de studii, dintre care aproximativ jumătate presupun colectarea datelor prin interviuri față în față. Colaborăm anual cu aproximativ 270 de interviuatori, iar rețeaua activă este formată din circa 200 de persoane, dintre care aproximativ 140 colaborează în mod permanent cu compania. Aproximativ 70% dintre interviuatori au participat la peste zece proiecte implementate de Magenta, iar 15 dintre aceștia fac parte din echipă de peste opt ani.

La finalul fiecărui proiect, fiecare interviuator este evaluat pe baza unor indicatori de performanță și calitate. Rezultatele evaluării influențează accesul la proiecte viitoare, condițiile de colaborare și nivelul remunerației. Interviuatorii cu performanțe ridicate pot obține venituri de până la 30.000 MDL pe lună, în baza unor contracte oficiale de muncă, cu toate contribuțiile sociale, asigurarea medicală și impozitele aferente achitate de companie. Aceste contracte contribuie, de asemenea, la construirea istoricului financiar al colaboratorilor, facilitând accesul acestora la credite bancare, credite ipotecare sau contracte de închiriere. O parte dintre cei mai experimentați interviuatori se alătură ulterior echipei permanente din oficiu, preluând responsabilități în domeniul gestionării datelor și al logisticii proiectelor.

Aproximativ 30% dintre interviuatorii nou recrutați renunță la colaborare în primele una-două luni. Considerăm acest fenomen firesc, având în vedere specificul activității. Cei care aleg să rămână constituie baza unei echipe experimentate și reprezintă unul dintre principalii factori care asigură calitatea datelor colectate.

În cadrul companiei încurajăm o cultură organizațională bazată pe transparență și învățare continuă. Apreciem în mod deosebit interviuatorii care raportează deschis erorile identificate în timpul activității, întrucât considerăm că îmbunătățirea calității datelor se bazează pe identificarea și corectarea acestora, nu pe ascunderea lor. Totodată, sistemele noastre de control și verificare sunt concepute astfel încât să prevină și să detecteze orice tentativă de manipulare a datelor.

Pentru fiecare proiect sunt selectați exclusiv interviuatori care au demonstrat performanțe și indicatori de calitate corespunzători în cadrul a cel puțin trei proiecte anterioare. În funcție de specificul cercetării, utilizăm două modele de organizare a activității de teren: fie depășăm echipe de interviuatori din Chișinău în teritoriu, fie colaborăm cu interviuatori regionali instruiți centralizat la sediul companiei sau online. Indiferent de modelul utilizat, instruirea specifică fiecărui proiect este obligatorie.

Profilul rețelei de interviuatori este echilibrat: aproximativ jumătate dintre colaboratori sunt persoane cu vârsta de peste 30 de ani, cu experiență profesională și de viață (asistenți sociali, cadre didactice, reprezentanți ai Biroului Național de Statistică, angajați ai serviciilor poștale și alte categorii similare), iar cealaltă jumătate este formată din studenți și tineri aflați la început de carieră. De-a lungul anilor, Magenta Consulting a creat oportunități de angajare pentru câteva sute de persoane, pentru multe dintre acestea reprezentând primul loc de muncă formal.

După pandemia COVID-19, centrul nostru CATI funcționează într-un model descentralizat, aproximativ 80% dintre interviatori desfășurându-și activitatea de la distanță. Procesul de colectare a datelor este monitorizat permanent în timp real de către controlori dedicați, care ascultă interviurile desfășurate pe parcursul fiecărei ture de lucru.

Departamentul de Resurse Umane, format din patru specialiști, gestionează întregul proces de recrutare, administrarea bazei de date cu interviatori, evaluarea performanțelor, invitarea acestora în proiecte și organizarea activităților de consolidare a echipei. Toate aceste proceduri au fost dezvoltate intern, în colaborare cu parteneri internaționali și printr-un proces continuu de schimb de experiență și perfecționare. Organizațiile interesate să cunoască în detaliu modul nostru de lucru sunt binevenite să viziteze echipa responsabilă de colectarea datelor și să observe direct procesele operaționale.

2.7 Certificări internaționale și audit extern

ESOMAR. Magenta Consulting este membră a ESOMAR (European Society for Opinion and Marketing Research) din anul 2008, fiind prima companie din Republica Moldova recunoscută și admisă în această organizație profesională internațională. Calitatea de membru ESOMAR confirmă respectarea celor mai înalte standarde etice și profesionale în desfășurarea cercetărilor, asigurarea confidențialității datelor și protecția respondenților.

Certified Management Consultant (CMC). Directorul General al Magenta Consulting, Dumitru Slonovschi, deține certificarea Certified Management Consultant (CMC), una dintre cele mai prestigioase acreditări internaționale în domeniul consultanței în management. Aceasta este acordată profesioniștilor care demonstrează un nivel înalt de competență, respectarea standardelor profesionale și excelență în furnizarea serviciilor de consultanță.

ISO 20700. Magenta Consulting își desfășoară activitatea în conformitate cu principiile standardului internațional ISO 20700 privind serviciile de consultanță în management. Acest standard stabilește bune practici referitoare la relația cu beneficiarii, furnizarea serviciilor și managementul riscurilor, în conformitate cu standardele recunoscute la nivel internațional.

Audit extern. De peste 15 ani, Magenta Consulting este supusă în mod constant proceselor de audit extern realizate de parteneri internaționali de cercetare (Gallup, Ipsos, IRI), agenții ale Organizației Națiunilor Unite (ONU, UNICEF, UNFPA, OMS, WFP, PNUD), Grupul Băncii Mondiale, USAID și alți parteneri internaționali de dezvoltare. Fiecare audit reprezintă atât o validare independentă a procedurilor și standardelor noastre de lucru, cât și o oportunitate de îmbunătățire continuă a proceselor interne și de consolidare a sistemului de asigurare a calității.

2.8 Descrierea echipei implicată în studiu

Dumitru Slonovschi – manager de proiect

Dumitru Slonovschi este expert în cercetare, consultanță strategică și management organizațional, cu peste 18 ani de experiență în cercetarea socială și de piață, elaborarea politicilor publice și dezvoltarea strategiilor de marketing și comunicare. În anul 2006 a fondat Magenta Consulting, companie care a devenit unul dintre principalii furnizori de servicii de cercetare și consultanță strategică din Republica Moldova.

În calitate de Director General, coordonează dezvoltarea strategică a companiei și este implicat activ în implementarea proiectelor de cercetare, contribuind la conceperea metodologiilor, dezvoltarea instrumentelor de cercetare, supervizarea implementării și asigurarea calității rezultatelor. De-a lungul activității sale, a coordonat cu succes peste 2000 de proiecte de cercetare și consultanță, desfășurate atât pentru organizații internaționale, cât și pentru instituții publice și companii din sectorul privat.

Pregătirea sa academică îmbină expertiza în economie, sociologie și politici publice. A absolvit două programe de master la universitățile Lund și Göteborg din Suedia, experiență completată de activitatea profesională într-o companie de consultanță din Lund. În anul 2012 a obținut titlul de doctor în economie la Academia de Studii Economice din Moldova, iar ulterior a absolvit un program de master în Securitate Națională la Academia de Științe a Moldovei, cercetările sale fiind orientate asupra influenței datelor statistice și a sondajelor de opinie asupra proceselor decizionale și opiniei publice.

Din 2012, activează și în mediul academic, predând cursuri de metode de cercetare și marketing în cadrul programelor de master la universități din Republica Moldova, contribuind la formarea noii generații de specialiști în cercetare și analiză de date.

Experiența sa profesională depășește sfera cercetării sociologice și de marketing, incluzând elaborarea de politici publice pentru instituții guvernamentale din domeniile educației, justiției și sănătății, precum și dezvoltarea strategiilor de marketing și comunicare pentru instituții publice și companii private. A contribuit la elaborarea unor documente strategice de referință, precum strategia de brand de țară, strategia sectorului vitivinicol, strategia de dezvoltare a turismului și strategii pentru atragerea investițiilor străine directe. Totodată, are o experiență vastă în mentorat și dezvoltarea ecosistemului antreprenorial, fiind cofondator al acceleratorului Dreamups, realizat în parteneriat cu Founder Institute (SUA), precum și cofondator al conferinței de afaceri BizPower, unul dintre cele mai importante evenimente dedicate antreprenoriatului și inovării din Republica Moldova.

În domeniul cercetării sociale și al opiniei publice, Dumitru Slonovschi coordonează, începând cu 2008, implementarea sondajelor politice trimestriale realizate pentru International Republican Institute (IRI), în colaborare cu Gallup și Ipsos. Aceste studii reprezintă una dintre principalele surse de informare utilizate de organizațiile internaționale și misiunile diplomatice în analiza contextului politic și social din Republica Moldova.

Portofoliul său include proiecte implementate pentru unele dintre cele mai importante organizații internaționale, precum Banca Mondială, IFC, USAID, PNUD, UNFPA, Organizația Mondială a Sănătății (OMS), GIZ, Delegația Uniunii Europene, Ambasada Statelor Unite, precum și pentru numeroase companii multinaționale și locale, printre care Coca-Cola, McDonald's, Nestlé, METRO, JYSK, Lafarge, Lukoil, Moldcell, Victoriabank, Moldtelecom, Linella, StarNet, lute Credit și Franzeluța.

Un element definitoriu al activității sale îl reprezintă promovarea inovației în cercetare. De-a lungul anilor, a introdus pe piața din Republica Moldova numeroase tehnologii și soluții moderne de colectare și analiză a datelor, inclusiv digitalizarea chestionarelor pe suport de hârtie, utilizarea tabletelor pentru colectarea datelor (CAPI), tehnologia eye-tracking, platforme de sondaje online și tablouri de bord interactive (dashboards) pentru analiza și raportarea rezultatelor.

Expertiza sa acoperă toate componentele metodologice ale cercetării, inclusiv proiectarea eșantioanelor, dezvoltarea metodologiilor, controlul calității, managementul proiectelor și coordonarea echipelor multidisciplinare. De asemenea, are o experiență extinsă în colaborarea cu ministere, instituții publice, organizații internaționale și alți parteneri instituționali, fiind recunoscut pentru capacitatea sa de a construi parteneriate solide și de a coordona proiecte complexe.

Din 2019, este implicat în implementarea unor studii populaționale de amploare desfășurate în Botswana și Zambia, bazate pe metodologia Population-based HIV Impact Assessment (PHIA) și finanțate de Centers for Disease Control and Prevention (CDC) din Statele Unite, în colaborare cu ministerele sănătății din țările beneficiare. Aceste cercetări, desfășurate pe eșantioane de peste 30.000 de respondenți și cu implicarea a peste 400 de operatori de teren, îl au în roluri-cheie privind dezvoltarea aplicațiilor CAPI, instruirea echipelor, implementarea mecanismelor de control al calității și validarea consistenței datelor.

Experiența sa vastă, acumulată în proiecte naționale și internaționale, împreună cu capacitatea de a integra cercetarea socială și de piață, abordările academice și aplicative, precum și metodele cantitative și calitative, reprezintă unul dintre principalele avantaje competitive ale Magenta Consulting. Prin leadership-ul său și orientarea constantă către inovație și excelență metodologică, Dumitru Slonovschi contribuie la livrarea unor proiecte de cercetare cu un înalt nivel de rigoare, relevanță și impact pentru beneficiari.

Aurelia Mamolea – Cercetător principal

Aurelia Mamolea este consultant senior în cercetare la Magenta Consulting și cadru universitar la Universitatea de Stat din Moldova, cu peste opt ani de experiență în cercetare de piață și socială, managementul proiectelor și analiza aplicată a datelor. Expertiza sa acoperă proiectarea cercetărilor cantitative și calitative, dezvoltarea chestionarelor, strategiile de eșantionare, moderarea focus grupurilor și interviurilor în profunzime, precum și analiza statistică avansată în SPSS. A colaborat cu reprezentanți ai organizațiilor internaționale, instituțiilor guvernamentale și sectorului privat, cu accent pe relevanța politicilor publice și luarea deciziilor bazate pe dovezi.

De-a lungul activității sale profesionale, Aurelia Mamolea a coordonat și implementat numeroase proiecte complexe de cercetare socială și de piață pentru organizații internaționale, instituții publice și beneficiari din sectorul privat. Portofoliul său include studii naționale și evaluări de impact în domenii precum drepturile omului, egalitatea de șanse, sănătatea publică, educația, turismul, guvernanta și dezvoltarea socială.

Printre proiectele reprezentative gestionate de Aurelia se numără: Consiliul Europei – Sondajul național privind nivelul percepției principiului egalității și nediscriminării (2018); Chemonics International Inc. – Studiu privind turismul în Republica Moldova (2018); UN Women și Girls Go IT – Motivații și bariere pentru fete și femei în domeniile STEM și TIC (2019); Invest Moldova – Studiu național privind percepția moldovenilor asupra turismului local (2020); Internews în Moldova – Studiu național privind percepția populației asupra mass-media și nivelul de alfabetizare media în Republica Moldova (2020); UNFPA Moldova – Sondaj KAP post-intervenție privind evaluarea cunoștințelor, atitudinilor și practicilor referitoare la prevenirea cancerului de col uterin în Republica Moldova (2020); La Strada – Siguranța copiilor pe internet: cercetare privind experiențele online ale copiilor din Republica Moldova și riscurile la care sunt expuși; Ministerul Educației și Cercetării – Studiul privind integritatea academică în instituțiile de învățământ superior (2024 și 2025); precum și Serviciul Fiscal de Stat – Studiul privind nivelul de încredere al persoanelor juridice și fizice în activitatea Serviciului Fiscal de Stat (2025).

În cadrul acestor proiecte, Aurelia a fost responsabilă de coordonarea întregului proces de cercetare, inclusiv dezvoltarea metodologiilor și instrumentelor de colectare a datelor, proiectarea eșantioanelor, coordonarea activităților de teren, analiza cantitativă și calitativă a datelor, elaborarea rapoartelor și formularea recomandărilor bazate pe dovezi pentru factorii de decizie și beneficiarii studiilor.

Dumitru Silitrari – Expert in logistică și validarea bazelor de date

Dumitru are o experiență de peste 18 ani în domeniul cercetării sociale și de piață, activitatea sa profesională fiind strâns legată de dezvoltarea companiei Magenta Consulting încă de la înființarea acesteia. Și-a început cariera ca intervievator și a evoluat treptat prin toate funcțiile din cadrul departamentului de logistică, acumulând o înțelegere aprofundată a proceselor de cercetare și a etapelor operaționale implicate în implementarea studiilor.

În perioada 2010–2018, în calitate de Director al Departamentului Logistic, a coordonat implementarea operațională a tuturor proiectelor companiei, gestionând atât studii comerciale, cât și cercetări sociale de amploare. Această experiență i-a oferit o perspectivă complexă asupra managementului proiectelor de cercetare și a proceselor de colectare și control al datelor.

Din 2018, Dumitru conduce dezvoltarea și consolidarea Departamentului de Gestionare a Datelor din cadrul Magenta Consulting. A creat și coordonează o echipă specializată responsabilă de administrarea datelor pe întreg parcursul procesului de cercetare, de la programarea chestionarelor și gestionarea bazelor de date până la validarea, analiza calității și livrarea seturilor finale de date către beneficiari. Un obiectiv central al activității sale îl reprezintă asigurarea integrității și calității datelor prin implementarea unor mecanisme riguroase de control și validare.

La nivel internațional, din 2018 este implicat în mod constant în proiectele Population-based HIV Impact Assessment (PHIA) desfășurate în Africa. A debutat în cadrul studiului privind impactul și prevalența HIV/SIDA din Nigeria, unul dintre cele mai ample studii populaționale realizate la nivel mondial, în calitate de specialist în controlul calității datelor. Ulterior, și-a extins implicarea în proiecte similare implementate în Zambia și Botswana, contribuind la dezvoltarea și aplicarea standardelor internaționale de management și validare a datelor.

Expertiza acumulată în cadrul acestor proiecte internaționale este valorificată în mod constant în cercetările implementate în Republica Moldova, având o contribuție semnificativă la dezvoltarea și implementarea unor studii complexe, inclusiv Moldova Generations and Gender Survey (GGS). Experiența sa vastă în proiecte naționale și internaționale, combinată cu expertiza tehnică în managementul datelor, îi permite să asigure cele mai înalte standarde de calitate în toate proiectele în care este implicat. Prioritatea sa principală este furnizarea unor date valide, fiabile și de înaltă calitate, care să constituie o bază solidă pentru luarea deciziilor și fundamentarea politicilor publice.

Iana Semionova – Expertă în analiza de date

Doamna Semionova gestionează analiza datelor primare și secundare, atât calitative (focus grupuri, interviuri aprofundate), cât și cele cantitative (sondaj).

Doamna Semionova a participat la proiecte pentru organizații precum Institutul Republican Internațional, Programul Națiunilor Unite pentru Dezvoltare, Fondul Națiunilor Unite pentru Populație, Consiliul Europei, Comisia Națională pentru Piața Financiară, Trimbos, Terre des Hommes etc.

Iana Semionova este consultant senior în cercetare la Magenta Consulting, cu o solidă expertiză metodologică în cercetarea cantitativă și calitativă. Din 2018, a gestionat cu succes peste 50 de proiecte în domenii diverse – justiție, mass-media, sănătate, politici publice, economie și dezvoltare socială – inclusiv cel mai amplu studiu demografic din Republica Moldova, „Generations and Gender Study” (2020 și 2025). Doamna Semionova a participat la proiecte pentru organizații precum Institutul Republican Internațional, Programul Națiunilor Unite pentru Dezvoltare, Fondul Națiunilor Unite pentru Populație, Consiliul Europei, Comisia Națională pentru Piața Financiară, Trimbos, Terre des Hommes etc.

Competențele sale includ proiectarea instrumentelor de cercetare, analiza datelor în SPSS și prezentarea rezultatelor pentru audiențe diverse, inclusiv reprezentanți ai instituțiilor internaționale și ai autorităților publice.

Bîrca Victor – Manager of Logistics and data collection department

Victor Bîrca este Directorul Departamentului Logistică și Colectare Date al Magenta Consulting, cu peste 10 ani de experiență în cercetare de marketing și sociologică, dintre care mai mult de 7 ani în funcții de conducere. A planificat, coordonat și implementat peste 1.400 de proiecte sociale și comerciale la nivel național și internațional, inclusiv studii cu eșantioane de peste 10.000 de respondenți și cercetări longitudinale cu valuri multiple.

În calitate de Director de Departament, dl. Bîrca este responsabil de managementul strategic și operațional al mai multor subdiviziuni-cheie din cadrul companiei, inclusiv Logistică și Colectarea Datelor, CATI, Procesarea Bazelor de Date, Mystery Shopping și Resurse Umane. Acesta coordonează o echipă formată din peste 12 manageri de proiect și specialiști în procesarea datelor, precum și o rețea națională de 100–140 de operatori și interviuatori, care desfășoară activități atât pe teren, cât și prin colectarea telefonică a datelor. Responsabilitățile sale includ delegarea eficientă a sarcinilor, monitorizarea continuă a performanței și asigurarea unei colaborări eficiente între toate departamentele coordonate.

Una dintre contribuțiile sale strategice majore a fost dezvoltarea și consolidarea unei rețele regionale stabile de operatori, capabilă să acopere integral teritoriul Republicii Moldova și să răspundă prompt cerințelor proiectelor de cercetare de amploare. De asemenea, a coordonat procesul de tranziție a activităților CATI către un sistem operațional de lucru la distanță, conceput pentru a permite desfășurarea activității de la domiciliu, integrând totodată instrumentele necesare pentru menținerea unui nivel ridicat de control și de asigurare a calității datelor colectate.

Sistemul implementat include proceduri standardizate de monitorizare în timp real, înregistrarea și verificarea apelurilor, validarea prin reapelare (call-back), verificarea răspunsurilor, monitorizarea respectării scripturilor de interviuare și evaluarea continuă a performanței operatorilor. Această abordare a contribuit la reducerea semnificativă a riscurilor operaționale, la asigurarea continuității procesului de colectare a datelor și la crearea unor oportunități de angajare pentru grupuri dezavantajate, precum mamele cu copii mici, persoanele cu dizabilități și pensionarii, fără a compromite standardele metodologice și cerințele privind calitatea datelor.

Dl. Bîrca deține competențe avansate în planificarea și coordonarea proiectelor, managementul resurselor și al activităților logistice, gestionarea simultană a mai multor proiecte și organizarea eficientă a echipelor. Este recunoscut pentru capacitatea sa de a anticipa riscurile operaționale, de a gestiona situațiile de criză și de a implementa măsuri eficiente de diminuare a riscurilor, inclusiv prin optimizarea proceselor, redistribuirea resurselor și adaptarea rapidă a planurilor de lucru în condiții de presiune ridicată.

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ANEXE - CERTIFICAT ESOMAR

