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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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## I. OFERTA TEHNICĂ

### I.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.

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.

### I.2 Metodologia propusă

Se propune realizarea sondajelor la telefon – CATI.

Sondajele la telefon au demonstrat aplicabilitatea sa în cazurile când chestionarele sunt relativ simple, adică cu durata de până la 15 min. Analizând chestionarele propuse de către beneficiar, considerăm metoda CATI oportună. Mai mult, această metodă oferă costuri mai modeste la colectarea datelor, deoarece exclude transportul și alte costuri de logistică. În plus metoda CATI oferă un timp mai restrâns la colectarea datelor.

#### I.2.1 Cadru de eșantionare

Pentru sondajul cu populația generală propunem un eșantion de 1.000 respondenți ceea ce va asigura o marjă de eroare de până la 3%, la interval de încredere de 95%. Eșantionul va fi reprezentativ național pentru populația 18+ din regiunile urbane și rurale.

Pentru eșantioane reprezentative la nivel național, separăm întreaga țară în 11 grupuri geografice ale regiunilor, fiecare cuprinzând în medie 4 raioane. Această procedură ne permite să efectuăm interviurile uniform, răspândite din punct de vedere geografic.

Efectuarea sondajului la telefon ne permite să facem eșantionare pur probabilistică: selectăm aleatoriu un număr de telefon din sat sau oraș selectat în etapa precedentă și dacă e o gospodărie în care trăiesc persoane, facem un interviu.

Pentru a asigura reprezentativitatea, randomizarea numărului de telefon se face în baza intervalelor de telefoane pentru fiecare regiune.

Dacă se ridică receptorul, intervievatorul invită la interviu persoana care corespunde criteriilor și ultimul și-a sărbătorit ziua de naștere. Dacă această persoană este plecată de mult timp (de exemplu, lucrează în străinătate), intervievatorul alege persoana care a avut ziua de naștere înaintea primei persoane.

În cazul în care respondentul a refuzat să participe în sondaj, se va aborda o altă gospodărie din baza randomizată de numere de telefoane din acea localitate.

Dacă gospodăria nu a ridicat receptorul din prima, se vor întreprinde trei încercări de a aborda gospodăria/ de a găsi acasă respondentul care conform procedurii de selecție trebuie să participe în sondaj.

Sondajul cu persoanele juridice va fi efectuat cu 350 companii, astfel asigurând o marje de eroare de circa 5%, la interval de încredere de 95%. Eșantionul va fi reprezentativ național pentru companiile din Moldova, exclusiv instituțiile 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 pentru anul 2019

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, [kompass.md](http://kompass.md), [idno.md](http://idno.md), [yp.md](http://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.

#### *Interviewatorii - selecție și instruire*

Selectarea unei echipe de 10 interviewatori, care au o experiență considerabilă în efectuarea sondajelor la telefon. După cum a arătat experiența noastră, este absolut necesar să se asigure că interviewatorul 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 5-10% 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 interviewatori sau/și respondenți*

Interviewatorii 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 interviewatori*

Interviurile sunt realizate de echipa de interviewatori 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.

Drept 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 39-44 de zile lucrătoare.

### 1.5 Buget

Bugetul pentru lucrările descrise mai sus este de 214.000 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 1.200 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.

Dorim să scoatem în evidență

- Studiul de evaluare a percepției efectuat pentru BNM și PWC în 2018
- Studiul recent pentru Serviciu Fiscal de Stat finalizat în 2019, de evaluare a imaginii
- Evaluarea atitudinii față de Comisia Electorală Centrală
- Evaluarea activității Departamentului de Protecție a Consumatorului
- Evaluarea a 11 autorități publice
- Evaluarea activității centrului de E-Guvernare etc.

Name of Project	Client	Period	Types of activities undertaken
IREX Media Workshop	IREX Europe	2021-02	<p>Narrative description of project:</p> <p>After the DAR (Day After Recall) survey on TV, radio, internet, and printed media TED MEDIA, 4 workshops were organized for the Media Houses, TV, Radio, News sites and printed media representatives to offer a training session on how to interpret, use and present the audience data and media indicators, extract data from SPSS and interpreting audience data.</p> <p>Description of actual services:</p> <p>The sampling frame was designed to offer reliable media ratings for regional media cover and small areas of audiences, thus, even the smallest publications could use the data for capacity building and design better sales offers. The representatives learned how to interpret and use the data regarding the media audience, content preferences, attitude towards advertising, lifestyle and habits, devices used in the household, etc.</p>
Study among individuals on the phenomenon of employment and informal economy in the Republic of Moldova	EXPERTGRUP	2021-01	<p>Narrative description of project:</p> <p>The purpose of the study was to determine the opinions and perceptions of individuals regarding the phenomenon of employment and informal economy in the Republic of Moldova. The data were collected through a survey with individuals, implemented over the phone - CATI, by calling respondents to landlines and randomly generated GSM numbers. The sample formed 1230 individuals aged 18 +, at the national level.</p> <p>Description of actual services:</p> <p>The questionnaire included 46 questions on the following issues: opinion on the activity of some Moldovan institutions and on the quality of public services, issues on employment and informal employment, attitude towards taxes and fees, opinions on informal salaries, data demographics and other topics. An in-depth report was provided to the client with data analysis and recommendations based on the results of the study.</p>



Study among legal entities on the phenomenon of employment and informal economy in the Republic of Moldova	EXPERTGRUP	2021-01	<p>Narrative description of project:</p> <p>The purpose of the study was to determine the opinions and perceptions of registered companies on the phenomenon of employment and informal economy in the Republic of Moldova. In this regard, a telephone survey (CATI method - Computer-Assisted Telephone Interview) was conducted among 615 legal entities. As respondents were selected the people who have a major role in the decision-making process of the company (such as: founder, director, executive director, financial manager, etc.).</p> <p>Description of actual services:</p> <p>The questionnaire included 30 questions on the following aspects: general data about the company, reasons to open your own business, competitive environment, difficulties faced by companies and anti-crisis measures, attitudes towards some aspects related to entrepreneurship and opinions on informal payments and tax evasion. An in-depth report was provided to the client with data analysis and recommendations based on the results of the study.</p>
Qualitative research on the phenomenon of employment and informal economy in the Republic of Moldova	EXPERTGRUP	2021-01	<p>Narrative description of project:</p> <p>The aim of this qualitative study was to investigate the opinions and perceptions of employee and employer representatives on employment and the informal economy, to identify the groups of employees and employers who are most exposed to this phenomenon and the factors underlying decisions to enter or to stay in employment and informal economy.</p> <p>Description of actual services:</p> <p>The qualitative research included four focus groups in an online format. A focus group was organized with the involvement of the categories of respondents: employees, self-employed and two focus groups were conducted with company representatives - people who have a major role in the decision-making process of companies. During the discussions, the opinions of the respondents regarding the payment of taxes and duties, as well as how they are managed were investigated.</p>
COVID-19 Impact on Social Cohesion, Wave 2 Study	UN Moldova	2020-12	<p>Narrative description of project:</p> <p>The UN in Moldova, led by the Office of the Resident Coordinator (UNRCO) has developed a survey based on the five dimensions of the SCORE as a frame for understanding changes occurring in the society. Through this exercise, the UN aimed to measure changes in social cohesion, influenced by the crisis and long-term isolation, and worsening economic situation. The second wave of this survey outcomes are used to better inform UNCT responses and programmatic decisions to address underlying factors of fragile social cohesion and to monitor the evolution during the pandemic.</p> <p>Description of actual services:</p> <p>A team of 30 interviewers, with considerable experience in conducting telephone surveys, interviewed 1621 respondents aged 18+ from the general population from both Right and Left banks of the Nistru River.</p>

STUDIU PENTRU EVALUAREA RAZEI DE ACȚIUNE ȘI A EFICACITĂȚII PROGRAMELOR ODIMM	UIPAC	2020-II	<p>Narrative description of project:</p> <p>Acest studiu este implementat anual, începând cu anul 2015 (baseline), scopul cărora este de a măsura indicatorii Outreach și Effectiveness, cât și în oferirea suportului informațional pentru luarea deciziilor și ajustarea eforturilor organizației MIEPO.</p> <p>Description of actual services:</p> <p>Pentru realizarea studiului, au fost folosite 2 tipuri de eșantioane. Primul eșantion este național reprezentativ, în care au fost intervievate 386 de companii. Eșantionul național a permis selectarea grupurilor - țintă pentru ODIMM (grupul-țintă: IMM-uri) pentru a calcula indicatorul Outreach. Indicatorul Effectiveness al organizației ODIMM a fost calculat utilizând al doilea eșantion colectat în rândul beneficiarilor ODIMM din anul 2019 care conține 107 de respondenți. Respondenții au fost selectați aleatoriu din baza de date oferită de către ODIMM. Studiul a fost efectuat în rândul persoanelor care au putere de decizie în cadrul companiei. 59% dintre interviuri au fost efectuate cu directori, directori adjuncți, administratori sau proprietari. Alte 32% dintre chestionare au fost efectuate cu contabilii din cadrul companiei care au putere de decizie despre strategia sau viitorul companiei.</p>
Assessment of the media organization Observatorul de Nord and the impact of the "observatorul.md platform – information for all types of users" project, in the opinion of the audience, staff and specialists	INTERNEWS	2020-10	<p>Narrative description of project:</p> <p>The study aimed to assess the extent to which the media organization Observatorul de Nord meets the information needs of their audience and whether the intervention of the project funded by Internews helped Observatorul de Nord increase revenues from online sales. At the same time, this study assessed the extent to which the content of Observatorul de Nord is considered to be improved in terms of quality and relevance following the project intervention.</p> <p>Description of actual services:</p> <p>The data were collected exclusively through qualitative research. 6 focus groups were conducted, out of which 4 – with the current audience (respondents aged 18+ that live in the Soroca region and who use the newspaper and/or the website with a frequency of at least once in 2 weeks, during the last 6 months at least) and 2 focus groups – with potential audience (respondents aged 18+ that live in Soroca, Drochia, Floresti rayons who use other sources for news). Moreover 4 in-depth interviews were conducted with the staff (team) of Observatorul de Nord and 3 in-depth interviews, out of which 2 with marketing experts and 1 – with a media buyer. The discussions assessed the perception of the current state of Observatorul de Nord, and extent to which the content is seen as more relevant and meeting the information needs of its audience of existing and potential audience following tailored support from the project.</p>

DAR survey on TV, radio, internet and printed media TED MEDIA	IREX Europe	2020-09	<p>Narrative description of project:</p> <p>At the request of IREX Europe, a survey was conducted by Magenta Consulting among 10,240 citizens of Republic of Moldova to evaluate the media use. Using DAR: „Day After Recall” methodology, the research allows reliable evaluation of media usage based on the respondents’ recall of the previous day.</p> <p>Description of actual services:</p> <p>The interviews were conducted face to face using TAPI method (Tablet Assisted Personal Interview). The proposed methodology “DAR: Day After Recall” allowed the evaluation of media used during the day and night. The research questions were addressed to the experience of the previous day’s respondents. Every day of data collection, there was an equal number of interviews that was covered. The accuracy of the recall was stimulated by specific questions, respondents were helped to remember what and where they heard or watched. At the same time, DAR allowed the recording of a greater variety of audience behaviors (different respondents from one day to the next). The audience behavior is not influenced by the fact that they are prevented in connection with the recording of the hearing (like the case of audience diaries). The research allowed a national analysis of the use of independent media from both larger and smaller regions, for the data at national level to be used for advertising and promotion on their channels. The sampling frame was designed to offer reliable media ratings for regional media cover and small areas of audiences.</p>
Sondaj KAP postintervenție de evaluare a cunoștințelor, atitudinilor și practicilor privind prevenirea cancerului de col uterin în RM	UNFPA	2020-08	<p>Narrative description of project:</p> <p>Scopul studiului a fost de a evalua cunoștințele, convingerile și atitudinile femeilor din grupul țintă cu privire la prevenirea cancerului de col uterin prin screeningul cervical, existența și accesarea serviciilor de screening cervical disponibile; convingerile și atitudinile cu privire la prevenirea cancerului de col uterin prin vaccinarea HPV; identifică percepția, convingerile și practicile generale ale femeilor cu privire la prevenirea problemelor de sănătate; estimarea prevalenței screeningului cervical; elucidarea corelațiilor demografice și socio-economice ale comportamentului de screening cervical.</p> <p>Description of actual services:</p> <p>Principiul metodologiei utilizate a fost triangularea atât a participanților (femei din grupa de vârstă eligibilă pentru screeningul cervical, personalul medical implicat în procesul de screening și specialiști în politici de sănătate), cât și metode de colectare a datelor (cantitativ / calitativ). Populația țintă a sondajului KAP a fost reprezentată de populația femeilor cu vârste cuprinse între 25 și 61 de ani din Republica Moldova. Pentru a maximiza șansa de a obține un eșantion reprezentativ la nivel național, a fost utilizată eșantionarea probabilistică cu mai multe etape, stratificat. O echipă de 30 de operatori a fost implicată în colectarea datelor. Toți operatorii care au colectat date pentru acest sondaj au fost femei. Înainte de a merge să lucreze pe teren, operatorii au fost instruiți cu privire la scopul sondajului, cu explicarea întrebărilor și a răspunsurilor precodificate.</p>

Studiu național cu referire la percepția populației generale și opinia specialiștilor cu privire la pregătirea actorilor din sectorul justiției pentru a face față cazurilor de discriminare	Council of Europe	2020-07	<p>Narrative description of project:</p> <p>This study was conducted in order 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 discrimination. The data was collected through a mixed methodology, which combined qualitative research and quantitative research.</p> <p>Description of actual services:</p> <p>To assess the views of the general population, a nationally representative study was conducted on a sample of 1059 respondents, aged 18+, through the CAPI data collection method. Among the specialists in the justice sector (judges, lawyers, prosecutors, police officers, community mediators, paralegals, NGO representatives), 7 Focus groups and an online self-completion survey were conducted on a sample of 569 respondents (from the categories listed above, except for NGO representatives). The results of the study contributed to the national project "Strengthening the capacities of actors in the justice sector to achieve justice in accordance with European standards, to combat discrimination in the Republic of Moldova."</p>
COVID-19 Impact on Social Cohesion	UN Moldova	2020-06	<p>Narrative description of project:</p> <p>The primary purpose of this study was to determine the impact of COVID-19 and taken measures to slow the spread of the infection on the already fragile social cohesion in Moldova.</p> <p>Description of actual services:</p> <p>A nationally representative survey was conducted and included 1334 respondents aged 18+ from the general population from both Right and Left banks of the Nistru River. The study aimed at collecting data from two samples – nationally representative sample and a booster sample. The first sample is nationally representative and comprises 700 respondents aged 18+ from the Right Bank of the Nistru River. The second sample is a Booster, comprising 313 respondents from the areas of interest to the beneficiary – Balti, Taraclia and Autonomous Territorial Unit of Gagauzia (UTAG). Booster samples allow data analysis based on a small sub-group of a population, that would not be adequate in a general study, due to a low number of respondents. For the Left Bank, 300 participants were included. The survey was based on the five dimensions of The Social Cohesion and Reconciliation (SCORE) index as a frame for understanding changes occurring in the society. The results contributed to the measurement of changes in social cohesion, influenced by the crisis and long-term isolation, and worsening economic situation. The survey outcomes shall be used to better inform UNCT responses and programmatic decisions to address underlying factors of fragile social cohesion.</p>

Study of ODIMM and AI beneficiaries to evaluate the range of action and the effectiveness of their programs	UIPAC	2020-02	<p>Narrative description of project:</p> <p>This study has been carried out since 2015 (baseline) within the CEP II project. Outreach and Effectiveness indicators were measured in all the years to assess the influence of ODIMM and AI (MIEPO) on companies.</p> <p>Description of actual services:</p> <p>For this survey, 2 types of samples were used. The first sample is nationally representative, in which 431 companies were interviewed. The national sample allowed the selection of target groups for ODIMM (target group: SMEs) and AI / MIEPO (target group: Exporters) to calculate the Outreach indicator for both organizations. The data obtained by the National Bureau of Statistics were used to calculate the sample quotas. The Effectiveness indicator for ODIMM was calculated using the second sample that was collected among ODIMM beneficiaries and contains 99 respondents - beneficiaries from 2018.</p>
Opinions of civil servants in the central public administration on professional career	AGER	2020-02	<p>Narrative description of project:</p> <p>The research was conducted 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 EU neighborhood", financially supported by the Dutch Embassy in Bucharest. The aim of the study was to identify the opinions of civil servants in the central public administration with reference to professional career.</p> <p>Description of actual services:</p> <p>The research involved 1895 civil servants from 12 central public administration authorities and their subordinate institutions. The survey was conducted using the self-completion questionnaire method - respondents responded to the questionnaire by accessing a link. The results of the study provided 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, in case of non-fulfillment of professional responsibilities and perception of effectiveness of public administration reform implementation.</p>
The Botswana HIV/AIDS Impact Survey V	ICF	2020-01	<p>Narrative description of project:</p> <p>The Botswana HIV/AIDS Impact Survey V, or BAIS V, is a national survey assessing the prevalence of HIV and the coverage and impact of HIV services, as well as characterizing HIV-related risk behaviors, using a nationally representative sample of children aged 6 weeks to 14 years and adults aged 15 years to 64 years. BAIS V is the fifth such survey performed in Botswana. This PEPFAR-funded survey will reach approximately 13,500 randomly selected households and interview 28,800 people. BAIS V will help the Government of Botswana, its partners, and the public know how many people are currently infected with HIV, how many people have new infections, and how many people living with HIV are on effective treatment.</p> <p>Description of actual services:</p> <p>Within the project, the following activities were implemented by Magenta team: Data collection protocols and CAPI Manuals development CAPI Training of trainers and Interviewers CAPI setup in CSPro Quality control and filed monitoring Data management and reporting Consistency checks of Databases Monitoring dashboards</p>

The Zambia Population-based HIV Impact Assessment (ZamPHIA)	ICF	2020-01	<p>Narrative description of project:</p> <p>The Zambia Population-based HIV Impact Assessment (ZamPHIA) is a nationwide survey being implemented by the University of Maryland Baltimore School of Medicine's Center for International Health, Education, and Biosecurity (Ciheb). The PEPFAR-funded survey is assessing the prevalence and incidence of HIV, assessing the coverage and impact of HIV services, and characterizing HIV-related risk behaviors using a nationally representative sample of adults aged 15 years and older.</p> <p>Description of actual services:</p> <p>Within the project, the following activities were implemented by Magenta team: Data collection protocols and CAPI Manuals development CAPI Training of trainers and Interviewers CAPI setup in CSPro Quality control and filed monitoring Data management and reporting Consistency checks of Databases Monitoring dashboards</p>
Generations and Gender Study in the Republic of Moldova	UNFPA	2020-01	<p>Narrative description of project:</p> <p>The study "Generations and Gender" is the first and the most complex demographic study in the Republic of Moldova that will monitor, every 3 years, demographic changes, aging processes, the desired number of children, changes in family structure and others. The results of the study are used by the Government to develop demographic policies that increase the quality of life of the population.</p> <p>Description of actual services:</p> <p>The participants in the study were people aged 15-79 from all over the country, except for the region on the left bank of the Dniester. The total number of people who were visited is about 20,000. The study sample included all the territorial administrative units of the Republic of Moldova except for the localities on the left bank of the Dniester. Following the selection offered by the NBS, a total of 133 localities participated. Of these, 36 urban localities and 97 rural communes. A total of 19,948 households were selected, of which 8,510 were from urban areas and 11,438 from rural areas. The study had several stages of implementation and organization such as recruiting field operators, creating the database, preparing tablets for the interview, piloting the questionnaire, adjusting the study methodology in response to the Covid-19 pandemic, data collection, data quality verification. Implementing the largest and most complex demographic study during the Covid-19 pandemic, it demonstrated the ability to adapt and think critically of the entire team of consultants, but also of Magenta field operators.</p>

Assessment of both banks (of the Nistru River) berry producers' market to identify opportunities for export	UNDP	2019-12	<p>Narrative description of project:</p> <p>The primary purpose of this study was to research the production capacities of the small/medium sized berry producers from both banks to identify their export potential. A second objective was the mapping of both banks berry producers to understand their capacities and needs, as a measure intended to further support small and medium producers to aggregate their efforts in accessing new markets.</p> <p>Description of actual services:</p> <p>The data for this study was collected using the CATI method (telephone survey – Computer Aided Telephone Interview). 286 respondents were interviewed during the survey – 280 individuals and legal entities from both banks of the Nistru River that produced berries in 2019 and 6 that plan to produce berries in 2020. Since this was a mapping study, there was no sample and the aim was to include as many berry producers as possible. The results contributed to the overall objective of the Advanced Cross-river Capacities for Trade Project (AdTrade), financed by Swedish Government and implemented by UNDP, to secure that men and women on both banks have better livelihoods and living conditions, due to an improved cross-river cooperation to access the opportunities offered by Moldova's external trade arrangements, contributing to an environment of trust and cooperation.</p>
Migration and remittance study in the rural areas of Moldova	National Commission for the Financial Market	2019-08	<p>Narrative description of project:</p> <p>The primary purpose of the study was to analyze key corridors and migration trends, financial behavior and household preferences in relation to remittances.</p> <p>Description of actual services:</p> <p>Magenta conducted a study using the mixed methodology - qualitative and quantitative research. Within the qualitative research, 10 In-depth interviews were conducted with the migrants and the families of the migrants. Based on the data obtained from the first interviews, a questionnaire was developed for the CAPI survey with 1010 respondents (migrants and families of migrants). The interviews and the survey were conducted with the respondents from the rural localities offered by the beneficiary.</p>
Public opinion poll in Chisinau	NDI	2019-06	<p>Narrative description of project:</p> <p>The purpose of the study was to identify the problems of Chisinau that residents consider a priority and to assess the experience of citizens' interaction with local public authorities and involvement in local decision-making. Two samples were used for this purpose. A general sample of 1300 respondents, residents of Chisinau and suburbs, aged 18+ and a booster sample of 690 respondents, residents of Durlești, Codru, Cricova.</p> <p>Description of actual services:</p> <p>Following the study, the final client received a detailed report with information about the profile of respondents, citizens' knowledge about LPA activity, interaction with LPA services, civic activism and citizen participation in solving local problems and perception of corruption. The citizens also gave their opinion about the leisure areas in the sector in which they live, the characteristics of an ideal mayor / councilor, the opinion about the construction sites and their sources of information.</p>



Entrepreneurs' satisfaction with government policy	SKDS	2019-01	<p>Narrative description of project:</p> <p>The goal of the study was to determine entrepreneurs' satisfaction with government policy / informal entrepreneurship in Moldova.</p> <p>Description of actual services:</p> <p>Magenta revised the questionnaires in all three languages and conducted 507 interviews (directors, owners and managers of enterprises). A SPSS data base and a technical report was delivered to the client, as well as the call status and the questionnaires in 3 languages (RO, EN, RU).</p>
Assessment of the Media Market in the Northern Region of Moldova	Internews	2018-10	<p>Narrative description of project:</p> <p>The goal of this study was to assess the perception of the "Spros i Predlojenie" (Demand and Offer) newspaper among the readers, as well as the opinion of the mass-media experts and experts in the sphere of advertising about this newspaper.</p> <p>Description of actual services:</p> <p>Magenta Consulting analyzed the data from a national representative research among citizens on media preferences and income level. Moreover, 20 in-depth interviews were carried out (15 with the readers of the newspaper and 5 with the media and advertising experts). Later a communication strategy was designed.</p>
Public opinion poll on the judiciary system in Moldova	Open Justice Project (USAID)	2018-10	<p>Narrative description of project:</p> <p>The study's purpose was to research the perception of efficiency and transparency of the judicial system in Republic of Moldova among the general population. The study's objectives included: • researching the perception of the judiciary system; • researching the perception of the judiciary system reform; • establishing the use of technology in the courts; • appreciating the public access to the information about the courts and the judge performance.</p> <p>Description of actual services:</p> <p>Magenta Consulting has carried out a research project, that aimed at assessing the public perception of the efficiency and transparency of the judicial system in the Republic of Moldova. The research has been carried out in two stages: qualitative assessment and survey. The first stage implied four focus groups (2 with general population, 1 with experts, 1 with judges). Later a representative survey has been carried out on a national sample of general population aged 18+. The data for the survey has been collected on two samples. The first sample of general population comprised 1000 respondents regardless of the fact whether they had any interaction with the justice system. A booster sample of 200 respondents, who had at least one interaction with justice system in the past two years, was interviewed after the main survey was completed. Data analysis was presented in the form of 3 main reports: quantitative study report; qualitative study report; final report (that combined the results of both of the studies, data was presented dynamically - 2018 compared to 2017). At the end of the project, a brochure and one-pager were designed, that summarized the main data obtained during the study. All of the deliverables were presented in Romanian and English.</p>



Machine-building sector profile	ICT	2018-08	<p>Narrative description of project:</p> <p>Production of machinery and related products is believed to have a development potential in Moldova, because of the existing and emerging companies in this sector. The study identifies potential of this sector to export to EU and to integrate into the global value chains. The project builds the Machine Building Sector Profile and identifies the main challenges faced by the companies in the machine-building sector, including the ones preventing/impeding linkages to foreign investors in the country.</p> <p>Description of actual services:</p> <p>A desk research was carried out using data from National Bureau of Statistics and UN Comtrade. Primary data was collected via 50 interviews (PAPI) with the top local companies, representatives of the industry (including companies involved in rubber-plastic-metal industries, as producers of potential components for machine-building; companies involved in machine-building as such (including those producing components for machine-building as cables for instance) and companies rendering services relevant for machine-building industry. A brochure was produced with the profiles of these 50 companies, in order to represent the industry for the potential investors and foreign clients.</p>
KAP Study on Cervical Cancer Prevention in the Republic of Moldova	UNFPA	2018-07	<p>Narrative description of project:</p> <p>To conduct a baseline Knowledge, Attitudes and Practices (KAP) Study on Cervical Cancer Prevention in the Republic of Moldova.</p> <p>Description of actual services:</p> <p>Magenta conducted a baseline Knowledge, Attitudes and Practices (KAP) Study on Cervical Cancer Prevention in the Republic of Moldova. To validate the questionnaire a pilot survey of 30 women (20 in Romanian language and 10 in Russian language) aged 25-61 was carried out, followed by a CAPI survey on a sample of 1226 women 25-61 years old, throughout the country. Moreover, 60 in-depth interviews with women aged 25-61, medical personnel and experts involved in policy development were done, as well as 8 focus groups with women aged 25-61. An indepth KAP study report was offered to the client, as well as the inception report.</p>

Research for the project Support for the Reform of the Mental Services from Moldova	Trimbos Moldova	2018-07	<p>Narrative description of project:</p> <p>The primary goal of the study was to compare the knowledge, attitudes and practices among primary care physicians and nurses who received a 5-day training from MENSANA with the doctors and nurses from non-pilot districts who did not benefit from a such training.</p> <p>Description of actual services:</p> <p>Magenta has conducted a study to assess the extent to which the training and clinical guidance provided by Mensana to the primary health care providers in Moldova resulted in changes in knowledge and attitudes towards mental health issues. Magenta conducted a self-complete PAPI survey, among family doctors and nurses from 2 populations - pilot (who benefited from Mensana training) and non-pilot (who did not receive such training). The data collection took place in 4 pilot districts (Soroca, Orhei, Cimislia, Cahul) and 5 non-pilot regions (municipalities of Chisinau, Balti; North - Edinet and Drochia districts; Center - Hancesti and Criuleni districts; South - Causeni and Comrat districts) and included 417 respondents. The interviews were conducted at the Health Centers / Centers of Family Physicians. The questionnaires that were used in the survey were developed by the client. The deliverable of the project was a Word report in Romanian. Additionally, the client requested the databases (1. Family Doctors and 2. Family Doctors' Nurses).</p>
The level of satisfaction of persons and legal entities with the services and activity of the State Tax Service	State Tax Service	2018-05	<p>Narrative description of project:</p> <p>The aim of the project was to determine the level of satisfaction of persons and legal entities with the services and activity of the State Tax Service.</p> <p>Description of actual services:</p> <p>Magenta Consulting has designed the methodology and questionnaires, carried out the survey, prepared the data bases and offered to the client an in-depth data analysis and survey report. This project included two surveys. A CAPI survey on a nationally representative sample size of 1026 respondents who have interacted with the State Tax Service since the beginning of 2017. And a CAPI (102) and CATI (447) surveys with legal entities, which interacted with the State Tax Service since the beginning of 2018.</p>

National survey on perception of media	Internews	2018-02	<p><b>Narrative description of project:</b></p> <p>In order to obtain a general overview of media consumers' perceptions, based on their area of residence, age, and education level, among other potential factors, the survey examined: • Data on how well-informed media consumers are about current events; • Potential levels of misinformation; • The percentage of people who claim to be able to determine when the media is manipulating the audience and when it is presenting facts; • Which are the most popular media outlets and preferred information sources (TV/ radio/ Internet/ newspapers, etc.) in each respondent's ranked order; • Which target groups are most vulnerable to fake or misleading information; • Which media outlets are more credible: local or international.</p> <p><b>Description of actual services:</b></p> <p>A study was conducted to assess the perception of the mass media among the RM population. In order to meet the proposed objectives, Magenta Consulting developed the research tools, organized 5 focus groups (in Chisinau, Balti, Comrat and Cahul) and conducted a nationally representative survey on a sample of 1300 respondents, aged 18+. The report was delivered in Romanian and Russian.</p>
Study on TV, Radio, Internet and Printed Press audience	Independent Journalism Centre (CJI)	2018-01	<p><b>Narrative description of project:</b></p> <p>The goal of the research was to measure the audience of mass-media on the national level for TV, radio, printed press and online informational resources. The study assessed the share of media sources, frequency of usage of particular media channels and demographical profile of the media users.</p> <p><b>Description of actual services:</b></p> <p>Magenta Consulting designed the questionnaire and conducted the research: a nationally representative survey on a sample of 1100 respondents, CAPI data collection. DAR (Day After Recall) methodology was applied.</p>

The Nigeria HIV/AIDS Indicator and Impact Survey (NAIIS)	ICF	2018-01	<p><b>Narrative description of project:</b></p> <p>The goal of the survey was to examine the distribution of human immunodeficiency virus (HIV) disease in Nigeria, to assess the coverage and impact of HIV services on the population level, and to measure HIV-related risk behaviors using a nationally-representative sample of persons aged 0-64 years. The 2018 Nigeria HIV/AIDS Indicator and Impact Survey (NAIIS) is a cross-sectional survey that assessed the prevalence of key human immunodeficiency virus (HIV)-related health indicators. This survey was a two-stage cluster survey of 88,775 randomly-selected households in Nigeria, sampled from among 3,551 nationally-representative sample clusters. The survey included approximately 168,100 participants, ages 15-64 years and children, ages 0-14 years, from the selected household. The 2018 NAIIS characterized HIV incidence, prevalence, viral load suppression, CD4 T-cell distribution, and risk behaviors in a household-based, nationally-representative sample of the population of Nigeria, and described uptake of key HIV prevention, care, and treatment services. The 2018 NAIIS estimated as well the prevalence of hepatitis B virus (HBV), hepatitis C virus (HCV) infections, and HBV/HIV and HCV/HIV co-infections.</p> <p><b>Description of actual services:</b></p> <p>Within the project, the following activities were implemented by Magenta team: Data collection protocols and CAPI Manuals development CAPI Training of trainers and Interviewers CAPI setup in CSPro Quality control and filed monitoring Data management and reporting Consistency checks of Databases Monitoring dashboards.</p>
Public opinion poll on the judiciary system in Moldova	Open Justice Project (USAID)	2017-12	<p><b>Narrative description of project:</b></p> <p>The study's purpose was to research the perception of efficiency and transparency of the judicial system in Republic of Moldova among the general population. The study's objectives included: • researching the perception of the judiciary system; • researching the perception of the judiciary system reform; • establishing the use of technology in the courts; • appreciating the public access to the information about the courts and the judge performance.</p> <p><b>Description of actual services:</b></p> <p>The research has been carried out in two stages: qualitative assessment and survey. The first stage implied four focus groups (2 with general population, 1 with experts, 1 with judges). Later a representative survey has been carried out on a national sample of general population aged 18+. The data for the survey has been collected on two samples. The first sample of general population comprised 1000 respondents regardless of the fact whether they had any interaction with the justice system. A booster sample of 200 respondents, who had at least one interaction with justice system in the past two years, was interviewed after the main survey was completed. The following deliverables were prepared for this project: report for the survey, report for the qualitative research, final report, brochure with graphical presentation of the main research findings. All deliverables were prepared in Romanian and English.</p>

NATIONAL OPINION SURVEY ON AWARENESS OF, ATTITUDES TO AND INFORMATION NEEDS RELATING TO IMPLEMENTATION OF AND PARTICIPATION IN THE ASSOCIATION AGREEMENT (AA) AND DEEP AND COMPREHENSIVE FREE TRADE AREA (DCFTA)	Project Group International	2017-12	<p>Narrative description of project:</p> <p>The goal of the study was to assess the perception of DCFTA by the business community, determine the challenges and barriers the business community faces during implementation of DCFTA, and collect opinions about required assistance during implementation of DCFTA and the best communication techniques to be applied for dissemination of information about DCFTA.</p> <p>Description of actual services:</p> <p>25 depth interviews were carried out with specialists from Business Associations, PLAs, Universities and a FEZ, additionally 8 FG were conducted with businesses from different regions of Moldova (including Transnistria)</p>
Perception of DCFTA by the business community	EU PROJECT VISIBILITY AND COMMUNICATION FOR AA/DCFTA	2017-12	<p>Narrative description of project:</p> <p>The scope of the research was to evaluate DCFTA perception among businesspeople, to assess the challenges and barriers of the businesspeople in DCFTA implementation and collect opinions about necessary assistance for DCFTA implementation as well as the best communicational techniques for promotion of the information on the DCFTA.</p> <p>Description of actual services:</p> <p>25 in-depth interviews were carried out with the specialists from the business associations, Local Public Administration and Universities. Additionally, 8 focus groups have been organized with the representatives of the businesspeople from different regions of the country (including Transnistria).</p>
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 (CEP II, IBRD, WBG)	2017-II	<p>Narrative description of project:</p> <p>Primary goal of the study was to evaluate the performance of public authorities in the process of regulating entrepreneurial activity.</p> <p>Description of actual services:</p> <p>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.</p>
Security Survey	US Embassy în Chișinău	2017-II	<p>Narrative description of project:</p> <p>The study was conducted to assess the attitudes towards the country’s bilateral and multilateral security relationships</p> <p>Description of actual services:</p> <p>A quantitative study was carried out on a representative sample of 2200 citizens aged 18 and older to assess the perception of security and attitudes towards Moldova's international security relations. An in-depth data analysis and report was delivered to the client.</p>

UIPAC. Annual survey of ODIMM and MIEPO clients to assess outreach and effectiveness of their programs	WBG	2017-II	<p>Narrative description of project:</p> <p>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</p> <p>Description of actual services:</p> <p>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.</p>
Baseline survey and annual survey of ODIMM and MIEPO clients to assess outreach and effectiveness of their programs	CEP II, PIU (WBG)	2017-10	<p>Narrative description of project:</p> <p>The primary goal of the study was to evaluate Outreach and Effectiveness indicators of ODIMM and MIEPO.</p> <p>Description of actual services:</p> <p>The quantitative study was conducted to determine the main indicators (outreach &amp; 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.</p>
UIPAC. Annual survey of ODIMM and MIEPO clients to assess outreach and effectiveness of their programs	WBG	2017-09	<p>Narrative description of project:</p> <p>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.</p> <p>Description of actual services:</p> <p>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 &amp; 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.</p>

Tuberculosis in Moldova: knowledge, attitudes and practices in general population and key affected population, 2017	Center for Health Policies and Studies (PAS Center)	2017-07	<p>Narrative description of project:</p> <p>While The Center for Health Policies and Studies (PAS Center) was implementing the “Strengthening Tuberculosis control in the Republic of Moldova”, there was a need to evaluate the level of knowledge, attitude and practices of general population and key affected groups in regard to TB in order to achieve the goal of the project.</p> <p>Description of actual services:</p> <p>Magenta Consulting conducted an KAP survey and was responsible for implementing the following activities: 1. In consultation with PAS Center, update the previous version of the questionnaire 2. Pre-test the questionnaire and develop a final improved version of the questionnaire 3. Print the questionnaires for the survey in 1600 copies 4. Conduct the survey in the field: sample 1200 persons, age range 15-64 years, representative of the national population (Right Bank only) and 400 persons from key affected groups (PLWH, labour migrants, prisoners, PWUD). 5. Data entry and editing, using SPSS software 6. Provide summary of methodology, short descriptive results for each question, and tables with correlations with 5 variables (gender, age, education socio-economic status) for general population and gender and age for key affected groups. 7. Conduct a comparative analysis for main indicators, with statistical significance with general population conducted in 2004, 2008, 2010 and 2012."</p>
Knowledge Attitudes and Practices on Tobacco and Alcohol Consumption	WHO	2017-05	<p>Narrative description of project:</p> <p>The primary scope of the study was to determine the level of knowledge, attitudes and practices with reference to smoking habits among the population of the Republic of Moldova.</p> <p>Description of actual services:</p> <p>National representative survey was conducted on general population on 1500 respondents. We analyzed the knowledge, attitudes and practices of the respondents regarding to the consumption of tobacco and alcohol. In the data analysis, two different age segments were used to ensure comparability of data with two previous reports (WHO and STEPS).</p>
Satisfaction of entrepreneurs in relation to government policy / informal entrepreneurship in Moldova	SKDS	2017-02	<p>Narrative description of project:</p> <p>Determining Entrepreneurs' Satisfaction with Government Policy / Informal Entrepreneurship in Moldova</p> <p>Description of actual services:</p> <p>In order to achieve the goal of the study, 520 interviews with decision makers were conducted. A database in SPSS format was delivered to the client.</p>
Evaluation of the National Bank of Moldova Image	PWC	2017-02	<p>Narrative description of project:</p> <p>Assessing the image of the National Bank through qualitative research</p> <p>Description of actual services:</p> <p>In order to assess the perception of NBM's image, Magenta Consulting conducted 5 focus groups with representatives of 2 segments: 1. companies with a turnover of more than 1 million euros and 2. population from 3 cities of the country: Chisinau, Balti and Cahul.</p>



Research for the evaluation of the level of awareness and satisfaction of the consumers about Agency for Consumer Protection and its activity	Agency for Consumer Protection	2016-11	<p>Narrative description of project:</p> <p>Assessment of the trust and awareness of the consumers regarding the Agency for Consumer Protection</p> <p>Description of actual services:</p> <p>A CATI survey on a national representative sample of 800 respondents was conducted. The company analysed the data and prepared the report.</p>
Researching the socio-economical development of UTAG	IDIS Viitorul	2016-09	<p>Narrative description of project:</p> <p>Assessment of the potential of the UTAG localities in socio-economical perspective.</p> <p>Description of actual services:</p> <p>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.</p>
Design and conduct a public opinion survey on the Central Electoral Commission of the Republic of Moldova	UNDP	2016-08	<p>Narrative description of project:</p> <p>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.</p> <p>Description of actual services:</p> <p>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 <math>\pm 3\%</math>, the Booster sample included 350 interviews which considered jointly with the main sample ensured a margin of error of <math>\pm 4\%</math>). 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.</p>
Performance assessment of the public authorities in their sphere of competence	Jacobs Cordova and Associated	2016-03	<p>Narrative description of project:</p> <p>A survey with 690 companies was conducted. The data was analyzed and the report was delivered.</p> <p>Description of actual services:</p> <p>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</p>



Assessment of the level of satisfaction of the court visitors	Ministry of Justice	2016-02	<p>Narrative description of project:</p> <p>Magenta Consulting collected the data and prepared the report.</p> <p>Description of actual services:</p> <p>The goal of this project was to assess satisfaction level of the court visitors towards the court.</p>
Skills Gap Assessment	Chemonics	2016-01	<p>Narrative description of project:</p> <p>1. Desk research 2. Light industry - 9 in-depth interviews and 35 questionnaires 3. Winemaking - 6 in-depth interviews and 30 questionnaires 4. Tourism - 10 in-depth interviews and 20 questionnaires 5. ICT online surveys - 175 companies, 211 students, 77 young professionals 6. Data analysis and report writing</p> <p>Description of actual services:</p> <p>The goal of this project was to assess skills gap for the following sectors: light industry, IT, winemaking, and tourism, selected by the client. This project implied data collection via in-depth interviews and questionnaires as well as desk research based on statistical data provided by the National Bureau of Statistics. Separately from this an on-line research among IT companies, young IT professionals and IT students was conducted, again in order to assess skills gap.</p>
KAP among truck drivers on HIV issues in Moldova	UNFPA	2015-10	<p>Narrative description of project:</p> <p>Survey on a sample of 531 truck drivers. Besides, 10 in-depth interviews with truck drivers and 20 in-depth interviews with the transport companies' managers were conducted.</p> <p>Description of actual services:</p> <p>This project implied conducting an assessment among truck drivers and managers of transport companies in Moldova. The truck drivers were interviewed in the survey and in-depth interviews were conducted with them in order to assess their knowledge, attitudes and practices related to HIV and AIDS. The transport companies' representatives were interviewed in order to assess the potential of implication of the transportation companies in preventing HIV among truck drivers, including via informational measures.</p>
Republic of Moldova population's attitudes and awareness level of justice	ROLISP (USAID, Checchi)	2015-10	<p>Narrative description of project:</p> <p>A face to face survey on a sample of 1100 citizens was carried out and an in-depth report was offered to the client.</p> <p>Description of actual services:</p> <p>Conduct research to determine the general public's knowledge and perception of the Moldovan judicial system, specifically focusing on the reforms to the system. Is the general public aware of these reforms. Particularly, the research will emphasize on: 1. Citizens' knowledge of judicial reforms; 2. People's perception of the impact of judicial reforms; 3. Awareness of the automation of the judicial system through the Integrated Case Management System (ICMS) and audio recording of hearings in courts; 4. Evaluation of competence of the employees in the legal system; 5. Assessment of transparency and objectivity in courts, based on public opinion; 6. Population attitude towards efforts to eliminate corruption.</p>

Assessment of the perception of target audiences of Equality Council and Ombudsman Bureau	Action Global Communications	2015-10	<p>Narrative description of project:</p> <p>One focus group was organized and moderated by Magenta and the data was analyzed in a report offered to the client.</p> <p>Description of actual services:</p> <p>The goal of this project was to assess how the Ombudsman Bureau and Equality Council are perceived by the partners they cooperate with, evaluate the image of these institutions in the eyes of the partners and assess the expectations from these institutions.</p>
UIPAC. WBG. Baseline assessment survey	WBG	2015-09	<p>Narrative description of project:</p> <p>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.</p> <p>Description of actual services:</p> <p>The primary goal of the survey consisted in evaluating the Outreach and Effectiveness indicators of the ODIMM and MIEPO organizations.</p>
JILDP/ Endline survey on citizens' satisfaction with local public services in 30 target communities	UNDP	2015-09	<p>Narrative description of project:</p> <p>Measuring progress and impact, as well as recommending activities for new JILDP phase within the JILDP 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 JILDP 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.</p> <p>Description of actual services:</p> <p>A national representative survey on a sample of 1100 respondents was carried out via face-to-face interviews.</p>
LGSP. Evaluation of the level of satisfaction of the population regarding public services. Final Municipal Performance Index	Chemonics	2015-05	<p>Narrative description of project:</p> <p>The goal of the study was to measure the performance of the Local Government Support Project and in particular the Local Public Administration performance.</p> <p>Description of actual services:</p> <p>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.</p>

Assessment of the level of satisfaction of the court visitors	DAJ (Departament de Administrare Judecatoreasca)	2014-12	<p>Narrative description of project:</p> <p>Magenta Consulting carried out an assessment of the level of satisfaction of the current visitors of Judicial institutions. In particular this assessment covered such subjects as: opinion of the visitors regarding the facilities (furniture, restrooms, easiness of finding the necessary offices with the help of indicators), politeness and helpfulness of the employees, punctuality of the sessions and necessity to wait in a queue to get necessary papers (or to be served by an employee).</p> <p>Description of actual services:</p> <p>600 interviews, face-to-face survey in 17 judicial institutions. An in-depth data analysis report was delivered to the client.</p>
JISB. Assessment of the effectiveness of Joint Information and Services Bureaus in the districts of the security zone of the Republic of Moldova	UNWOMEN	2014-10	<p>Narrative description of project:</p> <p>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.</p> <p>Description of actual services:</p> <p>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.</p>
BRITE. Progress of the implementation of business environment reforms	Chemonics	2014-08	<p>Narrative description of project:</p> <p>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.</p> <p>Description of actual services:</p> <p>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.</p>

Assessment of Knowledge and Perceptions about CEC (KAP Research)	CEC	2014-05	<p>Narrative description of project:</p> <p>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.</p> <p>Description of actual services:</p> <p>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.</p>
Moldova Country Brand Communication Strategy	MIEPO	2014-04	<p>Narrative description of project:</p> <p>The purpose of the project was to design a communication strategy for the Moldova country brand, covering the 3 most important directions – attraction of investments, promotion of tourism and promotion of exports. The document also analyzed the current country brand logo and presented an overview of the logos used by other countries. The document was accompanied by a promotion plan for 3 years and detailed plan for 1 year.</p> <p>Description of actual services:</p> <p>The strategy was based on the findings of several research studies conducted with Moldovans and foreigners, in-depth interview with country opinion leaders and stakeholders.</p>
KAP. Public Opinion Survey on the Central Electoral Commission of Moldova	UNDP	2014-04	<p>Narrative description of project:</p> <p>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.</p> <p>Description of actual services:</p> <p>A public opinion survey on a nationwide sample of 1200 respondents was conducted.</p>

Access to drugs in Republic of Moldova from the perspective of the compensated drugs	Center for Health Policies and Studies (PAS Center)	2014-03	<p>Narrative description of project:</p> <p>This project involved conducting a survey on a sample of drug users in order to identify the coverage of the population with compensated drugs, and in order to study accessibility and availability of drugs and the changes of these indicators due to the existence of compensated drugs.</p> <p>Description of actual services:</p> <p>In order to achieve the goal, a national assessment was carried out on a sample of 2200 questionnaires, 3 FG and 10 in-depth interviews with Ministry of Health representative, AMDM representative, CNAM representative, Family doctors, main pharmacists, managers of polyclinics.</p>
KAP study. End-line evaluation of smoking and alcohol drinking cessation	WHO	2014-02	<p>Narrative description of project:</p> <p>This project implied conducting survey on smoking cessation on a national sample in order to compare the results with the baseline and identify the changes produced by the informational campaign carried out by Ministry of Health in collaboration with WHO.</p> <p>Description of actual services:</p> <p>National assessment on a sample of 1500 questionnaires, urban and rural, on the topic of smoking cessation.</p>
KAP study. End-line evaluation of smoking and alcohol drinking cessation	WHO	2014-02	<p>Narrative description of project:</p> <p>The objective of this project was to conduct the end-line assessment of the efficiency of the anti-alcohol abuse campaign conducted by the Ministry of Health in collaboration with the WHO. A survey on smoking cessation was carried out on a national sample in order to compare the results with the baseline and identify the changes produced by the informational campaign.</p> <p>Description of actual services:</p> <p>National assessment on a sample of 1500 questionnaires, urban and rural, on the topic of smoking cessation.</p>
KAP assessment. Strengthening the Capacity of Law Enforcement, Inter-Agency coordination and Civil Society Organizations to Address Discrimination and Ill Treatment of Children within the Justice System in the Republic of Moldova	Terre des Hommes	2014-01	<p>Narrative description of project:</p> <p>This project implied assessment of the training needs of Police employees based on the KAP methodology. 480 policemen were interviewed, the data was analyzed and presented in the form of a report to the consultant who added comments and conclusions.</p> <p>Description of actual services:</p> <p>480 questionnaires completed by the policemen under supervision of Magenta Consulting interviewing team. Database design and report writing.</p>

Five communication strategies for NGOs activating in the area of justice, ROLISP partners	ROLISP (USAID, Checchi)	2014-01	<p>Narrative description of project:</p> <p>This project implied the design of 5 communication strategies. These documents were supposed to represent a general direction for future PR activities of the organizations, which were final beneficiaries of the service. Each document included such chapters as: environmental analysis, goals of the organization, PR goal and objectives, audiences of communication, messages, implementation plan, internal communication.</p> <p>Description of actual services:</p> <p>5 communication strategies were designed based on the information collected during 5 workshops with the beneficiaries.</p>
IFAD. Final Impact Assessment Survey	USAID	2014-01	<p>Narrative description of project:</p> <p>The main objective of this assignment was to assess the impact of project interventions on beneficiaries. The assessment compared socio-economic situation of beneficiaries and non-beneficiaries at project start and completion.</p> <p>Description of actual services:</p> <p>Face to face interviews with IFAD beneficiaries and control group. 1. Value chain development: 300 beneficiary HHs/individuals; 150 control group HHs 2. Rural financial services: 350 beneficiary HHs/individuals/SMEs; 175 control group HHs/individuals/SMEs 3. Market infrastructure: 300 beneficiary HHs; 150 control group HHs</p>
Evaluation of the web-site new.csm.md	USAID	2013-12	<p>Narrative description of project:</p> <ul style="list-style-type: none"> <li>1 group discussion with mass-media, NGOs and Superior Council of Magistrates representatives.</li> </ul> <p>Description of actual services:</p> <p>Magenta Consulting moderated a discussion where participated 4 representatives of mass-media and legal NGOs and 4 representatives of the Superior Council of Magistrates in order to assess the new version of the csm.md web-site. The data was collected and presented in a report to ROLISP.</p>
Assessment of the level of satisfaction of the court visitors	DAJ (Departament de Administrare Judecatoreasca)	2013-12	<p>Narrative description of project:</p> <ul style="list-style-type: none"> <li>600 interviews, face-to-face survey, 17 judicial institutions.</li> </ul> <p>Description of actual services:</p> <p>Magenta Consulting carried out an assessment of the level of satisfaction of the current visitors of Judicial institutions. In particular this assessment covered such subjects as: opinion of the visitors regarding the facilities (furniture, restrooms, easiness of finding the necessary offices with the help of indicators), politeness and helpfulness of the employees, punctuality of the sessions and necessity to wait in a queue to get necessary papers (or to be served by an employee).</p>

Knowledge, Attitudes and Practices of the people who take care of children 0-4 years old regarding household accidents	PAS Centre for Health Policies and Services	2013-09	<p>Narrative description of project:</p> <p>Magenta Consulting assessed the impact of the informational campaign 2 years after it took place. We carried out a research on a sample of 1234 respondents covering the following topics: child supervision, poisoning, burns, etc.</p> <p>Description of actual services:</p> <p>The assessment has been done through a face-to-face survey on a sample of 1234 respondents. An in-depth data analysis report was delivered to the client.</p>
Evaluation and analysis of citizen, mass-media and NGO participation in activity and decision making of Local Public Administration	Contact	2013-08	<p>Narrative description of project:</p> <p>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.</p> <p>Description of actual services:</p> <p>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.</p>
Designing communicational strategy for Ministry of Economy	IFC (WBG)	2013-08	<p>Narrative description of project:</p> <p>Developing a communicational strategy based on in-depth interviews with representatives of the target audiences.</p> <p>Description of actual services:</p> <p>Magenta Consulting designed a communicational strategy for the Ministry of Economy covering its key areas of activity. In particular, this strategy was based on an environmental assessment, singled out the target audiences, messages, and established a communicational plan and monitoring objectives.</p>
LGSP. Evaluation of the level of satisfaction of the population regarding public services. Municipal Performance Index	Chemonics	2013-07	<p>Narrative description of project:</p> <p>To measure the performance of the Local Government Support Project and in particular the Local Public Administration performance.</p> <p>Description of actual services:</p> <p>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).</p>
Perception of the population regarding presence of dangerous chemical substances in food, household appliances, toys, household chemical goods	EcoContact	2013-06	<p>Narrative description of project:</p> <p>Magenta Consulting conducted an analysis of the data collected by ECO Contact based on a questionnaire adapted by Magenta Consulting regarding perception of the presence of dangerous chemical substances in the objects one meets in day-to-day life.</p> <p>Description of actual services:</p> <p>Piloting and adaptation of the questionnaire designed by the beneficiary. Data was collected on a sample of 294 people by the beneficiary. An in-depth data analysis report was delivered to the client.</p>



Public opinion assessment regarding cigarette smoke exposure and anti-smoking laws	Center for Health Policies and Studies (PAS Center)	2013-03	<p>Narrative description of project:</p> <p>The objective of this assignment was to assess the attitude of the population regarding prohibition of smoking in public areas.</p> <p>Description of actual services:</p> <p>A national assessment on a sample of 1200 respondents, ordinary citizens, was carried out. An in-depth data analysis was delivered to the client.</p>
Survey on the lost, potential and existent investors. Policy suggestions	IFC (WBG)	2013-02	<p>Narrative description of project:</p> <p>The purpose of these surveys was to complement the findings of the benchmarking work that was undertaken in parallel and to understand what (if anything) Government agencies can do to increase the quality of the FDI coming into the country. This included creating the right balance of policy measures coupled with incentives, which would induce firms to not only, increase their investment but also to ensure that Moldova maximizes the spillovers/linkages with the domestic economy.</p> <p>Description of actual services:</p> <p>In order to provide the policy recommendations and evaluate the investors opinions regarding the investment climate in Moldova, 94 interviews with existent, lost and potential investors was carried out, as well as 20 in-depth interviews with the experts in the field of investments.</p>
Functional Analysis of Ministry of Internal Affairs' Management Procedures 2nd phase	GIZ	2012-12	<p>Narrative description of project:</p> <p>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.</p> <p>Description of actual services:</p> <p>In order to achieve the goal 6 FG with regular citizens were conducted. An in-depth data analysis report was delivered to the client.</p>
Attitudes and perception of the Justice system by the population of Republic of Moldova. Communication strategy development	USAID	2012-11	<p>Narrative description of project:</p> <p>Magenta Consulting performed a research to determine the public's knowledge and perception of the Moldovan judicial system, specifically focusing on the recently completed and ongoing reforms to the system. The research also identified specific concerns with accessing legal information and other court services.</p> <p>Description of actual services:</p> <p>In order to achieve the goal 3 FG with citizens, 6 in-depth interviews with experts, 5 in-depth interviews with citizens were conducted and 1100 interviews – face to face. An in-depth data analysis report was delivered to the client.</p>



BRITE. Quantitative and qualitative research for the Business Regulatory, Investment and Trade Environment Program	Chemonics	2012-10	<p>Narrative description of project:</p> <p>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.</p> <p>Description of actual services:</p> <p>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.</p>
National Annual Survey on Public Perception, Uptake of and Support to the E-Government Transformation in Moldova (year 2012)	WBG	2012-09	<p>Narrative description of project:</p> <p>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.</p> <p>Description of actual services:</p> <p>3000 interviews with citizens were conducted and processed. An in-depth data analysis report was delivered to the client.</p>
Functional Analysis of Ministry of Internal Affairs' Management Procedures 1st phase	GIZ	2012-07	<p>Narrative description of project:</p> <p>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.</p> <p>Description of actual services:</p> <p>The study involved the processing of the questionnaires and analysis of the survey data.</p>
Assessing the efficiency of the Joint Information and Services Bureaus	UNWOMEN	2012-05	<p>Narrative description of project:</p> <p>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.</p> <p>Description of actual services:</p> <p>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.</p>

KAP study. Base-line. Anti-smoking campaign. Base-line assessment	WHO	2012-05	<p>Narrative description of project:</p> <p>The objective of this assignment was to assess the knowledge, attitude and practices regarding smoking prior, in mid-term and after anti-smoking nationwide informational campaigns.</p> <p>Description of actual services:</p> <p>National assessment on a sample of 1500 respondents, 16 focus groups with smokers and non-smokers for ad testing. An in-depth data analysis and qualitative research results were delivered to the client.</p>
KAP study. Base-line. Anti-alcohol abuse campaign. Evaluation of the communication materials and evaluation of the promo campaign impact	WHO	2012-05	<p>Narrative description of project:</p> <p>The objective of this assignment was to assess the knowledge, attitudes and practices regarding alcohol consumption prior to the anti-alcohol abuse nationwide information campaign.</p> <p>Description of actual services:</p> <p>National assessment on a sample of 1500 respondents, 16 focus groups with those who consume alcohol for ad pretesting. An in-depth data analysis and qualitative research results were delivered to the client.</p>
Entrepreneurs' satisfaction with government policy	SKDS	2012-05	<p>Narrative description of project:</p> <p>Magenta Consulting assessed entrepreneurs' satisfaction with government policy and informal entrepreneurship in Moldova.</p> <p>Description of actual services:</p> <p>500 interviews were conducted with directors, owners and managers of companies and a report with data findings and recommendations was delivered to the client.</p>
LGSP. Evaluation of the level of satisfaction of the population regarding public services. Baseline Municipal Performance Index	Chemonics	2012-04	<p>Narrative description of project:</p> <p>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.</p> <p>Description of actual services:</p> <p>The main goal of the study was to strengthen local governance and municipal service delivery, thereby stimulating local economic growth.</p>
Assessment of Customs Services and Border Protection	Gallup (for IRI, sponsored by USAID)	2011-06	<p>Narrative description of project:</p> <p>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.</p> <p>Description of actual services:</p> <p>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.</p>

Assist Q-Lab to become an IT excellence centre	Chemonics	2011-06	<p>Narrative description of project:</p> <p>Conduct an ICT training and certification needs analysis for Moldovan market</p> <p>Description of actual services:</p> <p>Magenta Consulting carried out interviews with 15 ICT companies, an on-line survey with 50 companies, an on-line survey with 100 ICT professionals, an on-line survey with at least 100 ICT students, as well as interviews with university teachers, known professionals. An in-depth report on research findings and recommendations was prepared for the client.</p>
Commercial Trademark of the Year 2010 Contest. Research	Chamber of Commerce and Industry	2010-12	<p>Narrative description of project:</p> <p>The scope of the research was to assess the level of awareness of the general population about the trademarks participating in the contest.</p> <p>Description of actual services:</p> <p>Magenta Consulting carried out a survey on a sample of 700 urban dwellers. A report presenting the research findings was designed as a result.</p>
Financial needs of micro and small agro enterprises	BF Consulting	2010-10	<p>Narrative description of project:</p> <p>In the frame of this project, the consultant's task was to identify the need of microcredit and evaluate the readiness of local agro companies to get involve in loan contracts.</p> <p>Description of actual services:</p> <p>A sample of 600 enterprises is proposed by the beneficiary, thus assuring a <math>\pm 3.8\%</math> error margin at a 95% confidence interval. The sample comprises micro and small enterprises: 75% rural and 25% urban, excluding Chisinau and Balti.</p>
Citizen Report Cards. Citizen satisfaction with public service delivery	WBG	2010-06	<p>Narrative description of project:</p> <p>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?</p> <p>Description of actual services:</p> <p>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.</p>

STUDY OF THE PREFERENCES OF TV VIEWERS IN SOROCA, UNGHENI AND COMRAT	IREX	2010-01	<p>Narrative description of project:</p> <p>The overall purpose of this research was to understand how to best position the AICI network and to present concepts to the target regional viewers of the network.</p> <p>Description of actual services:</p> <p>12 focus groups were organised with representatives of the key segments, 18-55 years old. The groups with different age segments and different level of education were organised separately. An in-depth report on research findings and recommendations was prepared for the client.</p>
Commercial Trademark of the Year 2009 Contest. Research	Chamber of Commerce and Industry	2009-11	<p>Narrative description of project:</p> <p>The aim of the research was to collect data on public opinion about the trademarks that entered the contest for the judges to take decision about selecting the winners.</p> <p>Description of actual services:</p> <p>Magenta Consulting carried out a survey on a sample of 700 respondents, urban population. Magenta Consulting has also designed the final report.</p>
KAP Study – Avian Flu Awareness level	UNICEF	2009-07	<p>Narrative description of project:</p> <p>The general objective of this study is to assess the quality of the intervention of the Human Pandemic Preparedness and Response Project implemented by the Ministry of Health and Ministry of Agriculture and Food Industry and Financed by the World Bank during 2007-2010.</p> <p>Description of actual services:</p> <p>This project implied conducting a survey on a sample of 1101 respondents, ordinary citizens. Later the data were analysed and the report was designed.</p>
Moldova E-Governance research	UNDP	2009-07	<p>Narrative description of project:</p> <p>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.</p> <p>Description of actual services:</p> <p>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.</p>

Commercial Trademark of the Year Research	Chamber of Commerce and Industry	2009-01	<p>Narrative description of project:</p> <p>Assessment of the key indicators necessary for the trademarks to be evaluated in the contest Trademark of the Year. Approximately 70 trademarks participated in the research.</p> <p>Description of actual services:</p> <p>Magenta Consulting carried out a survey on a national sample of 700 respondents.</p>
Data processing for a survey carried out by NGO Business Consulting Centre	NGO Centre of Business Consulting	2009-01	<p>Narrative description of project:</p> <p>Assist the NGO in processing the data from the survey carried out by the NGO.</p> <p>Description of actual services:</p> <p>Magenta Consulting designed the SPSS database, adapted the data to the database, prepared cross-tabs and frequency tables for the data from the survey.</p>
Extension of Vita Baby product line	CNFA	2007-12	<p>Narrative description of project:</p> <p>The scope of the project was to research the baby food market in Moldova.</p> <p>Description of actual services:</p> <p>And extensive desk research on baby food market in RM based on secondary data was offered to the client.</p>
Private sector demand of ICT skills in Moldova	UNDP	2007-05	<p>Narrative description of project:</p> <p>Identify surpluses, deficits, and equilibrium states for each ICT skill.</p> <p>Description of actual services:</p> <p>Magenta Consulting surveyed 20 software development companies, 8-10 system integrator companies, 5-6 ICT department managers at the commercial banks, 8-10 telecom operators and internet service providers, 8 manufacturing companies with sophisticated ICT infrastructure. An in-depth report on research findings and recommendations was prepared for the client.</p>
New leasing products/programs development	CNFA	2006-12	<p>Narrative description of project:</p> <p>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.</p> <p>Description of actual services:</p> <p>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.</p>



## 2. EXPERTIZĂ MAGENTA CONSULTING

Magenta Consulting este prima companie de consultanță în marketing, cercetări comerciale și sociologice din Moldova. Fondată în 2006, a devenit compania lider în marketing și cercetări, precum și consultanță în marketing strategic și dezvoltare în afaceri.

Magenta Consulting oferă o gamă completă de servicii de cercetare și consultanță, cu o capacitate mare de cercetare, atât cantitativă (cu un eșantion de până la 8.000 de respondenți), cât și calitativă (focus grupuri, interviuri aprofundate) bazate pe practici internaționale și profesionalism.

Din 2008, Magenta Consulting a fost prima companie recunoscută de ESOMAR (European Research Association), urmând astfel codurile profesionale și etice stabilite în industria de consultanță la nivel internațional.

În 2013, am primit premiul internațional pentru excelență în consultanță fiind selectați ca și Consultant al Anului de către fundația Gabriel Al-Salem în cadrul unei conferințe anuale internaționale „Consultanță fără frontiere”.

Magenta Consulting activează de 15 ani pe piața Moldovei, acumulând un portofoliu de peste 1500 de proiecte implementate pentru afacerile locale și internaționale prezente pe piață, organizații locale și internaționale precum World Bank, IFC, USAID, UNDP, UNFPA, US Embassy, WHO, GIZ, EU delegation etc

### 1. Noi am realizat peste 1500 de cercetări de marketing și sociologice

Tipuri de proiecte de cercetare:

- Efectuăm sondaje (față în față pe hârtie, pe tabletă, la telefon, online);
- Organizăm focus grupuri;
- Efectuăm interviuri aprofundate;
- Organizăm vizite ale cumpărătorilor misterioși ([www.mysteryshopping.md](http://www.mysteryshopping.md));
- Elaborăm strategii de poziționare a brandului, definim avantajul competitiv al brandului și elaborăm planul de promovare a brandului pentru noua poziționare;
- Desfășurăm cercetări prin metoda eye-tracking.

Clientul ne explică problema cu care se confruntă sau decizia pe care vrea s-o ia și noi definim metoda de colectare a datelor. În continuare, le colectăm și le analizăm. În rezultat primiți raportul sau prezentarea cu datele în formă de grafice și tabele, de asemenea, interpretarea lor analitică, cu recomandări și concluzii.

### 2. Avem experiență în efectuarea cercetărilor în domeniul Dvs.

Am efectuat cercetări sociologice în următoarele domenii:

- Educație;
- Mass-media – acces la surse mass-media și percepția calității acestora;
- Drepturile copilului;
- Drepturile femeii;
- Medicină;
- Sistemul judiciar;
- Calitatea serviciilor autorităților locale;
- Preferințele politice ale cetățenilor;
- Gospodărie țărănească;
- Ecologie.

Am efectuat cercetări de marketing în următoarele domenii:

- Produse alimentare: produse de panificație, produse din carne, apă îmbuteliată, bere, vin, băuturi răcoritoare, mâncare pentru copii, pește, ciuperci;
- Produse cosmetice și de îngrijire a corpului;
- Medicamente, farmacii, centre și servicii medicale;

- Centre comerciale și supermarketuri, magazine de haine;
- Magazine de echipamente și instalații sanitare;
- Industria ușoară;
- Servicii de învățământ – școli private, traininguri;
- Stații PECO;
- Materiale de construcție;
- Servicii turistice;
- Bănci;
- Servicii de telecomunicații;
- Mass-media

### 3. Reușim la timp

Pentru că avem:

- 38 de consultanți;
- 100 de intervievari;
- Call-centru CATI pentru 12 locuri;
- 10 mașini pentru sondajele în afara capitalei;
- 15 ani de experiență în realizarea studiilor în întreaga țară.

### 4. Controlul calității

Datele noastre stau la baza deciziei pe care urmează s-o luați. Din acest motiv abordăm procesul de colectare și analiză a datelor cu toată responsabilitatea. În 2008 am obținut certificatul ESOMAR, Asociația Internațională de Cercetări de Marketing și Sociologice și respectăm standardele de calitate ESOMAR în efectuarea cercetărilor.

Etapă de definire a metodologiei. Sarcina definirii obiectivului și a misiunii, alegerii metodei de colectare a datelor, elaborării chestionarului sau a ghidului de moderare a focus grupurilor este încredințată doar consultanților seniori.

Etapă de colectare a datelor.

- 1) Dacă este un chestionar, toți intervievarii trec un training în care le este explicat obiectivul proiectului, metoda de analiză a datelor și abordarea față de fiecare întrebare din chestionar;
- 2) Procesul de colectare a datelor este urmărit de 4 supervizori – intervievari cu experiență care pot contacta orice intervievar pentru verificarea prezenței, locului aflării lui și corectitudinea cu care sunt îndeplinite chestionarele;
- 3) 100% din chestionare pe hârtie sunt verificate în oficiu – noi verificăm corectitudinea completării chestionarelor și prezența răspunsurilor pentru fiecare întrebare;
- 4) 40% din chestionare sunt verificate la telefon – telefonăm respondenții și precizăm dacă au răspuns la întrebările din chestionar, cât a durat interviul, verificăm corectitudinea vârstei indicate și adresăm întrebările-cheie din chestionar.

Etapă de analiză a datelor. La scrierea rapoartelor lucrează doar consultanții și consultații seniori.

### 5. Echipa noastră

Magenta angajează full-time 28 de consultanți și o echipă permanentă de 600 de intervievari pentru sondaje cantitative, ceea ce ne face cea mai mare companie privată de cercetare din Moldova.

Personalul cheie al companiei are o experiență educațională excelentă în prestigioase universități europene și locale și școli de afaceri din domeniul de Marketing, Psihologie, Consultanță, Management, Finanțe, Studii politice, Relații internaționale și Afaceri internaționale. Echipa cheie de experți vorbește limbile engleză, română și rusă. Magenta Consulting este o companie responsabilă din punct de vedere social și tot personalul este angajat oficial, inclusiv toți intervievarii de teren. Plătim toate contribuțiile sociale, asigurările de sănătate și impozitul pe venit și promovăm o atitudine echitabilă față de toți colegii.

3 dintre consultanții seniori au trecut un curs de pregătire de utilizare SPSS, întrucât organizăm traininguri unde predăm metodele de lucru cu acesta cu acest pachet de software.

Baza extinsă și dispersată prin toată țara de intervievari este un element cheie în succesul studiilor implementate de către compania noastră. Intervievarii noștri trec traininguri extensive despre subtilitățile procesului de colectare a datelor, dar și a fiecărui proiect în parte. Fiecare intervievar este angajat oficial prin contract de muncă, oferind salarii transparente cu achitarea tuturor impozitelor necesare.



## 6. Clienții noștri

### Organizații internaționale, clienții noștri:

- UNICEF
- UNFPA
- WHO
- USAID
- Soros
- IREX

### Structuri Guvernamentale și de stat ale Republicii Moldova, clienții noștri:

- Ministerul Educației (11 cercetări)
- Ministerul Sănătății (5 cercetări)
- Ministerul Economiei
- Departamentul de administrare judecătorească (DAJ)
- Comisia Electorală Centrală (CEC)
- Organizația de Atragere a Investițiilor și Promovare a Exportului din Moldova (MIEPO)

### Organizații internaționale de cercetare:

- Gallup
- Ipsos
- Romir

### Companii internaționale, clienții noștri:

- Nestle
- BCR
- Lafarge
- Medpark
- Bayer Shering Pharma
- Lukoil
- McDonalds
- Coca-Cola
- Efes Vitanta
- Moldcell

### Companii locale, clienții noștri:

- Rogob
- Aqua unIQa
- Gura Căinarului, Om
- Supraten
- Bemol
- Linella
- Sudzucker
- Franzeluța
- Sun Communications
- Unite
- Moldtelecom



## 2.1 Atenuarea riscurilor de covid-19 în timpul colectării datelor

Am dori să menționăm parteneriatul nostru strâns cu Agenția Națională pentru Sănătate Publică (ANSP) și dezvoltarea procedurilor speciale pe care le-am implementat pentru colectarea datelor din teren în perioada pandemiei de COVID-19. Aceste măsuri au fost testate cu succes în cadrul unui amplu sondaj de 10.000 de gospodării pe care l-am implementat la sfârșitul anului 2020 cu UNFPA și Ministerul Sănătății.

Protocolul special de activitate pe timp de COVID-19 este oferit interviuatorilor noștri în timpul unei instruirii de o zi, urmat de un examen de testare a cunoștințelor obținute.

Toți interviuatorii și șoferii sunt echipați cu dezinfectant, măști de protecție, scuturi pentru față și mănuși. Măștile de protecție sunt oferite inclusiv și respondenților, și o distanță de 2m este respectată în timpul efectuării interviurilor. De cele mai multe ori colectăm date în aer liber, dacă vremea este confortabilă. În fiecare dimineață, șoferul verifică febra fiecărui membru al echipei. În centrul nostru de apeluri, o persoană este responsabilă să apeleze zilnic toți operatorii din teren pentru le evalua starea generală de sănătate.

Echipele sunt separate, ceea ce ne permite izolarea rapidă a uneia dintre echipe, în timp ce celelalte își pot continua munca.

În prezent, participăm la 2 sondaje de amploare în Botswana (BAIS V) și Zambia (ZAMPHIA) cu eșantioane de 100.000 de respondenți. Cooperăm în permanență cu CDC, OMS și cu autoritățile medicale locale, simultan transferăm cunoștințele și practicile de protecție testate către Magenta.

În cele din urmă, fiecare echipă antrenată în sondaj este testată săptămânal cu un test rapid de COVID-19.

## 2.2 Echipa de interviuatori

A avea o echipă de interviuatori de încredere este o sarcină complexă. Anual implementăm aproximativ 150 de sondaje, dintre care aproximativ jumătate reprezintă interviuri față în față. Scopul nostru în ultimii ani a fost să consolidăm și să menținem o bază puternică de interviuatori. Pentru a atinge acest scop au fost întreprinse un șir de măsuri de motivare dar și de evaluare sistematică a acestora.

Angajarea oficială cu contract, ne permite să controlăm calitatea muncii prestate dar și să avem o relație clară. Rezultatele bune sunt recompensate, în timp ce fraudele sunt pedepsite. În general, majoritatea interviuatorilor știu bine că nu există lacune care să le permită manipularea datelor. Contractele oficiale și recomandările noastre permit interviuatorilor noștri să aibă în continuare o bună reputație atunci când solicită un împrumut sau cumpără o casă.

Suntem conștienți de faptul că reputația postului de interviuator nu este foarte atrăgătoare și, într-adevăr, aproximativ 30% dintre interviuatorii implicați pleacă în termen de 1-2 luni. Cu toate acestea, avem 70% dintre interviuatori cu implicare constantă, care au participat la mai mult de 10 proiecte, având astfel o experiență imensă. Suntem bucuroși să avem 15 interviuatori care lucrează cu noi de aproximativ 8 ani.

Interviuatorii trec o evaluare la sfârșit de fiecare proiect. Pe baza acestei evaluări, interviuatorii obțin un rating, beneficii, proiecte mai bune și interesante în viitor, condiții speciale de muncă, salarii mai mari. Am reușit să creăm un sistem de motivare pe baza conceptului de "gamification" în relația cu interviuatorii noștri, în așa fel, întrucât cei care depun efort, pot obține până la 30.000 MLD lunar, cu un contract de muncă oficial.

Suntem mândri să avem o relație apropiată cu echipa de interviuatori, încât dacă greșesc, aceștia ne comunică în mod deschis și discută cu noi în cadrul ședințelor de informare.

Baza de date generală a interviuatorilor pe care am contractat-o în anul 2021 este de aproximativ 600 de persoane, cu un fond de lucru format din 200 de interviuatori, dintre care 140 sunt permanenți în ultimii ani.

Există 2 moduri de abordare a instruirii pentru colectarea datelor. În unele studii, sunt trimise echipele de interviuare din Chișinău în toată țara, în timp ce în alte proiecte implicăm interviuatori regionali. În mod normal, fiecare proiect are o procedură obligatorie de formare, în care se discută scopul proiectului, cadrul de eșantionare și chestionarul - întrebare cu întrebare. După caz, invităm interviuatorii regionali la instruire în biroul central sau îi instruiem online.

Fiecare intervievator trece prin două tipuri de instruire. Instruirea de bun venit în companie presupune oferirea cunoștințelor de bază despre cercetările sociologice, confidențialitatea datelor, empatie, anti-hărțuire, discriminare, CAPI, securitate etc. Anual, această instruire este repetată pentru toată baza de date de intervievatori.

Profilul grupului nostru de intervievatori este următorul: aproximativ 50% sunt persoane cu o vârstă de peste 30 de ani, cu o oarecare experiență profesională. În regiuni sunt recrutați pe post de intervievatori - asistenți sociali, profesori, reprezentanți ai departamentului național de statistică, lucrători poștali și alte profesii. Pe când o altă jumătate sunt studenți sau tineri care sunt dispuși să lucreze și să fie remunerați.

Pentru centrul de apeluri telefonice, perioada pandemică ne-a determinat să implementăm noi proceduri cu privire la modul de descentralizare a acestuia, reușind să ajustăm acest proces încât aproximativ 80% dintre intervievatori să lucreze de acasă. Totuși, toți intervievatorii sunt supravegheați în timp real de către persoanele responsabile de controlul calității prin ascultarea înregistrărilor apelurilor telefonice.

Departamentul de resurse umane, format din patru specialiști, monitorizează procesele descrise mai sus. El este responsabil de recrutarea, intervievarea și actualizarea bazei de date, în funcție de performanțele acestora.

Descrierea de mai sus reprezintă realitatea actuală din cadrul companiei, cu toate aceste procese implementate și dezvoltate în interiorul Magenta cu sprijinul partenerilor străini și a schimbului de experiență cu aceștia. Cea mai mare investiție pe care o face Magenta este în echipa sa de intervievatori.

Suntem în permanență auditați de către partenerii străini precum GALLUP și IPSOS și organizații internaționale precum ONU, OMS, WB IRI etc. Sunteți întotdeauna bineveniți să verificați cum funcționează procesele în timp real.

## 2.3 Descrierea echipei implicată în studiu

### Dumitru Slonovschi – manager de proiect

Domnul Slonovschi este implicat în industria de consultanță de mai bine de 18 ani. El a fondat Magenta Consulting în 2006, în prezent cea mai importantă companie în cercetări sociologice și marketing pe piața moldovenească. El conduce Magenta în calitate de director general, cu toate acestea este foarte activ în implementarea proiectelor, managementul și dezvoltarea instrumentelor de cercetare pentru aproape fiecare proiect din companie.

Cunoștințele sale teoretice au fost consolidate la universitățile Lund și Goteborg din Suedia, în timpul celor două masterate, urmate de experiența de lucru într-o companie de consultanță din Lund. În 2012 a absolvit doctoratul la Academia de Științe Economice din Moldova și pentru a studia impactul datelor statistice (în special sondajele politice) asupra opiniei publice, a absolvit Academia de Științe din Moldova cu un masterat în securitate națională.

Din 2012, el predă metode de cercetare și marketing studenților masteranzi, la două universități din Moldova.

Experiența sa profesională nu se limitează la proiecte de cercetări sociologice și de marketing. Aceasta include și elaborarea de politici pentru instituțiile guvernamentale (Educație, Justiție, Sănătate), dezvoltarea strategiei de marketing și comunicare (Strategia de marcă a țării, Strategia sectorului vinului, Strategia turismului, Strategia ISD; și strategiile de marketing pentru companii), formarea și coaching-ul pentru start-up-uri, co-fondator Dreamups - unul dintre primele acceleratoare pentru start-up-uri, susținut de Founder Institute SUA. Din 2006, a implementat și a gestionat cu succes peste 1.400 de proiecte de cercetare și consultanță la Magenta.

Domnul Slonovschi este un orator excelent și a fost invitat să participe la majoritatea evenimentelor și conferințelor publice legate de inovație, afaceri, startup-uri, marketing și vânzări. În 2013 a fost co-fondatorul celei mai mari conferințe de afaceri din Moldova - Bizpower.

Este important de menționat că, din 2008, Magenta implementează sondajul politic trimestrial pentru Institutul Republican Internațional (IRI) în parteneriat cu GALLUP și IPSOS. În Moldova, acesta este sondajul politic pe care se bazează toate organizațiile internaționale și ambasadere atunci când elaborează politici publice.

Din 2006, domnul Slonovschi a gestionat proiecte de cercetare pentru majoritatea organizațiilor internaționale precum Banca Mondială, IFC, USAID, PNUD, UNFPA, Ambasada SUA, OMS, GIZ, delegația UE etc. Cei mai mari clienți comerciali internaționali sunt Moldcell, Efes-Vitanta, Coca Cola, McDonalds, METRO, Jysk, Nestle, Lafarge, Lukoil etc.; și clienți locali precum: Moldtelecom, Linela, Starnet, Iute Credit, Franzeluta, Victoriabank etc.

Domnul Slonovschi aduce în mod constant inovații în Magenta și a introdus pe piața generală de cercetare din Moldova tehnologii precum - scanarea chestionarelor de pe hârtie, utilizarea tabletelor în colectarea datelor, eye-tracking, panel de sondaj on-line, dashboards pentru raportare etc.

Are abilități sociologice excelente și este foarte bun în eșantionare, controlul calității și management de proiect. Are o abordare carismatică și motivează echipele de proiect printr-un exemplu personal de muncă. În plus, domnul Slonovschi are o vastă experiență cu omologii instituționali, ministere, organizații internaționale, partide politice.

Din 2019, domnul Slonovschi este implicat în 2 studii de amploare care au loc în Botswana și Zambia, pe baza metodologiei PHIA (cercetarea impactului HIV / SIDA cu recoltarea sângelui), comandată de Centrul pentru Controlul Bolilor (CDC) din SUA și de Ministerul Sănătății local. Aceste sondaje se bazează pe eșantioane mari de peste 30.000 de persoane, cu peste 400 de enumeratori implicați. În aceste proiecte, domnul Slonovschi este implicat în dezvoltarea de aplicații CAPI, instruire, controlul calității, vizite înregistrate și verificări ale consistenței datelor.

Experiența multilaterală pe care o are domnul Slonovschi îl face un atu special în proiectele implementate de Magenta și oferă o valoare adăugată clienților noștri. Combinarea cercetării sociale cu cercetarea de marketing, proiectele locale și internaționale, teoria și practica, metodele de marketing și cercetare - îl face avantajul nostru competitiv.

## **Andrei Ciobanu – Cercetător Principal, Director al departamentului de analiză a datelor**

Domnul Ciobanu lucrează pentru Magenta Consulting de peste 10 ani și a gestionat mai mult de 500 de proiecte în diferite domenii. Domnul Ciobanu a acumulat o experiență profundă în managementul proiectelor, managementul persoanelor și tipurile de analiză a datelor.

Domnul Ciobanu este adesea un orator la numeroase conferințe de afaceri, ateliere, instruirii și lecții cu studenți. El este convins că prin promovarea activităților de cercetare, companiile pot înțelege mai bine diverse fenomene și pot lua decizii bazate pe cunoștință de cauză.

Domnul Ciobanu este un practicant pasionat a științei datelor, interesat de aplicarea tehnicilor statistice avansate, cum ar fi: construirea de modele de învățare automată, utilizarea algoritmilor de învățare nesupravegheați pentru a grupa date, efectuarea de predicții, construirea de sisteme de recomandare, crearea de rețele neuronale etc. Este avansat în cunoștințe de Python, în special datorită faptului că a urmat cursuri de specialitate în acest limbaj de programare.

De-a lungul carierei sale, a câștigat o vastă experiență în analiza cantitativă și calitativă a datelor atât în proiecte de cercetare comercială, cât și socială. El a fost expertul în consultanță pentru majoritatea proiectelor Magenta Consulting care implicau dezvoltarea metodologiei, proiectarea chestionarelor, eșantionarea, ponderarea și calculul indicatorilor compuși. Domnul Ciobanu are o vastă experiență lucrând cu proiecte și clienți de diferite dimensiuni, ceea ce a contribuit la capacitatea sa de a se adapta la diferite tipuri de nevoi de cercetare.

Domnul Ciobanu a gestionat proiecte de cercetare pentru majoritatea organizațiilor internaționale precum Banca Mondială, USAID, UNDP, UNFPA, Ambasada SUA. Unul dintre multele proiecte care caracterizează impactul muncii realizate de domnul Ciobanu este studiul KAP de bază (2018) și post-intervenție (2020) privind evaluarea cunoștințelor, atitudinilor și practicilor privind prevenirea cancerului de col uterin. Principiul metodologiei utilizate a fost triangularea atât a participanților (femeile din populația țintă, personalul medical, specialiști în sănătate și autorii politici), cât și a metodelor de colectare a datelor (date cantitative și calitative primare și date secundare precum date statistice și analiza cadrului național care reglementează screeningul cervical). Pe baza studiului de bază din 2018, domnul Ciobanu și membrii echipei sale au oferit recomandări privind intervențiile atât pentru eforturile de comunicare cu populațiile țintă, cât și pentru schimbările sistematice necesare. Ca urmare, după implementarea intervențiilor de către beneficiar, în studiul

post-intervenție cei mai importanți indicatori au crescut enorm (gradul de conștientizare și numărul de teste citologice efectuate de populația țintă s-au dublat).

Pe lângă cunoștințele sale în cercetări sociologice, domnul Ciobanu a reușit să dobândească o înțelegere profundă și să-și dezvolte cunoștințele în managementul proceselor de afaceri. De-a lungul anilor, el a făcut ca fluxul de lucru al organizației să fie mai eficient prin dezvoltarea procedurilor de lucru, a sistemului de management al cunoștințelor companiei, a proceselor de afaceri și a majorității măsurilor și procedurilor de control al calității implementate în proiectele de cercetare.

**Dumitru Silitrari – Expert în logistică și validarea bazelor de date**

Cariera lui Dumitru a început odată cu lansarea companiei Magenta Consulting acum 15 ani, debutând ca intervievator, a parcurs toate funcțiile din departamentul de logistică, dobândind experiență și înțelegând procesele de cercetare la toate nivelurile.

În funcția de director al departamentului logistic, Dumitru a condus toate proiectele din perioada 2010-2018, căpătând cunoștințe atât în proiecte de cercetare comercială, cât și socială.

Începând cu 2018, Dumitru a dezvoltat în companie departamentul de gestionare a datelor. A construit o echipă responsabilă pentru gestionarea datelor în toate etapele unei cercetări, începând cu programarea chestionarului până la livrarea finală a datelor. Principalul accent al departamentului este analiza calității datelor.

Din 2018 este implicat continuu în proiecte PHIA în Africa. Debutând ca specialist în controlul calității datelor în cadrul studiului cu privire la indicatorul și impactul HIV / SIDA în Nigeria din 2018, fiind cel mai mare sondaj realizat vreodată. Dumitru este implicat în proiecte similare în Zambia și Botswana. Experiența acumulată în proiecte internaționale este implementată în continuu în proiectele locale, contribuind major la implementarea studiului Moldova Gender and Generations Survey 2020.

Vasta experiență acumulată în proiecte locale și internaționale asigură dezvoltarea calitativă a proiectelor la care participă Dumitru. Prioritatea sa numărul unu rămâne furnizarea de date valide și calitative clientului final.

**Iana Semionova – Expert în analiza de date**

Dna Semionova lucrează pentru Magenta Consulting de 3 ani și a fost implicată atât în proiecte comerciale, cât și în proiecte sociale. Dna Semionova a câștigat experiență în analiza datelor și elaborarea rapoartelor pentru clienți vorbitori de limbă română, engleză și rusă. Are cunoștințe avansate de SPSS, analize de date și un background în psihologie ca valoare adăugată la implementarea tehnicilor de cercetare.

Dna Semionova este implicată în analiza, interpretarea, descrierea și redactarea datelor. A fost manager a peste treizeci de proiecte în domenii precum economie, mass-media, sănătate, drepturile copiilor, justiție, comerț cu amănuntul și altele. Dna Semionova are experiență în toate etapele de implementare a proiectului - dezvoltarea cercetării, proiectarea și testarea instrumentelor de cercetare, implementarea tuturor proceselor de cercetare, analiza datelor, redactarea raportului, prezentarea raportului. Ea asigură acuratețea și calitatea implementării proiectului, comunicând și menținând clientul la curent cu fiecare pas făcut.

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.

**Aurelia Bradețchi – Research Analyst**

Doamna Bradețchi lucrează pentru Magenta Consulting din 2018. Pregătirea sa ca specialist se bazează pe studiile sale în științe economice, cu o diplomă în marketing și logistică și un masterat în sociologie.

Datorită studiilor sale în economie și sociologie, Dna Bradețchi abordează o cercetare atât prin prisma de marketing, cât și din perspectiva particularităților cercetării sociologice și a modului de studiere a fenomenelor sociale.

Începând cu 2018, Dna Bradețchi a avut ocazia să gestioneze peste 30 de proiecte de marketing și sociologice bazate pe o varietate de metodologii pentru beneficiarii din diverse domenii de activitate. În fiecare zi, Dna Bradețchi este implicată în gestionarea proiectelor de cercetare de piață și sociale; comunicarea cu clientul; prezentări ale rezultatelor studiului; pregătirea instrumentelor de cercetare; monitorizarea procesului de colectare a datelor și validarea datelor; prelucrarea bazei de date SPSS și extragerea datelor; moderarea focus grupurilor și interviurilor aprofundate; analiza datelor și redactarea rapoartelor (pentru cercetări calitative și cantitative).

Datorită proiectelor de cercetare gestionate, Dna Bradetchi a dobândit o experiență directă în cercetarea cantitativă; focus grupuri; interviuri aprofundate cu populația generală; interviuri aprofundate cu experți în diverse domenii; interviuri aprofundate cu copiii pe teme sensibile; analiza datelor statistice; triangularea datelor statistice; cercetare etnografică; studii de analiză a logotipului, ambalajului, sloganului și testarea produselor etc.

Dna Bradețchi a avut ocazia să gestioneze studii de cercetare pentru: Consiliul Europei, Sondajul național privind nivelul percepției principiului egalității și nediscriminării, 2018; Chemonics International Inc., Turism în Republica Moldova, 2018; ONU Women and 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; Percepția populației asupra presei și abilitățile media în Republica Moldova, 2020; UNFPA Moldova, Sondaj KAP post-intervenție privind evaluarea cunoștințelor, atitudinilor și practicilor privind prevenirea cancerului de col uterin în Republica Moldova, 2020; La Strada, Siguranța copiilor pe internet (o cercetare privind experiențele online ale copiilor din Republica Moldova și riscurile la care sunt expuși).

### Silvia Tomaș – Research Analyst

Doamna Tomaș are un Master în Științe Politice la Universitatea de Stat din Moldova. A urmat cursuri bazate pe abordarea interdisciplinară, atât în limba română, cât și în limba engleză, urmate de o teză de master în limba engleză despre migrația internațională. Studiarea științei sociale și comportamentale i-a permis să dezvolte abilități analitice și cunoștințe pentru a descoperi informații esențiale despre evenimente sociale și politice, societăți și guverne.

La Magenta, ea a gestionat atât proiecte de cercetare socială, cât și comercială în următoarele domenii: educație, guvern, opinie publică, politică, ecologie, copii, marketing etc. Are experiență în gestionarea proiectelor de cercetare pentru organizații precum: Banca Mondială, Agențiile ONU, Biroul de cooperare Elvețian din Moldova, Institutul Republican Internațional, precum și pentru autoritățile publice și organizațiile neguvernamentale.

Cu experiență în cercetarea calitativă și cantitativă, activitățile sale zilnice includ analiza datelor folosind software-ul SPSS, interviuri aprofundate și moderarea focus grupurilor, eșantionare, analiza datelor secundare, elaborarea rapoartelor și prezentarea rezultatelor cercetării clientului final.

Mai mult ca atât, Dna Tomaș a dobândit experiență în gestionarea proiectelor complexe de cercetare care implică o cooperare cu experți externi și o combinație de diferite metode de cercetare, cum ar fi: sondaje, interviuri aprofundate, focus grupuri și studii de cartografiere.

### Veronica Cuțchi – Director al departamentului de Resurse Umane

Doamna Cuțchi lucrează pentru Magenta Consulting de aproape 5 ani. Datorită experienței sale inițiale în Ministerul Apărării al Republicii Moldova, doamna Cuțchi a dobândit abilități organizaționale excepționale, care combinate cu abilitățile de comunicare eficientă o ajută să gestioneze cu succes departamentul de resurse umane. Reieșind din specificul pieței muncii locale și al războiului pentru talente, recrutarea devine o adevărată provocare - o provocare realizată cu succes de departamentul de resurse umane sub supravegherea ei.

Pentru a asigura recrutarea talentelor, cei 3 subordonați ai Dnei Cuțchi efectuează lunar peste 300 de interviuri pentru funcția de operator de teren. În urma acestor interviuri, sunt selectați cei mai buni candidați. Acest lucru permite asigurarea calității începând cu etapa de recrutare. Dna Cuțchi și echipa ei au creat o rețea națională de operatori care au avut un impact impunător în cel mai mare proiect național GGS, care a avut loc în timpul pandemiei Covid-19 în 2020.

În plus, față de procesul de recrutare facilitat de departamentul de resurse umane, aceștia efectuează recrutarea participanților pentru Focus Grupuri, Interviuri Aprofundate, ateliere de lucru, traininguri. Chiar dacă 2020 a fost un an dificil, doamna Cuțchi a reorganizat cu succes instruirile FG, IA, într-un format online. În 2020, departamentul nostru de resurse umane a facilitat peste 110 FG și IA online.

Departamentul doamnei Cuțchi asigură un proces intern de gestionare eficientă a personalului. Există evaluări de proiecte și evaluări trimestriale ale operatorilor de teren. Indicatorii lor de performanță și



satisfacția operatorilor la locul de muncă sunt studiați meticulos, pe baza cărora sunt implementate instrumente personalizate menite să mențină o echipă eficientă și implicată.

### Elena Șubă – Administrator și Director Financiar

Doamna Șubă este implicată în industria financiară și cea de audit de mai bine de 5 ani. Are o vastă experiență de lucru cu ONG-uri și SRL-uri, în special cu cele care operează pe baza fondurilor străine sau locale. În prezent, ea conduce Departamentul Financiar și este manager de proiect administrativ pentru fiecare proiect din companie. Este direct implicată în bugetarea proiectelor, elaborarea contractelor, cooperare cu Centrul Național pentru Protecția Datelor cu Caracter Personal (NCPDP) și alte autorități, facturare, documente de acceptare a serviciilor și în auditul anual de proiecte.

Activitatea sa anterioară ca manager de proiect logistic pentru unul dintre cele mai mari festivaluri din Moldova, cu 10.000 de participanți, a ajutat-o să dezvolte unele abilități de management cheie precum rezistența la stres, precizie, claritate, multitasking și abilitatea de a coordona cu diferite echipe, participanți și sponsori în același timp.

Experiența sa financiară și administrativă include raportarea proiectelor sociale, lucrul în organizații neguvernamentale, înțelegerea procesului de luare a deciziilor în afaceri; cunoașterea pieței și lucrul pentru atingerea obiectivelor strategice ale proiectului.

Are abilități analitice excelente care au fost demonstrate în cadrul celui mai mare proiect din Moldova - GGS, precum și abilități sociologice și o abordare creativă de rezolvare a problemelor pe care o folosește zilnic în munca sa în timp ce colaborează cu Ministerul Sănătății, Muncii și Protecției Sociale, Serviciul Fiscal de Stat, Agenția Națională pentru Supravegherea Sănătății etc.

### Bîrca Victor – Manager of Logistics and data collection department

Domnul Bîrca lucrează pentru Magenta Consulting de mai bine de 7 ani. Are o vastă experiență de peste 450 de proiecte sociale și comerciale, inclusiv în cel mai mare studiu din Republica Moldova - Generații și Gen, cu peste 10.000 de chestionare și 100 de operatori de teren sub supravegherea acestuia.

El gestionează proiectele calitative și cantitative pentru cele mai mari companii din Republica Moldova, beneficiari străini, organizații guvernamentale și neguvernamentale.

Domnul Bîrca s-a dovedit un lider de echipă excelent, motivând și coordonând echipa departamentului de logistică, formată din manageri de proiect, manageri regionali, operatori regionali, echipe mobile de operatori și o echipă de conversie.

El supraveghează activitatea a 4 subdepartamente: logistică și colectare de date, CATI, cumpărătorul misterios și de prelucrare a bazelor de date. Echipa sa de 12 manageri de proiect, inclusiv experți în prelucrarea datelor colectate, pregătirea bazelor de date, programarea sondajelor în format electronic, reprezintă o provocare la nivel de gestionare, dar Dnul Bîrca reușește să conducă cu succes echipa sa, pentru a atinge împreună cele mai bune rezultate.

Simultan, Dnu Bîrca conduce o echipă de peste 100 de interviuatori din toată țara. Unii dintre ei au experiență în colectarea datelor de teren, iar alții trebuie supravegheați pe deplin pentru primul an de activitate.

Principalul său obiectiv în calitate de conducător de echipă este de a asigura calitatea datelor de teren, de a respecta termenele limită și de a atinge obiectivele studiului conform cerințelor clienților. Dnul Bîrca comunică periodic cu reprezentanții beneficiarului și coordonează cu ei toate etapele de colectare a datelor.

Având cunoștințe în metodologiile de colectare a datelor recunoscute la nivel internațional, el asigură că datele cu caracter personal sunt colectate numai în scopuri statistice, stocate și procesate în conformitate cu scopurile proiectului. El este responsabil pentru calitatea informațiilor colectate prin diferite metode de verificare - verificări în teren, verificări ale înregistrărilor audio, verificări de apel invers, controlul protocoalelor testate și aprobate de partenerii noștri externi, verificări a bazelor de date - verificări încrucișate.



## 3. CV

Name	Dumitru Slonovschi			
Position in the Co	Senior consultant / General Director			
Year in Co	Since 2006			
Email	d.slonovschi@consulting.md			
Language skills	Language	Speaking	Reading	Writing
	Romanian	Native	Native	Native
	Russian	Good	Good	Good
	English	Good	Good	Good
	French	Poor	Fair	Poor
	Swedish	Poor	Fair	Poor
Education and qualifications	<p>Academy of Economic Studies of Moldova, Chişinău, Moldova  Department of Finance  Ph.D., 2012  University of the Academy of Sciences, Chişinău, Moldova  National security  Master of Arts, 2012  University of Gothenburg, Goteborg, Sweden  Graduate School of Business, Economics and Law  Master of Science in International Business, 2004  Lund University, Lund, Sweden  European Affairs Programme  Master of Science in Business Administration and Business Law, 2002  Academy of Economic Studies of Moldova, Chişinău, Moldova  Department of Finance  B.A., Banks and Stock Exchanges, 2001  Oslo University in Norway, Oslo, Norway  International Development Studies  Scholarship holder, 2000  Academy of Economic Studies of Moldova, Chişinău, Moldova  Department of International Business Relations  B.A., Business Law (Second major), 2001.</p>			
Relevant trainings and special education relevant for the project	<p>Principles of Marketing Research,  Center for Continuing Education and the Marketing Research Institute  International  The University of Georgia, USA  Advanced SPSS analysis  IBM Romania / Romsymdata</p>			
Work experience	<p>Magenta Consulting - General Director/Senior consultant  Moldova, 2006/03 - present  Research Institute for International Management, St Gallen University -  Research consultant  Switzerland, 2010/09 - 2012/03  GIZ - Support to the Government of Moldova in the field of anti-corruption,  reform of Ministry of Internal Affairs - Research consultant  Moldova, 2012/06 - 2013/02  Caux Initiatives for Change - Research Consultant  Switzerland, 2010/06 - 2010/12  Smart Business Solutions - Senior Research Consultant  Moldova, 2005/01 - 2006/02  Moldovan Investment and Export Promotion Organization - Senior Research  Consultant  Moldova, 2004/05-2005/01  Utvecklingskollegiet i Lund AB - Junior Consultant  Sweden, 2001/10-2002/10</p>			
Countries of Experience	Moldova, Romania, Switzerland, Botswana, Zambia			



Mr Slonovschi had the position of Team Lead and Senior research in the following projects:

Domain	Name of the project	Client	Year	Short project description
Health	The Botswana HIV/AIDS Impact Survey V	ICF	2021	The Botswana HIV/AIDS Impact Survey V, or BAIS V, is a national survey assessing the prevalence of HIV and the coverage and impact of HIV services, as well as characterizing HIV-related risk behaviors, using a nationally representative sample of children aged 6 weeks to 14 years and adults aged 15 years to 64 years. BAIS V is the fifth such survey performed in Botswana. This PEPFAR-funded survey will reach approximately 13,500 randomly selected households and interview 28,800 people. BAIS V will help the Government of Botswana, its partners, and the public know how many people are currently infected with HIV, how many people have new infections, and how many people living with HIV are on effective treatment.
Health	The Zambia Population-based HIV Impact Assessment (ZamPHIA)	ICF	2021	The Zambia Population-based HIV Impact Assessment (ZamPHIA) is a nationwide survey being implemented by the University of Maryland Baltimore School of Medicine's Center for International Health, Education, and Biosecurity (Ciheb). The PEPFAR-funded survey is assessing the prevalence and incidence of HIV, assessing the coverage and impact of HIV services, and characterizing HIV-related risk behaviors using a nationally representative sample of adults aged 15 years and older.
Public opinion, Government. Local Public Administration. Public services	The level of satisfaction of natural persons and legal entities with the services and activity of the State Tax Service	State Tax Service	2019	The aim of the project was to determine the level of satisfaction of natural persons and legal entities with the services and activity of the State Tax Service.
Health	Research for the project Support for the Reform of the Mental Services from Moldova	Trimbos Moldova	2019	The primary goal of the study was to compare the knowledge, attitudes and practices among primary care physicians and nurses who received a 5-day training from MENSANA with the doctors and nurses from non-pilot districts who did not benefit from a such training.
Justice, Public opinion	Public opinion poll on the judiciary system in Moldova	Open Justice Project (USAID)	2019	The study's purpose was to research the perception of efficiency and transparency of the judicial system in Republic of Moldova among the general population. The study's objectives included: • researching the perception of the judiciary system; • researching the perception of the judiciary system reform; • establishing the use of technology in the courts; • appreciating

				the public access to the information about the courts and the judge performance.
Education	Evaluation of training programs for teachers, management and trainers regarding the implementation of professional competence standards in general education in 2016 and 2017	WBG	2019	The purpose of the study was to evaluate the training programs for the teachers and for the management staff in primary and secondary education, regarding the implementation of the standards of professional competence and the elaboration of the recommendations for their improvement.
Children, Human rights	KAP Survey on the Rights of Ethnic Minorities	Terre des Hommes	2019	The purpose of this study was to evaluate the knowledge, attitudes and practices of children, parents and specialists in the targeted communities on social cohesion, diversity and tolerance towards ethnic minorities, compared to the data obtained in the 2018 Baseline study.
Health	The Nigeria HIV/AIDS Indicator and Impact Survey (NAIIS)	ICF	2019	The goal of the survey is to examine the distribution of human immunodeficiency virus (HIV) disease in Nigeria, to assess the coverage and impact of HIV services on the population level, and to measure HIV-related risk behaviors using a nationally-representative sample of persons aged 0-64 years. The 2018 Nigeria HIV/AIDS Indicator and Impact Survey (NAIIS) is a cross-sectional survey that will assess the prevalence of key human immunodeficiency virus (HIV)-related health indicators. This survey is a two-stage cluster survey of 88,775 randomly-selected households in Nigeria, sampled from among 3,551 nationally-representative sample clusters. The survey is expected to include approximately 168,100 participants, ages 15-64 years and children, ages 0-14 years, from the selected household. The 2018 NAIIS will characterize HIV incidence, prevalence, viral load suppression, CD4 T-cell distribution, and risk behaviors in a household-based, nationally-representative sample of the population of Nigeria, and will describe uptake of key HIV prevention, care, and treatment services. The 2018 NAIIS will also estimate the prevalence of hepatitis B virus (HBV), hepatitis C virus (HCV) infections, and HBV/HIV and HCV/HIV co-infections.
Justice, Gender	Public opinion poll on the judiciary system in Moldova	Open Justice Project (USAID)	2018	The study's purpose was to research the perception of efficiency and transparency of the judicial system in Republic of Moldova among the general population. The study's objectives included: • researching the perception of the judiciary system; •

				researching the perception of the judiciary system reform; • establishing the use of technology in the courts; • appreciating the public access to the information about the courts and the judge performance.
Government. Local Public Administration. Public services	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 (CEP II, IBRD, WBG)	2018	Primary goal of the study: Evaluating the performance of public authorities in the process of regulating entrepreneurial activity.
Government. Local Public Administration. Public services	Baseline survey and annual survey of ODIMM and MIEPO clients to assess outreach and effectiveness of their programs	CEP II, PIU (WBG)	2018	The primary goal of the study was to evaluate Outreach and Effectiveness indicators of ODIMM and MIEPO.
Children	PROVIDING QUANTITATIVE AND QUALITATIVE INFORMATION TO SERVE AS BASELINE FOR THE 2018-2022 COUNTRY PROGRAMME INDICATORS UNICEF	UNICEF	2018	The purpose of the study: to provide disaggregated data and establish baselines for the following indicators to serve as baseline for the 2018-2022 Country Programme: • proportion of prosecutors, police, judges and lawyers believing in successful social reintegration of children offenders and children victims and witnesses of crimes; • proportion of members of the general public believing in successful social reintegration of children offenders and children victims and witnesses of crimes.
Health	KAP Study on Cervical Cancer Prevention in the Republic of Moldova	UNFPA	2018	To conduct a baseline Knowledge, Attitudes and Practices (KAP) Study on Cervical Cancer Prevention in the Republic of Moldova.
Children, Human rights	KAP Survey on the Rights of Ethnic Minorities	Terre des Hommes	2018	The primary goal of the study was to assess the knowledge, attitudes and practices of children, parents and specialists in the targeted communities on social cohesion, diversity and tolerance towards ethnic minorities.
Public opinion, Security	Security Survey	US Embassy în Chişinău	2018	The study is conducted to assess the attitudes towards the country's bilateral and multilateral security relationships
Health	Knowledge Attitudes and Practices on Tobacco and Alcohol Consumption	WHO	2018	The primary scope of the study was to determine the level of knowledge, attitudes and practices with reference to smoking habits among the population of the Republic of Moldova.
Government. Local Public Administration.	UIPAC. Annual survey of ODIMM and MIEPO clients to	WBG	2018	Survey to evaluate and monitor the degree to which public authorities carry out their regulatory functions and are

Public services, Organizational evaluation/ Project impact assessment	assess outreach and effectiveness of their programs			"friendly" as they interact with the businesses
Education	Consultations and diagnostic assessment of the private sector skills demand & The extent of private sector engagement in creating demand-led skills ecosystem in Moldova	WBG	2017	The research instruments were designed by Magenta Consulting, all of the data collection was carried out by Magenta Consulting. The report has been written by Magenta Consulting as well.
Agriculture, Education	Workforce Skills Needs Assessment in the Targeted Value Chains	Chemonics	2017	The goal of the Workforce Skills and Needs Assessment is to identify the skills required by the private sector, specific industry groups, and state institutions affiliated with targeted value chains (apples, table grapes, stone fruits, greenhouse/open field vegetables, honey, berries) and propose interventions for addressing the core workforce competencies needed for the targeted value chains to meet their full economic potential.
Education	Evaluating the negative perception of potential students and parents about vocational studies.	BDR Associates Strategic Communication	2017	340/5000 The main purpose of the study is to test the perception of target groups towards vocational studies. The outcome of the research will be used by the beneficiary in conducting an awareness campaign by communicating VET results (Vocational Education Training) and changing attitudes towards IPT (Technical Vocational Education).
Health	Tuberculosis in Moldova: knowledge, attitudes and practices in general population and key affected population, 2017	Center for Health Policies and Studies (PAS Center)	2017	The Center for Health Policies and Studies (PAS Center) is currently implementing the "Strengthening Tuberculosis control in the Republic of Moldova". To achieve the overall goal of the project it is necessary to evaluate the level of knowledge, attitude and practices of general population and key affected groups in regard to TB.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	UIPAC. Annual survey of ODIMM and MIEPO clients to assess outreach and effectiveness of their programs	WBG	2017	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.
Health	KAP among truck drivers on HIV issues in Moldova	UNFPA	2016	Survey on a sample of 531 truck drivers. Besides, 10 in-depth interviews with truck drivers and 20 in-depth interviews with the transport companies' managers were conducted.



Education	Skills Gap Assessment	Chemonics	2016	1. Desk research 2. Light industry - 9 in-depth interviews and 35 questionnaires 3. Winemaking - 6 in-depth interviews and 30 questionnaires 4. Tourism - 10 in-depth interviews and 20 questionnaires 5. ICT online surveys - 175 companies, 211 students, 77 young professionals 6. Data analysis and report writing
Government. Local Public Administration. Public services	Performance assessment of the public authorities in their sphere of competence	Jacobs Cordova and Associated	2016	A survey with 690 companies was conducted. The data was analyzed and the report was delivered.
Justice	Assessment of the level of satisfaction of the court visitors	Ministry of Justice	2016	Magenta Consulting collected the data and prepared the report.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	UIPAC. WBG. Baseline assessment survey	WBG	2016	Developing research instruments, 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), data analysis, indicator calculation.
Education	SURVEY REGARDING STATISTICAL DATA AND INFORMATION USERS LEVEL OF SATISFACTION WITH THE EXISTING SOURCES OF INFORMATION	SCBM (UNDP)	2016	The project implied two parts: conducting the research and designing training programs for each of the target segments. The goal of the survey consisted in highlighting the state of affairs and evaluation of the existing capabilities of the data users, as well as the identification of gaps in knowledge and work capabilities with statistical information of the statistical information and data users.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	Research for the evaluation of the level of awareness and satisfaction of the consumers about Agency for Consumer Protection and its activity	Agency for Consumer Protection	2016	Assessment of the trust and awareness of the consumers regarding the Agency for Consumer Protection
Government. Local Public Administration. Public services	Researching the socio-economical development of UTAG	IDIS Viitorul	2016	Assessment of the potential of the UTAG localities in socio-economical perspective.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	Design and conduct a public opinion survey on the Central Electoral Commission of the Republic of Moldova	UNDP	2016	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.

Education	Qualitative data collection on Schooling and Jobs Decisions in Moldova	WBG	2015	All of the data collection was carried out by Magenta Consulting. The questionnaires were piloted, as well as the focus group moderation guides by Magenta Consulting as well.
Government. Local Public Administration. Public services	LGSP. Evaluation of the level of satisfaction of the population regarding public services. Baseline Municipal Performance Index	Chemonics	2015	<ul style="list-style-type: none"> <li>• 14000 face-to-face interviews with population annually,</li> <li>• 35 statistical form collection (forms completed by the mayor's office)</li> <li>• Reporting with recommendations</li> </ul>
Justice	Republic of Moldova population's attitudes and awareness level of justice	ROLISP (USAID, Checchi)	2015	Face to face survey a sample of 1100 citizens and report writing.
Justice	Assessment of the perception of target audiences of Equality Council and Ombudsman Bureau	Action Global Communications	2015	The focus group was moderated and the data was analysed by Magenta Consulting.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	JILD/ Endline survey on citizens' satisfaction with local public services in 30 target communities	UNDP	2015	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.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	LGSP. Evaluation of the level of satisfaction of the population regarding public services. Final Municipal Performance Index	Chemonics	2015	To measure the performance of the Local Government Support Project and in particular the Local Public Administration performance.
Health	Access to drugs in Republic of Moldova from the perspective of the compensated drugs	Center for Health Policies and Studies (PAS Center)	2014	This project implied conducting a survey on a sample of drug users in order to identify the coverage of population with compensated drugs, and in order to study accessibility and availability of drugs and the changes of these indicators due to existence of compensated drugs.
Health	KAP study. End-line evaluation of smoking and alcohol drinking cessation	WHO	2014	This project implied conducting survey on smoking cessation on a national sample in order to compare the results with the baseline and identify the

				changes produced by the informational campaign carried out by Ministry of Health in collaboration with WHO.
Health	KAP study. End-line. Anti-alcohol abuse campaign. Evaluation of the communication materials and evaluation of the promo campaign impact	WHO	2014	The objective of this project was to conduct the end-line assessment of the efficiency of the anti-alcohol abuse campaign conducted by the Ministry of Health in collaboration with the WHO.
Government. Local Public Administration. Public services	Assessment of Knowledge and Perceptions about CEC (KAP Research)	CEC	2014	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.
Justice	Assessment of the level of satisfaction of the court visitors	DAJ (Departament de Administrare Judecatoreasca)	2014	<ul style="list-style-type: none"> <li>600 interviews, face-to-face survey, 17 judicial institutions.</li> </ul>
Justice, Children	KAP assessment. Strengthening the Capacity of Law Enforcement, Inter-Agency coordination and Civil Society Organizations to Address Discrimination and Ill Treatment of Children within the Justice System in the Republic of Moldova	Terre des Hommes	2014	480 questionnaires completed by the policemen under supervision of Magenta Consulting interviewing team. Database design and report writing.
Justice	Five communication strategies for NGOs activating in the area of justice, ROLISP partners	ROLISP (USAID, Checchi)	2014	5 communicational strategies designed based on the information collected during 5 workshops with the beneficiaries.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	JISB. Assessment of the effectiveness of Joint Information and Services Bureaus in the districts of the security zone of the Republic of Moldova	UNWOMEN	2014	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.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	BRITE. Progress of the implementation of business environment reforms	Chemonics	2014	Conducting 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.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	KAP. Public Opinion Survey on the Central Electoral Commission of Moldova	UNDP	2014	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.
Health	Public opinion assessment regarding cigarette smoke exposure and anti-smoking laws	Center for Health Policies and Studies (PAS Center)	2013	The objective of this assignment is to assess the attitude of population regarding prohibition of smoking in public area.
Education	Opinions, attitudes and perceptions of the social actors regarding organization and the process of objective, transparent, and trustworthy examining in the session of baccalaureate exams 2013	Soros Fund	2013	• 38 in-depth interviews • 12 focus groups
Education	Out-of-School Children in Moldova	UNICEF	2013	• 5 FG • Over 120 in-depth interviews • Policy development
Government. Local Public Administration. Public services	BRITE. Quantitative and qualitative research for the Business Regulatory, Investment and Trade Environment Program	Chemonics	2013	• 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.
Government. Local Public	Functional Analysis of Ministry of Internal Affairs'	GIZ	2013	• 6 FG with regular citizens • Processing of the questionnaires • Analysis of the survey data

Administration. Public services	Management Procedures 2nd phase			
Government. Local Public Administration. Public services	Evaluation and analysis of citizen, mass-media and NGO participation in activity and decision making of Local Public Administration	Contact	2013	Paper and pencil personal interview (PAPI) on a sample of 600 adults older than 18 years old. 30 in-depth interviews with representatives of NGOs 10 in-depth interviews with mass-media 40 in-depth interviews with Local Public Administration representatives
Justice	Attitudes and perception of the Justice system by the population of Republic of Moldova. Communication strategy development	USAID	2013	• 3 FG with citizens • 6 in-depth interviews with experts • 5 in-depth interviews with citizens • 1100 interviews – face to face survey.
Justice	Evaluation of the web-site new.csm.md	USAID	2013	• 1 group discussion with mass-media, NGOs and Superior Council of Magistrates representatives.
Justice	Assessment of the level of satisfaction of the court visitors	DAJ (Departament de Administrare Judecatoreasca)	2013	• 600 interviews, face-to-face survey, 17 judicial institutions.
Social Assistance	Testing the logo, slogan and campaign's ads	BDR	2013	• 2 Focus groups in Chisinau • 2 Focus groups in rural area • 2 Focus groups in urban area 4FG were organized with children (7-11 years old and 12-16 years old), 1 FG with parents (20-35 years old), 1 FG with parents and tutors 35 years and older.
Children	Knowledge, Attitudes and Practices of the people who take care of children 0-4 years old regarding household accidents	PAS Centre for Health Policies and Services	2013	• Face-to-face survey on a sample of 1234 respondents. • Data analysis
Children, Health	Perception of the population regarding presence of dangerous chemical substances in food, household appliances, toys, household chemical goods	EcoContact	2013	Magenta Consulting conducted analysis of the data collected by ECO Contact based on a questionnaire adapted by Magenta Consulting regarding perception of the presence of dangerous chemical substances in the objects one meets in day-to-day life.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	LGSP. Evaluation of the level of satisfaction of the population regarding public services. Municipal Performance Index	Chemonics	2013	To measure the performance of the Local Government Support Project and in particular the Local Public Administration performance.
Government. Local Public Administration.	Assessing the efficiency of the Joint	UNWOMEN	2012	Magenta Consulting assessed the effectiveness of the Joint Information and Service Bureaus (JISB), by defining

Public services, Gender	Information and Services Bureaus			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.
Health	KAP study. Base-line. Anti-smoking campaign. Base-line assessment	WHO	2012	The objective of this assignment is to assess the knowledge, attitude and practices regarding smoking prior, in mid-term and after anti-smoking nationwide informational campaign.
Health	KAP study. Base-line. Anti-alcohol abuse campaign. Evaluation of the communication materials and evaluation of the promo campaign impact	WHO	2012	The objective of this assignment is to assess the knowledge, attitude and practices regarding smoking prior to anti-alcohol abuse nation wide informational campaign.
Education	Monitoring the Educational Reform	WBG	2012	<ul style="list-style-type: none"> <li>• 9 focus groups with citizens directly affected by the reform (parents/ grandparents/ guardians/ students),</li> <li>• 3 mini case studies of vulnerable student households, as well as</li> <li>• 9 in-depth interviews with local stakeholders (teachers, principals, local education authorities);</li> <li>• A survey with 240 school principals and rayon authorities.</li> <li>• Reporting with recommendations</li> </ul>
Gender, Social Assistance	Identification of primary and secondary causes of social exclusion of vulnerable people, in particular based on the gender criterion	UNWOMEN	2012	<ul style="list-style-type: none"> <li>• 6 Focus Groups with vulnerable people belonging to different categories of vulnerability,</li> <li>• 33 in-depth interviews with vulnerable people belonging to different categories of vulnerability</li> <li>• 1100 face to face interviews</li> <li>• Reporting with recommendations</li> </ul>
Government. Local Public Administration. Public services	National Annual Survey on Public Perception, Uptake of and Support to the E-Government Transformation in Moldova (year 2012)	WBG	2012	<ul style="list-style-type: none"> <li>• 3000 interviews with citizens</li> <li>• Processing of the questionnaires</li> <li>• Analysis of the survey data</li> </ul>
Government. Local Public Administration. Public services	Functional Analysis of Ministry of Internal Affairs' Management Procedures 1st phase	GIZ	2012	<ul style="list-style-type: none"> <li>• Processing of the questionnaires</li> <li>• Analysis of the survey data</li> </ul>
Government. Local Public Administration. Public services	Entrepreneurs' satisfaction with government policy	SKDS	2012	<ul style="list-style-type: none"> <li>• 500 interviews (directors, owners and managers of enterprises)</li> </ul>
Education	Quality education in rural areas of Republic of Moldova.	WBG	2011	<ul style="list-style-type: none"> <li>• Distribution of approximately 1400 electronic forms</li> <li>• Assistance in completion of these forms</li> <li>• Collection</li> </ul>

	National census (2 waves)			and verification of the forms • Preparing the technical report on the obtained data • Assistance in completion of the electronic platform for the 2nd wave of the project • Reporting with recommendations
Education	Monitoring education reforms focusing on student enrolments – 2nd Phase	UNICEF	2011	Collecting data from approximately 260 primary, lower secondary and upper secondary schools in the 8 southern rayons – the consultant have visited 183 schools and collected detailed data about the number of pupils, their names, data about their families, social status, lists of teachers and administrative staff etc. This data was collected on paper and further it was introduced in a special database for analysis. Collected data, was deeply analyzed and compared to official statistics.
Education	Monitoring education reforms focusing on student enrolments	WBG	2011	Collecting data from approximately 260 primary, lower secondary and upper secondary schools in the 8 southern rayons – the consultant have visited 183 schools and collected detailed data about the number of pupils, their names, data about their families, social status, lists of teachers and administrative staff etc. This data was collected on paper and further it was introduced in a special database for analysis. Collected data, was deeply analyzed and compared to official statistics.
Government. Local Public Administration. Public services	Assessment of Customs Services and Border Protection	Gallup (for IRI, sponsored by USAID)	2011	In this project Magenta Consulting was commissioned to conduct 4 Focus group discussions with men and women who contacted customs lately – 2 discussions were organised in Balti and 2 – in Chisinau.
Government. Local Public Administration. Public services	Citizen Report Cards. Citizen satisfaction with public service delivery	WBG	2010	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.
Health	KAP Study – Avian Flu Awareness level	UNICEF	2009	The general objective of this study is to assess the quality of the intervention of the Human Pandemic Preparedness and Response Project implemented by the Ministry of Health and Ministry of Agriculture and Food Industry and

				Financed by the World Bank during 2007-2010.
Government. Local Public Administration. Public services	Moldova E- Governance research	UNDP	2009	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.
Education	Quality of education assessment	IPP	2008	Description of actual services provided by your staff within the assignment: 1st survey with 600 respondents, 15 FG (6-District/Municipal Education Department; 6-Representatives of Central/Local Authorities; 3-Representatives of NGO-s), 13 in-depth interviews (3 people from the institution under the Ministry of Education and Youth, 3 people from the institution under the Ministry of Health Care, 3 people from the institutions under the Ministry of Social Protection, Child and Family, 2 people from the Parliamentary Committee for Culture, Research, Education, Youth, Sports and Mass-Media, 2 people from the Parliamentary Committee for Social Protection, Health Care and Family; 2nd survey with 400 respondents, 12 FG (4-Employers Representatives; 4-Representatives of the Trade Union/Professionals Associations; 4-Representatives of the National Employment Agency); 13 in-depth interviews (3 people from the Ministry of Economy and Commerce; 2 people from the Parliamentary Committee for Economic Policy, Budget and Finance; 2 people from the Parliamentary Committee for Committee for Public Administration, Environment and Territorial Development; 3 representatives of NGO's in the employment field.

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Position in the Co	Research Director and senior consultant			
Year in Co	10 years			
Email	<a href="mailto:a.ciobanu@consulting.md">a.ciobanu@consulting.md</a>			
Language skills	Language	Speaking	Reading	Writing
	Romanian	Native	Native	Native
	Russian	Good	Good	Good
	English	Good	Good	Good
Education and qualifications	Free International University of Moldova, Chişinău, Moldova Department of Economics License, 2011			



	<p>The University of Georgia, USA Center for Continuing Education and the Marketing Research Institute International Principles of Marketing Research, 2016</p>
Relevant trainings and special education relevant for the project	<p>Python for Data Science and Machine Learning Bootcamp – (MOOC on Udemy) – Jose Portila Regional Train the Trainers Workshop IHSN Microdata Management Toolkit – PARIS 21, OECD &amp; IHSN Introduction to Infographics Data Visualization (MOOC) – Knight Center for Journalism in the Americas, Alberto Cairo Advanced SPSS analysis – IBM Romania / Romsymdata Social economy entrepreneur – ADV Romania English Language course – American Language Center of the American Councils for International Education: ACTR-ACCELS</p>
Work experience	<p>Magenta Consulting, Republic of Moldova, Research Director 2016 – Present Magenta Consulting, Republic of Moldova, Senior Consultant 2013 – 2016 Magenta Consulting, Republic of Moldova, Consultant 2011 – 2013 POT Music, Republic of Moldova, Board of Directors Member 2014 – Present BizPower Business Conference, Republic of Moldova, Marketing management &amp; planning 2013 – 2015 Guitar Center, United States of America, Seattle, Sales Expert 2009 – 2010 MGM Grand, United States of America, Las Vegas, Cashier (Work &amp; Travel) 2008</p>
Countries of Experience	Republic of Moldova, Romania, Tunisia

Domain	Name of the project	Client	Year	Short project description
Health	The Botswana HIV/AIDS Impact Survey V	ICF	2021	The Botswana HIV/AIDS Impact Survey V, or BAIS V, is a national survey assessing the prevalence of HIV and the coverage and impact of HIV services, as well as characterizing HIV-related risk behaviors, using a nationally representative sample of children aged 6 weeks to 14 years and adults aged 15 years to 64 years. BAIS V is the fifth such survey performed in Botswana. This PEPFAR-funded survey will reach approximately 13,500 randomly selected households and interview 28,800 people. BAIS V will help the Government of Botswana, its partners, and the public know how many people are currently infected with HIV, how many people have new infections, and how many people living with HIV are on effective treatment.
Health	The Zambia Population-based HIV Impact Assessment (ZamPHIA)	ICF	2021	The Zambia Population-based HIV Impact Assessment (ZamPHIA) is a nationwide survey being implemented by the University of Maryland Baltimore School of Medicine's Center for International Health, Education, and Biosecurity (Ciheb). The PEPFAR-funded survey is assessing the prevalence and incidence of HIV, assessing the coverage and impact of

				HIV services, and characterizing HIV-related risk behaviors using a nationally representative sample of adults aged 15 years and older.
Public opinion, Government. Local Public Administration. Public services	The level of satisfaction of natural persons and legal entities with the services and activity of the State Tax Service	State Tax Service	2019	The aim of the project was to determine the level of satisfaction of natural persons and legal entities with the services and activity of the State Tax Service.
Health	Research for the project Support for the Reform of the Mental Services from Moldova	Trimbos Moldova	2019	The primary goal of the study was to compare the knowledge, attitudes and practices among primary care physicians and nurses who received a 5-day training from MENSANA with the doctors and nurses from non-pilot districts who did not benefit from a such training.
Justice, Public opinion	Public opinion poll on the judiciary system in Moldova	Open Justice Project (USAID)	2019	The study's purpose was to research the perception of efficiency and transparency of the judicial system in Republic of Moldova among the general population. The study's objectives included: • researching the perception of the judiciary system; • researching the perception of the judiciary system reform; • establishing the use of technology in the courts; • appreciating the public access to the information about the courts and the judge performance.
Education	Evaluation of training programs for teachers, management and trainers regarding the implementation of professional competence standards in general education in 2016 and 2017	WBG	2019	The purpose of the study was to evaluate the training programs for the teachers and for the management staff in primary and secondary education, regarding the implementation of the standards of professional competence and the elaboration of the recommendations for their improvement.
Children, Human rights	KAP Survey on the Rights of Ethnic Minorities	Terre des Hommes	2019	The purpose of this study was to evaluate the knowledge, attitudes and practices of children, parents and specialists in the targeted communities on social cohesion, diversity and tolerance towards ethnic minorities, compared to the data obtained in the 2018 Baseline study.
Health	The Nigeria HIV/AIDS Indicator and Impact Survey (NAIIS)	ICF	2019	The goal of the survey is to examine the distribution of human immunodeficiency virus (HIV) disease in Nigeria, to assess the coverage and impact of HIV services on the population level, and to measure HIV-related risk behaviors using a nationally-representative sample of persons aged 0-64 years. The 2018 Nigeria HIV/AIDS Indicator and Impact Survey (NAIIS) is a

				cross-sectional survey that will assess the prevalence of key human immunodeficiency virus (HIV)-related health indicators. This survey is a two-stage cluster survey of 88,775 randomly-selected households in Nigeria, sampled from among 3,551 nationally-representative sample clusters. The survey is expected to include approximately 168,100 participants, ages 15-64 years and children, ages 0-14 years, from the selected household. The 2018 NAHS will characterize HIV incidence, prevalence, viral load suppression, CD4 T-cell distribution, and risk behaviors in a household-based, nationally-representative sample of the population of Nigeria, and will describe uptake of key HIV prevention, care, and treatment services. The 2018 NAHS will also estimate the prevalence of hepatitis B virus (HBV), hepatitis C virus (HCV) infections, and HBV/HIV and HCV/HIV co-infections.
Justice, Gender	Public opinion poll on the judiciary system in Moldova	Open Justice Project (USAID)	2018	The study's purpose was to research the perception of efficiency and transparency of the judicial system in Republic of Moldova among the general population. The study's objectives included: <ul style="list-style-type: none"> <li>• researching the perception of the judiciary system;</li> <li>• researching the perception of the judiciary system reform;</li> <li>• establishing the use of technology in the courts;</li> <li>• appreciating the public access to the information about the courts and the judge performance.</li> </ul>
Government. Local Public Administration. Public services	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 (CEP II, IBRD, WBG)	2018	Primary goal of the study: Evaluating the performance of public authorities in the process of regulating entrepreneurial activity.
Government. Local Public Administration. Public services	Baseline survey and annual survey of ODIMM and MIEPO clients to assess outreach and effectiveness of their programs	CEP II, PIU (WBG)	2018	The primary goal of the study was to evaluate Outreach and Effectiveness indicators of ODIMM and MIEPO.
Children	PROVIDING QUANTITATIVE AND QUALITATIVE INFORMATION TO SERVE AS BASELINE FOR THE 2018-2022 COUNTRY PROGRAMME	UNICEF	2018	The purpose of the study: to provide disaggregated data and establish baselines for the following indicators to serve as baseline for the 2018-2022 Country Programme: <ul style="list-style-type: none"> <li>• proportion of prosecutors, police, judges and lawyers believing in successful social reintegration of children offenders and children victims and witnesses of crimes;</li> <li>• proportion of members of the</li> </ul>

	INDICATORS UNICEF			general public believing in successful social reintegration of children offenders and children victims and witnesses of crimes.
Health	KAP Study on Cervical Cancer Prevention in the Republic of Moldova	UNFPA	2018	To conduct a baseline Knowledge, Attitudes and Practices (KAP) Study on Cervical Cancer Prevention in the Republic of Moldova.
Children, Human rights	KAP Survey on the Rights of Ethnic Minorities	Terre des Hommes	2018	The primary goal of the study was to assess the knowledge, attitudes and practices of children, parents and specialists in the targeted communities on social cohesion, diversity and tolerance towards ethnic minorities.
Public opinion, Security	Security Survey	US Embassy în Chişinău	2018	The study is conducted to assess the attitudes towards the country's bilateral and multilateral security relationships
Health	Knowledge Attitudes and Practices on Tobacco and Alcohol Consumption	WHO	2018	The primary scope of the study was to determine the level of knowledge, attitudes and practices with reference to smoking habits among the population of the Republic of Moldova.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	UIPAC. Annual survey of ODIMM and MIEPO clients to assess outreach and effectiveness of their programs	WBG	2018	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
Education	Consultations and diagnostic assessment of the private sector skills demand & The extent of private sector engagement in creating demand-led skills ecosystem in Moldova	WBG	2017	The research instruments were designed by Magenta Consulting, all of the data collection was carried out by Magenta Consulting. The report has been written by Magenta Consulting as well.
Agriculture, Education	Workforce Skills Needs Assessment in the Targeted Value Chains	Chemonics	2017	The goal of the Workforce Skills and Needs Assessment is to identify the skills required by the private sector, specific industry groups, and state institutions affiliated with targeted value chains (apples, table grapes, stone fruits, greenhouse/open field vegetables, honey, berries) and propose interventions for addressing the core workforce competencies needed for the targeted value chains to meet their full economic potential.
Education	Evaluating the negative perception of potential students and parents about vocational studies.	BDR Associates Strategic Communication	2017	340/5000 The main purpose of the study is to test the perception of target groups towards vocational studies. The outcome of the research will be used by the beneficiary in conducting an awareness campaign by communicating VET

				results (Vocational Education Training) and changing attitudes towards IPT (Technical Vocational Education).
Health	Tuberculosis in Moldova: knowledge, attitudes and practices in general population and key affected population, 2017	Center for Health Policies and Studies (PAS Center)	2017	The Center for Health Policies and Studies (PAS Center) is currently implementing the "Strengthening Tuberculosis control in the Republic of Moldova". To achieve the overall goal of the project it is necessary to evaluate the level of knowledge, attitude and practices of general population and key affected groups in regard to TB.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	UIPAC. Annual survey of ODIMM and MIEPO clients to assess outreach and effectiveness of their programs	WBG	2017	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.
Health	KAP among truck drivers on HIV issues in Moldova	UNFPA	2016	Survey on a sample of 531 truck drivers. Besides, 10 in-depth interviews with truck drivers and 20 in-depth interviews with the transport companies' managers were conducted.
Education	Skills Gap Assessment	Chemonics	2016	1. Desk research 2. Light industry - 9 in-depth interviews and 35 questionnaires 3. Winemaking - 6 in-depth interviews and 30 questionnaires 4. Tourism - 10 in-depth interviews and 20 questionnaires 5. ICT online surveys - 175 companies, 211 students, 77 young professionals 6. Data analysis and report writing
Government. Local Public Administration. Public services	Performance assessment of the public authorities in their sphere of competence	Jacobs Cordova and Associated	2016	A survey with 690 companies was conducted. The data was analyzed and the report was delivered.
Justice	Assessment of the level of satisfaction of the court visitors	Ministry of Justice	2016	Magenta Consulting collected the data and prepared the report.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	UIPAC. WBG. Baseline assessment survey	WBG	2016	Developing research instruments, 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), data analysis, indicator calculation.
Education	SURVEY REGARDING STATISTICAL DATA AND INFORMATION USERS LEVEL OF SATISFACTION	SCBM (UNDP)	2016	The project implied two parts: conducting the research and designing training programs for each of the target segments. The goal of the survey consisted in highlighting the state of affairs and evaluation of the existing capabilities of the data users, as well as

	WITH THE EXISTING SOURCES OF INFORMATION			the identification of gaps in knowledge and work capabilities with statistical information of the statistical information and data users.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	Research for the evaluation of the level of awareness and satisfaction of the consumers about Agency for Consumer Protection and its activity	Agency for Consumer Protection	2016	Assessment of the trust and awareness of the consumers regarding the Agency for Consumer Protection
Government. Local Public Administration. Public services	Researching the socio-economical development of UTAG	IDIS Viitorul	2016	Assessment of the potential of the UTAG localities in socio-economical perspective.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	Design and conduct a public opinion survey on the Central Electoral Commission of the Republic of Moldova	UNDP	2016	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.
Education	Qualitative data collection on Schooling and Jobs Decisions in Moldova	WBG	2015	All of the data collection was carried out by Magenta Consulting. The questionnaires were piloted, as well as the focus group moderation guides by Magenta Consulting as well.
Government. Local Public Administration. Public services	LGSP. Evaluation of the level of satisfaction of the population regarding public services. Baseline Municipal Performance Index	Chemonics	2015	<ul style="list-style-type: none"> <li>• 14000 face-to-face interviews with population annually,</li> <li>• 35 statistical form collection (forms completed by the mayor's office)</li> <li>• Reporting with recommendations</li> </ul>
Justice	Republic of Moldova population's attitudes and awareness level of justice	ROLISP (USAID, Checchi)	2015	Face to face survey a sample of 1100 citizens and report writing.
Justice	Assessment of the perception of target audiences of Equality Council and Ombudsman Bureau	Action Global Communications	2015	The focus group was moderated and the data was analysed by Magenta Consulting.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	JILDP/ Endline survey on citizens' satisfaction with local public services in 30 target communities	UNDP	2015	Measuring progress and impact, as well as recommending activities for new JILDP phase within the JILDP 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 JILDP 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.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	LGSP. Evaluation of the level of satisfaction of the population regarding public services. Final Municipal Performance Index	Chemonics	2015	To measure the performance of the Local Government Support Project and in particular the Local Public Administration performance.
Health	Access to drugs in Republic of Moldova from the perspective of the compensated drugs	Center for Health Policies and Studies (PAS Center)	2014	This project implied conducting a survey on a sample of drug users in order to identify the coverage of population with compensated drugs, and in order to study accessibility and availability of drugs and the changes of these indicators due to existence of compensated drugs.
Health	KAP study. End-line evaluation of smoking and alcohol drinking cessation	WHO	2014	This project implied conducting survey on smoking cessation on a national sample in order to compare the results with the baseline and identify the changes produced by the informational campaign carried out by Ministry of Health in collaboration with WHO.
Health	KAP study. End-line. Anti-alcohol abuse campaign. Evaluation of the communication materials and evaluation of the promo campaign impact	WHO	2014	The objective of this project was to conduct the end-line assessment of the efficiency of the anti-alcohol abuse campaign conducted by the Ministry of Health in collaboration with the WHO.
Government. Local Public Administration. Public services	Assessment of Knowledge and Perceptions about CEC (KAP Research)	CEC	2014	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.
Justice	Assessment of the level of satisfaction of the court visitors	DAJ (Departament de Administrare Judecatoreasca)	2014	<ul style="list-style-type: none"> <li>600 interviews, face-to-face survey, 17 judicial institutions.</li> </ul>
Justice, Children	KAP assessment. Strengthening the Capacity of Law Enforcement, Inter-	Terre des Hommes	2014	480 questionnaires completed by the policemen under supervision of Magenta Consulting interviewing team. Database design and report writing.



	Agency coordination and Civil Society Organizations to Address Discrimination and Ill Treatment of Children within the Justice System in the Republic of Moldova			
Justice	Five communication strategies for NGOs activating in the area of justice, ROLISP partners	ROLISP (USAID, Checchi)	2014	5 communicational strategies designed based on the information collected during 5 workshops with the beneficiaries.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	JISB. Assessment of the effectiveness of Joint Information and Services Bureaus in the districts of the security zone of the Republic of Moldova	UNWOMEN	2014	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.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	BRITE. Progress of the implementation of business environment reforms	Chemonics	2014	Conducting 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.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	KAP. Public Opinion Survey on the Central Electoral Commission of Moldova	UNDP	2014	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.
Health	Public opinion assessment regarding cigarette smoke exposure and anti-smoking laws	Center for Health Policies and Studies (PAS Center)	2013	The objective of this assignment is to assess the attitude of population regarding prohibition of smoking in public area.



Education	Opinions, attitudes and perceptions of the social actors regarding organization and the process of objective, transparent, and trustworthy examining in the session of baccalaureate exams 2013	Soros Fund	2013	• 38 in-depth interviews • 12 focus groups
Education	Out-of-School Children in Moldova	UNICEF	2013	• 5 FG • Over 120 in-depth interviews • Policy development
Government. Local Public Administration. Public services	BRITE. Quantitative and qualitative research for the Business Regulatory, Investment and Trade Environment Program	Chemonics	2013	• 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.
Government. Local Public Administration. Public services	Functional Analysis of Ministry of Internal Affairs' Management Procedures 2nd phase	GIZ	2013	• 6 FG with regular citizens • Processing of the questionnaires • Analysis of the survey data
Government. Local Public Administration. Public services	Evaluation and analysis of citizen, mass-media and NGO participation in activity and decision making of Local Public Administration	Contact	2013	Paper and pencil personal interview (PAPI) on a sample of 600 adults older than 18 years old. 30 in-depth interviews with representatives of NGOs 10 in-depth interviews with mass-media 40 in-depth interviews with Local Public Administration representatives
Justice	Attitudes and perception of the Justice system by the population of Republic of Moldova. Communication strategy development	USAID	2013	• 3 FG with citizens • 6 in-depth interviews with experts • 5 in-depth interviews with citizens • 1100 interviews – face to face survey.
Justice	Evaluation of the web-site new.csm.md	USAID	2013	• 1 group discussion with mass-media, NGOs and Superior Council of Magistrates representatives.
Justice	Assessment of the level of satisfaction of the court visitors	DAJ (Departament de Administrare Judecatoreasca)	2013	• 600 interviews, face-to-face survey, 17 judicial institutions.
Social Assistance	Testing the logo, slogan and campaign's ads	BDR	2013	• 2 Focus groups in Chisinau • 2 Focus groups in rural area • 2 Focus groups in urban area 4FG were organized with children (7-11 years old and 12-16 years old), 1 FG with parents (20-35 years old), 1 FG with parents and tutors 35 years and older.

Children	Knowledge, Attitudes and Practices of the people who take care of children 0-4 years old regarding household accidents	PAS Centre for Health Policies and Services	2013	<ul style="list-style-type: none"> <li>• Face-to-face survey on a sample of 1234 respondents.</li> <li>• Data analysis</li> </ul>
Children, Health	Perception of the population regarding presence of dangerous chemical substances in food, household appliances, toys, household chemical goods	EcoContact	2013	Magenta Consulting conducted analysis of the data collected by ECO Contact based on a questionnaire adapted by Magenta Consulting regarding perception of the presence of dangerous chemical substances in the objects one meets in day-to-day life.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	LGSP. Evaluation of the level of satisfaction of the population regarding public services. Municipal Performance Index	Chemonics	2013	To measure the performance of the Local Government Support Project and in particular the Local Public Administration performance.
Government. Local Public Administration. Public services, Gender	Assessing the efficiency of the Joint Information and Services Bureaus	UNWOMEN	2012	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.
Health	KAP study. Base-line. Anti-smoking campaign. Base-line assessment	WHO	2012	The objective of this assignment is to assess the knowledge, attitude and practices regarding smoking prior, in mid-term and after anti-smoking nationwide informational campaign.
Health	KAP study. Base-line. Anti-alcohol abuse campaign. Evaluation of the communication materials and evaluation of the promo campaign impact	WHO	2012	The objective of this assignment is to assess the knowledge, attitude and practices regarding smoking prior to anti-alcohol abuse nation wide informational campaign.
Education	Monitoring the Educational Reform	WBG	2012	<ul style="list-style-type: none"> <li>• 9 focus groups with citizens directly affected by the reform (parents/ grandparents/ guardians/ students),</li> <li>• 3 mini case studies of vulnerable student households, as well as</li> <li>• 9 in-depth interviews with local stakeholders (teachers, principals, local education authorities);</li> <li>• A survey with 240 school principals and rayon authorities.</li> <li>• Reporting with recommendations</li> </ul>
Gender, Social Assistance	Identification of primary and	UNWOMEN	2012	<ul style="list-style-type: none"> <li>• 6 Focus Groups with vulnerable people belonging to different categories</li> </ul>

	secondary causes of social exclusion of vulnerable people, in particular based on the gender criterion			of vulnerability, • 33 in-depth interviews with vulnerable people belonging to different categories of vulnerability • 1100 face to face interviews • Reporting with recommendations
Government. Local Public Administration. Public services	National Annual Survey on Public Perception, Uptake of and Support to the E-Government Transformation in Moldova (year 2012)	WBG	2012	• 3000 interviews with citizens • Processing of the questionnaires • Analysis of the survey data
Government. Local Public Administration. Public services	Functional Analysis of Ministry of Internal Affairs' Management Procedures 1st phase	GIZ	2012	• Processing of the questionnaires • Analysis of the survey data
Government. Local Public Administration. Public services	Entrepreneurs' satisfaction with government policy	SKDS	2012	• 500 interviews (directors, owners and managers of enterprises)
Education	Quality education in rural areas of Republic of Moldova. National census (2 waves)	WBG	2011	• Distribution of approximately 1400 electronic forms • Assistance in completion of these forms • Collection and verification of the forms • Preparing the technical report on the obtained data • Assistance in completion of the electronic platform for the 2nd wave of the project • Reporting with recommendations
Education	Monitoring education reforms focusing on student enrolments – 2nd Phase	UNICEF	2011	Collecting data from approximately 260 primary, lower secondary and upper secondary schools in the 8 southern rayons – the consultant have visited 183 schools and collected detailed data about the number of pupils, their names, data about their families, social status, lists of teachers and administrative staff etc. This data was collected on paper and further it was introduced in a special database for analysis. Collected data, was deeply analyzed and compared to official statistics.
Education	Monitoring education reforms focusing on student enrolments	WBG	2011	Collecting data from approximately 260 primary, lower secondary and upper secondary schools in the 8 southern rayons – the consultant have visited 183 schools and collected detailed data about the number of pupils, their names, data about their families, social status, lists of teachers and administrative staff etc. This data was collected on paper and further it was introduced in a special database for analysis. Collected data, was deeply analyzed and compared to official statistics.

Government. Local Public Administration. Public services	Assessment of Customs Services and Border Protection	Gallup (for IRI, sponsored by USAID)	2011	In this project Magenta Consulting was commissioned to conduct 4 Focus group discussions with men and women who contacted customs lately – 2 discussions were organised in Balti and 2 – in Chisinau.
Government. Local Public Administration. Public services	Citizen Report Cards. Citizen satisfaction with public service delivery	WBG	2010	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.
Health	KAP Study – Avian Flu Awareness level	UNICEF	2009	The general objective of this study is to assess the quality of the intervention of the Human Pandemic Preparedness and Response Project implemented by the Ministry of Health and Ministry of Agriculture and Food Industry and Financed by the World Bank during 2007-2010.
Government. Local Public Administration. Public services	Moldova E- Governance research	UNDP	2009	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.
Education	Quality of education assessment	IPP	2008	Description of actual services provided by your staff within the assignment: 1st survey with 600 respondents, 15 FG (6-District/Municipal Education Department; 6-Representatives of Central/Local Authorities; 3-Representatives of NGO-s), 13 in-depth interviews (3 people from the institution under the Ministry of Education and Youth, 3 people from the institution under the Ministry of Health Care, 3 people from the institutions under the Ministry of Social Protection, Child and Family, 2 people from the Parliamentary Committee for Culture, Research, Education, Youth, Sports and Mass-Media, 2 people from the Parliamentary Committee for Social Protection, Health Care and Family; 2nd survey with 400 respondents, 12 FG (4-Employers

				<p>Representatives; 4-Representatives of the Trade Union/Professionals Associations;4-Representatives of the National Employment Agency); 13 in-depth interviews (3 people from the Ministry of Economy and Commerce; 2 people from the Parliamentary Committee for Economic Policy, Budget and Finance; 2 people from the Parliamentary Committee for Committee for Public Administration, Environment and Territorial Development; 3 representatives of NGO's in the employment field.</p>
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Name	Dumitru Silitrari			
Position in the Co	Data Expert and Senior Consultant			
Year in Co	13 years			
Email	d.silitrari@consulting.md			
Language skills	Language	Speaking	Reading	Writing
	Romanian	Native	Native	Native
	Russian	Good	Good	Good
	English	Good	Good	Good
Education and qualifications	<p>Academy of Economic Studies of Moldova Department of Business Administration Master of Business Administration, February 2010</p> <p>Academy of Economic Studies of Moldova Department of Banks and Stock Exchanges Licentiate in Economics with a specialization in finance, May 2008</p>			
Relevant trainings and special education relevant for the project	<p>Advanced SPSS analysis – IBM Romania / Romsymdata</p> <p>Protecting Human Research Participants – The National Institutes of Health (NIH)</p> <p>Social &amp; Behavioral Research – Collaborative Institutional Training Initiative</p>			
Work experience	<p>Magenta Consulting, Republic of Moldova, Data Expert 2018 – Present</p> <p>Stattis, United States, Data Quality Analyst 2018 – Present</p> <p>Kimetrica, United States, Survey Assistant 2013</p> <p>Magenta Consulting, Republic of Moldova, Director of logistics 2010 – 2018</p> <p>Magenta Consulting, Republic of Moldova, Consultant 2008 – 2010</p> <p>Magenta Consulting, Republic of Moldova, Interviewer 2006 – 2007</p>			
Countries of Experience	Republic of Moldova, Nigeria, Botswana, Zambia, Somalia			

Mr Silitrari had the position of Data manager and head of data collection in the following projects:

Domain	Name of the project	Client	Year	Short project description
Health	The Botswana HIV/AIDS Impact Survey V	ICF	2021	The Botswana HIV/AIDS Impact Survey V, or BAIS V, is a national survey assessing the prevalence of HIV and the coverage and impact of HIV services, as well as characterizing HIV-related risk behaviors, using a nationally representative sample of children aged 6 weeks to 14 years and adults aged 15 years to 64 years. BAIS V is the fifth such survey performed in Botswana. This PEPFAR-funded survey will reach approximately 13,500 randomly selected households and interview 28,800 people. BAIS V will help the Government of Botswana, its partners, and the public know how many people are currently infected with HIV, how many people

				have new infections, and how many people living with HIV are on effective treatment.
Health	The Zambia Population-based HIV Impact Assessment (ZamPHIA)	ICF	2021	The Zambia Population-based HIV Impact Assessment (ZamPHIA) is a nationwide survey being implemented by the University of Maryland Baltimore School of Medicine's Center for International Health, Education, and Biosecurity (Ciheb). The PEPFAR-funded survey is assessing the prevalence and incidence of HIV, assessing the coverage and impact of HIV services, and characterizing HIV-related risk behaviors using a nationally representative sample of adults aged 15 years and older.
Public opinion, Government. Local Public Administration. Public services	The level of satisfaction of natural persons and legal entities with the services and activity of the State Tax Service	State Tax Service	2019	The aim of the project was to determine the level of satisfaction of natural persons and legal entities with the services and activity of the State Tax Service.
Health	Research for the project Support for the Reform of the Mental Services from Moldova	Trimbos Moldova	2019	The primary goal of the study was to compare the knowledge, attitudes and practices among primary care physicians and nurses who received a 5-day training from MENSANA with the doctors and nurses from non-pilot districts who did not benefit from a such training.
Justice, Public opinion	Public opinion poll on the judiciary system in Moldova	Open Justice Project (USAID)	2019	The study's purpose was to research the perception of efficiency and transparency of the judicial system in Republic of Moldova among the general population. The study's objectives included: • researching the perception of the judiciary system; • researching the perception of the judiciary system reform; • establishing the use of technology in the courts; • appreciating the public access to the information about the courts and the judge performance.
Education	Evaluation of training programs for teachers, management and trainers regarding the implementation of professional competence standards in general education in 2016 and 2017	WBG	2019	The purpose of the study was to evaluate the training programs for the teachers and for the management staff in primary and secondary education, regarding the implementation of the standards of professional competence and the elaboration of the recommendations for their improvement.
Children, Human rights	KAP Survey on the Rights of Ethnic Minorities	Terre des Hommes	2019	The purpose of this study was to evaluate the knowledge, attitudes and practices of children, parents and specialists in the targeted communities on social cohesion, diversity and

				tolerance towards ethnic minorities, compared to the data obtained in the 2018 Baseline study.
Health	The Nigeria HIV/AIDS Indicator and Impact Survey (NAIIS)	ICF	2019	The goal of the survey is to examine the distribution of human immunodeficiency virus (HIV) disease in Nigeria, to assess the coverage and impact of HIV services on the population level, and to measure HIV-related risk behaviors using a nationally-representative sample of persons aged 0-64 years. The 2018 Nigeria HIV/AIDS Indicator and Impact Survey (NAIIS) is a cross-sectional survey that will assess the prevalence of key human immunodeficiency virus (HIV)-related health indicators. This survey is a two-stage cluster survey of 88,775 randomly-selected households in Nigeria, sampled from among 3,551 nationally-representative sample clusters. The survey is expected to include approximately 168,100 participants, ages 15-64 years and children, ages 0-14 years, from the selected household. The 2018 NAIIS will characterize HIV incidence, prevalence, viral load suppression, CD4 T-cell distribution, and risk behaviors in a household-based, nationally-representative sample of the population of Nigeria, and will describe uptake of key HIV prevention, care, and treatment services. The 2018 NAIIS will also estimate the prevalence of hepatitis B virus (HBV), hepatitis C virus (HCV) infections, and HBV/HIV and HCV/HIV co-infections.
Justice, Gender	Public opinion poll on the judiciary system in Moldova	Open Justice Project (USAID)	2018	The study's purpose was to research the perception of efficiency and transparency of the judicial system in Republic of Moldova among the general population. The study's objectives included: • researching the perception of the judiciary system; • researching the perception of the judiciary system reform; • establishing the use of technology in the courts; • appreciating the public access to the information about the courts and the judge performance.
Government. Local Public Administration. Public services	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 (CEP II, IBRD, WBG)	2018	Primary goal of the study: Evaluating the performance of public authorities in the process of regulating entrepreneurial activity.
Government. Local Public	Baseline survey and annual survey of ODIMM and MIEPO clients to asses	CEP II, PIU (WBG)	2018	The primary goal of the study was to evaluate Outreach and Effectiveness indicators of ODIMM and MIEPO.



Administration. Public services	outreach and effectiveness of their programs			
Children	PROVIDING QUANTITATIVE AND QUALITATIVE INFORMATION TO SERVE AS BASELINE FOR THE 2018-2022 COUNTRY PROGRAMME INDICATORS UNICEF	UNICEF	2018	The purpose of the study: to provide disaggregated data and establish baselines for the following indicators to serve as baseline for the 2018-2022 Country Programme: • proportion of prosecutors, police, judges and lawyers believing in successful social reintegration of children offenders and children victims and witnesses of crimes; • proportion of members of the general public believing in successful social reintegration of children offenders and children victims and witnesses of crimes.
Health	KAP Study on Cervical Cancer Prevention in the Republic of Moldova	UNFPA	2018	To conduct a baseline Knowledge, Attitudes and Practices (KAP) Study on Cervical Cancer Prevention in the Republic of Moldova.
Children, Human rights	KAP Survey on the Rights of Ethnic Minorities	Terre des Hommes	2018	The primary goal of the study was to assess the knowledge, attitudes and practices of children, parents and specialists in the targeted communities on social cohesion, diversity and tolerance towards ethnic minorities.
Public opinion, Security	Security Survey	US Embassy în Chişinău	2018	The study is conducted to assess the attitudes towards the country's bilateral and multilateral security relationships
Health	Knowledge Attitudes and Practices on Tobacco and Alcohol Consumption	WHO	2018	The primary scope of the study was to determine the level of knowledge, attitudes and practices with reference to smoking habits among the population of the Republic of Moldova.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	UIPAC. Annual survey of ODIMM and MIEPO clients to assess outreach and effectiveness of their programs	WBG	2018	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
Education	Consultations and diagnostic assessment of the private sector skills demand & The extent of private sector engagement in creating demand-led skills ecosystem in Moldova	WBG	2017	The research instruments were designed by Magenta Consulting, all of the data collection was carried out by Magenta Consulting. The report has been written by Magenta Consulting as well.
Agriculture, Education	Workforce Skills Needs Assessment in the Targeted Value Chains	Chemonics	2017	The goal of the Workforce Skills and Needs Assessment is to identify the skills required by the private sector, specific industry groups, and state institutions affiliated with targeted value chains

				(apples, table grapes, stone fruits, greenhouse/open field vegetables, honey, berries) and propose interventions for addressing the core workforce competencies needed for the targeted value chains to meet their full economic potential.
Education	Evaluating the negative perception of potential students and parents about vocational studies.	BDR Associates Strategic Communication	2017	340/5000 The main purpose of the study is to test the perception of target groups towards vocational studies. The outcome of the research will be used by the beneficiary in conducting an awareness campaign by communicating VET results (Vocational Education Training) and changing attitudes towards IPT (Technical Vocational Education).
Health	Tuberculosis in Moldova: knowledge, attitudes and practices in general population and key affected population, 2017	Center for Health Policies and Studies (PAS Center)	2017	The Center for Health Policies and Studies (PAS Center) is currently implementing the "Strengthening Tuberculosis control in the Republic of Moldova". To achieve the overall goal of the project it is necessary to evaluate the level of knowledge, attitude and practices of general population and key affected groups in regard to TB.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	UIPAC. Annual survey of ODIMM and MIEPO clients to assess outreach and effectiveness of their programs	WBG	2017	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.
Health	KAP among truck drivers on HIV issues in Moldova	UNFPA	2016	Survey on a sample of 531 truck drivers. Besides, 10 in-depth interviews with truck drivers and 20 in-depth interviews with the transport companies' managers were conducted.
Education	Skills Gap Assessment	Chemonics	2016	1. Desk research 2. Light industry - 9 in-depth interviews and 35 questionnaires 3. Winemaking - 6 in-depth interviews and 30 questionnaires 4. Tourism - 10 in-depth interviews and 20 questionnaires 5. ICT online surveys - 175 companies, 211 students, 77 young professionals 6. Data analysis and report writing
Government. Local Public Administration. Public services	Performance assessment of the public authorities in their sphere of competence	Jacobs Cordova and Associated	2016	A survey with 690 companies was conducted. The data was analyzed and the report was delivered.
Justice	Assessment of the level of satisfaction of the court visitors	Ministry of Justice	2016	Magenta Consulting collected the data and prepared the report.

Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	UIPAC. WBG. Baseline assessment survey	WBG	2016	Developing research instruments, 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), data analysis, indicator calculation.
Education	SURVEY REGARDING STATISTICAL DATA AND INFORMATION USERS LEVEL OF SATISFACTION WITH THE EXISTING SOURCES OF INFORMATION	SCBM (UNDP)	2016	The project implied two parts: conducting the research and designing training programs for each of the target segments. The goal of the survey consisted in highlighting the state of affairs and evaluation of the existing capabilities of the data users, as well as the identification of gaps in knowledge and work capabilities with statistical information of the statistical information and data users.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	Research for the evaluation of the level of awareness and satisfaction of the consumers about Agency for Consumer Protection and its activity	Agency for Consumer Protection	2016	Assessment of the trust and awareness of the consumers regarding the Agency for Consumer Protection
Government. Local Public Administration. Public services	Researching the socio-economical development of UTAG	IDIS Viitorul	2016	Assessment of the potential of the UTAG localities in socio-economical perspective.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	Design and conduct a public opinion survey on the Central Electoral Commission of the Republic of Moldova	UNDP	2016	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.
Education	Qualitative data collection on Schooling and Jobs Decisions in Moldova	WBG	2015	All of the data collection was carried out by Magenta Consulting. The questionnaires were piloted, as well as the focus group moderation guides by Magenta Consulting as well.
Government. Local Public Administration. Public services	LGSP. Evaluation of the level of satisfaction of the population regarding public services. Baseline Municipal Performance Index	Chemonics	2015	<ul style="list-style-type: none"> <li>• 14000 face-to-face interviews with population annually,</li> <li>• 35 statistical form collection (forms completed by the mayor's office)</li> <li>• Reporting with recommendations</li> </ul>
Justice	Republic of Moldova population's attitudes and awareness level of justice	ROLISP (USAID, Checchi)	2015	Face to face survey a sample of 1100 citizens and report writing.

Justice	Assessment of the perception of target audiences of Equality Council and Ombudsman Bureau	Action Global Communications	2015	The focus group was moderated and the data was analysed by Magenta Consulting.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	JILD/ Endline survey on citizens' satisfaction with local public services in 30 target communities	UNDP	2015	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.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	LGSP. Evaluation of the level of satisfaction of the population regarding public services. Final Municipal Performance Index	Chemonics	2015	To measure the performance of the Local Government Support Project and in particular the Local Public Administration performance.
Health	Access to drugs in Republic of Moldova from the perspective of the compensated drugs	Center for Health Policies and Studies (PAS Center)	2014	This project implied conducting a survey on a sample of drug users in order to identify the coverage of population with compensated drugs, and in order to study accessibility and availability of drugs and the changes of these indicators due to existence of compensated drugs.
Health	KAP study. End-line evaluation of smoking and alcohol drinking cessation	WHO	2014	This project implied conducting survey on smoking cessation on a national sample in order to compare the results with the baseline and identify the changes produced by the informational campaign carried out by Ministry of Health in collaboration with WHO.
Health	KAP study. End-line. Anti-alcohol abuse campaign. Evaluation of the communication materials and evaluation of the promo campaign impact	WHO	2014	The objective of this project was to conduct the end-line assessment of the efficiency of the anti-alcohol abuse campaign conducted by the Ministry of Health in collaboration with the WHO.
Government. Local Public Administration. Public services	Assessment of Knowledge and Perceptions about CEC (KAP Research)	CEC	2014	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.
Justice	Assessment of the level of satisfaction of the court visitors	DAJ (Departament de Administrare Judecatoreasca)	2014	<ul style="list-style-type: none"> <li>600 interviews, face-to-face survey, 17 judicial institutions.</li> </ul>
Justice, Children	KAP assessment. Strengthening the Capacity of Law Enforcement, Inter-Agency coordination and Civil Society Organizations to Address Discrimination and Ill Treatment of Children within the Justice System in the Republic of Moldova	Terre des Hommes	2014	480 questionnaires completed by the policemen under supervision of Magenta Consulting interviewing team. Database design and report writing.
Justice	Five communication strategies for NGOs activating in the area of justice, ROLISP partners	ROLISP (USAID, Checchi)	2014	5 communicational strategies designed based on the information collected during 5 workshops with the beneficiaries.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	JISB. Assessment of the effectiveness of Joint Information and Services Bureaus in the districts of the security zone of the Republic of Moldova	UNWOMEN	2014	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.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	BRITE. Progress of the implementation of business environment reforms	Chemonics	2014	Conducting 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.
Government. Local Public Administration. Public services, Organizational evaluation/	KAP. Public Opinion Survey on the Central Electoral Commission of Moldova	UNDP	2014	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

Project impact assessment				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.
Health	Public opinion assessment regarding cigarette smoke exposure and anti-smoking laws	Center for Health Policies and Studies (PAS Center)	2013	The objective of this assignment is to assess the attitude of population regarding prohibition of smoking in public area.
Education	Opinions, attitudes and perceptions of the social actors regarding organization and the process of objective, transparent, and trustworthy examining in the session of baccalaureate exams 2013	Soros Fund	2013	• 38 in-depth interviews • 12 focus groups
Education	Out-of-School Children in Moldova	UNICEF	2013	• 5 FG • Over 120 in-depth interviews • Policy development
Government. Local Public Administration. Public services	BRITE. Quantitative and qualitative research for the Business Regulatory, Investment and Trade Environment Program	Chemonics	2013	• 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.
Government. Local Public Administration. Public services	Functional Analysis of Ministry of Internal Affairs' Management Procedures 2nd phase	GIZ	2013	• 6 FG with regular citizens • Processing of the questionnaires • Analysis of the survey data
Government. Local Public Administration. Public services	Evaluation and analysis of citizen, mass-media and NGO participation in activity and decision making of Local Public Administration	Contact	2013	Paper and pencil personal interview (PAPI) on a sample of 600 adults older than 18 years old. 30 in-depth interviews with representatives of NGOs 10 in-depth interviews with mass-media 40 in-depth interviews with Local Public Administration representatives
Justice	Attitudes and perception of the Justice system by the population of Republic of Moldova. Communication strategy development	USAID	2013	• 3 FG with citizens • 6 in-depth interviews with experts • 5 in-depth interviews with citizens • 1100 interviews – face to face survey.

Justice	Evaluation of the web-site new.csm.md	USAID	2013	<ul style="list-style-type: none"> <li>• 1 group discussion with mass-media, NGOs and Superior Council of Magistrates representatives.</li> </ul>
Justice	Assessment of the level of satisfaction of the court visitors	DAJ (Departament de Administrare Judecatoreasca)	2013	<ul style="list-style-type: none"> <li>• 600 interviews, face-to-face survey, 17 judicial institutions.</li> </ul>
Social Assistance	Testing the logo, slogan and campaign's ads	BDR	2013	<ul style="list-style-type: none"> <li>• 2 Focus groups in Chisinau • 2 Focus groups in rural area • 2 Focus groups in urban area 4FG were organized with children (7-11 years old and 12-16 years old), 1 FG with parents (20-35 years old), 1 FG with parents and tutors 35 years and older.</li> </ul>
Children	Knowledge, Attitudes and Practices of the people who take care of children 0-4 years old regarding household accidents	PAS Centre for Health Policies and Services	2013	<ul style="list-style-type: none"> <li>• Face-to-face survey on a sample of 1234 respondents.</li> <li>• Data analysis</li> </ul>
Children, Health	Perception of the population regarding presence of dangerous chemical substances in food, household appliances, toys, household chemical goods	EcoContact	2013	Magenta Consulting conducted analysis of the data collected by ECO Contact based on a questionnaire adapted by Magenta Consulting regarding perception of the presence of dangerous chemical substances in the objects one meets in day-to-day life.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	LGSP. Evaluation of the level of satisfaction of the population regarding public services. Municipal Performance Index	Chemonics	2013	To measure the performance of the Local Government Support Project and in particular the Local Public Administration performance.
Government. Local Public Administration. Public services, Gender	Assessing the efficiency of the Joint Information and Services Bureaus	UNWOMEN	2012	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.
Health	KAP study. Base-line. Anti-smoking campaign. Base-line assessment	WHO	2012	The objective of this assignment is to assess the knowledge, attitude and practices regarding smoking prior, in mid-term and after anti-smoking nationwide informational campaign.
Health	KAP study. Base-line. Anti-alcohol abuse campaign. Evaluation of the communication materials and evaluation of the	WHO	2012	The objective of this assignment is to assess the knowledge, attitude and practices regarding smoking prior to anti-alcohol abuse nation wide informational campaign.



	promo campaign impact			
Education	Monitoring the Educational Reform	WBG	2012	<ul style="list-style-type: none"> <li>• 9 focus groups with citizens directly affected by the reform (parents/ grandparents/ guardians/ students),</li> <li>• 3 mini case studies of vulnerable student households, as well as</li> <li>• 9 in-depth interviews with local stakeholders (teachers, principals, local education authorities);</li> <li>• A survey with 240 school principals and rayon authorities.</li> <li>• Reporting with recommendations</li> </ul>
Gender, Social Assistance	Identification of primary and secondary causes of social exclusion of vulnerable people, in particular based on the gender criterion	UNWOMEN	2012	<ul style="list-style-type: none"> <li>• 6 Focus Groups with vulnerable people belonging to different categories of vulnerability,</li> <li>• 33 in-depth interviews with vulnerable people belonging to different categories of vulnerability</li> <li>• 1100 face to face interviews</li> <li>• Reporting with recommendations</li> </ul>
Government. Local Public Administration. Public services	National Annual Survey on Public Perception, Uptake of and Support to the E-Government Transformation in Moldova (year 2012)	WBG	2012	<ul style="list-style-type: none"> <li>• 3000 interviews with citizens</li> <li>• Processing of the questionnaires</li> <li>• Analysis of the survey data</li> </ul>
Government. Local Public Administration. Public services	Functional Analysis of Ministry of Internal Affairs' Management Procedures 1st phase	GIZ	2012	<ul style="list-style-type: none"> <li>• Processing of the questionnaires</li> <li>• Analysis of the survey data</li> </ul>
Government. Local Public Administration. Public services	Entrepreneurs' satisfaction with government policy	SKDS	2012	<ul style="list-style-type: none"> <li>• 500 interviews (directors, owners and managers of enterprises)</li> </ul>
Education	Quality education in rural areas of Republic of Moldova. National census (2 waves)	WBG	2011	<ul style="list-style-type: none"> <li>• Distribution of approximately 1400 electronic forms</li> <li>• Assistance in completion of these forms</li> <li>• Collection and verification of the forms</li> <li>• Preparing the technical report on the obtained data</li> <li>• Assistance in completion of the electronic platform for the 2nd wave of the project</li> <li>• Reporting with recommendations</li> </ul>
Education	Monitoring education reforms focusing on student enrolments – 2nd Phase	UNICEF	2011	Collecting data from approximately 260 primary, lower secondary and upper secondary schools in the 8 southern rayons – the consultant have visited 183 schools and collected detailed data about the number of pupils, their names, data about their families, social status, lists of teachers and administrative staff etc. This data was collected on paper and further it was introduced in a special database for analysis. Collected data, was deeply analyzed and compared to official statistics.



Education	Monitoring education reforms focusing on student enrolments	WBG	2011	Collecting data from approximately 260 primary, lower secondary and upper secondary schools in the 8 southern rayons – the consultant have visited 183 schools and collected detailed data about the number of pupils, their names, data about their families, social status, lists of teachers and administrative staff etc. This data was collected on paper and further it was introduced in a special database for analysis. Collected data, was deeply analyzed and compared to official statistics.
Government. Local Public Administration. Public services	Assessment of Customs Services and Border Protection	Gallup (for IRI, sponsored by USAID)	2011	In this project Magenta Consulting was commissioned to conduct 4 Focus group discussions with men and women who contacted customs lately – 2 discussions were organised in Balti and 2 – in Chisinau.
Government. Local Public Administration. Public services	Citizen Report Cards. Citizen satisfaction with public service delivery	WBG	2010	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.
Health	KAP Study – Avian Flu Awareness level	UNICEF	2009	The general objective of this study is to assess the quality of the intervention of the Human Pandemic Preparedness and Response Project implemented by the Ministry of Health and Ministry of Agriculture and Food Industry and Financed by the World Bank during 2007-2010.
Government. Local Public Administration. Public services	Moldova E-Governance research	UNDP	2009	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.
Education	Quality of education assessment	IPP	2008	Description of actual services provided by your staff within the assignment: 1st survey with 600 respondents, 15 FG (6-District/Municipal Education Department; 6-Representatives of

				<p>Central/Local Authorities; 3-Representatives of NGO-s), 13 in-depth interviews (3 people from the institution under the Ministry of Education and Youth, 3 people from the institution under the Ministry of Health Care, 3 people from the institutions under the Ministry of Social Protection, Child and Family, 2 people from the Parliamentary Committee for Culture, Research, Education, Youth, Sports and Mass-Media, 2 people from the Parliamentary Committee for Social Protection, Health Care and Family; 2nd survey with 400 respondents, 12 FG (4-Employers Representatives; 4-Representatives of the Trade Union/Professionals Associations; 4-Representatives of the National Employment Agency); 13 in-depth interviews (3 people from the Ministry of Economy and Commerce; 2 people from the Parliamentary Committee for Economic Policy, Budget and Finance; 2 people from the Parliamentary Committee for Committee for Public Administration, Environment and Territorial Development; 3 representatives of NGO's in the employment field.</p>
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<b>Name:</b>	Birca Victor			
<b>Position, Magenta Consulting:</b>	Director of Logistics and Data Collection Department			
<b>Nationality:</b>	Moldovan			
<b>Contact information:</b>	e-mail: v.birca@consulting.md			
<b>Work experience</b>	<p>Magenta Consulting - Director of Logistics and Data Collection Department 2018/05 – present</p> <p>Magenta Consulting – Senior research consultant 2017/05 – 2018/05</p> <p>Magenta Consulting – Research consultant 2014/10 - 2017/08</p> <p>Divas-VMT – Sales manager 2011/02 – 2012/03</p> <p>Ecomod Star – Sales manager 2009/01-2009/12</p>			
<b>Countries of Work Experience:</b>	Moldova			
<b>Years with entity:</b>	Since 2014			
<b>Language skills:</b>	Language	Speaking	Reading	Writing
	Romanian	Good	Good	Good
	Russian	Good	Good	Good
	English	Good	Good	Good
<b>Education and other Qualifications:</b>	<p>Academy of Economic Studies of Moldova, Chisinau, Moldova</p> <p>Department of Business Administration 2014</p> <p>Financial Banking College” A. Diordița”</p> <p>Department of Business Administration, 2005-2009</p>			

Mr Birca had the position of head of Logistics and Data Collection in the following projects:

Domain	Name of the project	Client	Year	Short project description
Health	The Botswana HIV/AIDS Impact Survey V	ICF	2021	The Botswana HIV/AIDS Impact Survey V, or BAIS V, is a national survey assessing the prevalence of HIV and the coverage and impact of HIV services, as well as characterizing HIV-related risk behaviors, using a nationally representative sample of children aged 6 weeks to 14 years and adults aged 15 years to 64 years. BAIS V is the fifth such survey performed in Botswana. This PEPFAR-funded survey will reach approximately 13,500 randomly selected households and interview 28,800 people. BAIS V will help the Government of Botswana, its partners, and the public know how many people are currently infected with HIV, how many people have new infections, and how many people living with HIV are on effective treatment.
Health	The Zambia Population-based HIV Impact	ICF	2021	The Zambia Population-based HIV Impact Assessment (ZamPHIA) is a nationwide survey being implemented by the University of Maryland Baltimore School of Medicine's Center for

	Assessment (ZamPHIA)			International Health, Education, and Biosecurity (Ciheb). The PEPFAR-funded survey is assessing the prevalence and incidence of HIV, assessing the coverage and impact of HIV services, and characterizing HIV-related risk behaviors using a nationally representative sample of adults aged 15 years and older.
Public opinion, Government. Local Public Administration. Public services	The level of satisfaction of natural persons and legal entities with the services and activity of the State Tax Service	State Tax Service	2019	The aim of the project was to determine the level of satisfaction of natural persons and legal entities with the services and activity of the State Tax Service.
Health	Research for the project Support for the Reform of the Mental Services from Moldova	Trimbos Moldova	2019	The primary goal of the study was to compare the knowledge, attitudes and practices among primary care physicians and nurses who received a 5-day training from MENSANA with the doctors and nurses from non-pilot districts who did not benefit from a such training.
Justice, Public opinion	Public opinion poll on the judiciary system in Moldova	Open Justice Project (USAID)	2019	The study's purpose was to research the perception of efficiency and transparency of the judicial system in Republic of Moldova among the general population. The study's objectives included: • researching the perception of the judiciary system; • researching the perception of the judiciary system reform; • establishing the use of technology in the courts; • appreciating the public access to the information about the courts and the judge performance.
Education	Evaluation of training programs for teachers, management and trainers regarding the implementation of professional competence standards in general education in 2016 and 2017	WBG	2019	The purpose of the study was to evaluate the training programs for the teachers and for the management staff in primary and secondary education, regarding the implementation of the standards of professional competence and the elaboration of the recommendations for their improvement.
Children, Human rights	KAP Survey on the Rights of Ethnic Minorities	Terre des Hommes	2019	The purpose of this study was to evaluate the knowledge, attitudes and practices of children, parents and specialists in the targeted communities on social cohesion, diversity and tolerance towards ethnic minorities, compared to the data obtained in the 2018 Baseline study.
Health	The Nigeria HIV/AIDS Indicator and Impact Survey (NAIIS)	ICF	2019	The goal of the survey is to examine the distribution of human immunodeficiency virus (HIV) disease in Nigeria, to assess the coverage and impact of HIV services on the population

				level, and to measure HIV-related risk behaviors using a nationally-representative sample of persons aged 0-64 years. The 2018 Nigeria HIV/AIDS Indicator and Impact Survey (NAIIS) is a cross-sectional survey that will assess the prevalence of key human immunodeficiency virus (HIV)-related health indicators. This survey is a two-stage cluster survey of 88,775 randomly-selected households in Nigeria, sampled from among 3,551 nationally-representative sample clusters. The survey is expected to include approximately 168,100 participants, ages 15-64 years and children, ages 0-14 years, from the selected household. The 2018 NAIIS will characterize HIV incidence, prevalence, viral load suppression, CD4 T-cell distribution, and risk behaviors in a household-based, nationally-representative sample of the population of Nigeria, and will describe uptake of key HIV prevention, care, and treatment services. The 2018 NAIIS will also estimate the prevalence of hepatitis B virus (HBV), hepatitis C virus (HCV) infections, and HBV/HIV and HCV/HIV co-infections.
Justice, Gender	Public opinion poll on the judiciary system in Moldova	Open Justice Project (USAID)	2018	The study's purpose was to research the perception of efficiency and transparency of the judicial system in Republic of Moldova among the general population. The study's objectives included: • researching the perception of the judiciary system; • researching the perception of the judiciary system reform; • establishing the use of technology in the courts; • appreciating the public access to the information about the courts and the judge performance.
Government. Local Public Administration. Public services	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 (CEP II, IBRD, WBG)	2018	Primary goal of the study: Evaluating the performance of public authorities in the process of regulating entrepreneurial activity.
Government. Local Public Administration. Public services	Baseline survey and annual survey of ODIMM and MIEPO clients to assess outreach and effectiveness of their programs	CEP II, PIU (WBG)	2018	The primary goal of the study was to evaluate Outreach and Effectiveness indicators of ODIMM and MIEPO.
Children	PROVIDING QUANTITATIVE AND QUALITATIVE INFORMATION TO SERVE AS BASELINE	UNICEF	2018	The purpose of the study: to provide disaggregated data and establish baselines for the following indicators to serve as baseline for the 2018-2022 Country Programme: • proportion

	FOR THE 2018-2022 COUNTRY PROGRAMME INDICATORS UNICEF			of prosecutors, police, judges and lawyers believing in successful social reintegration of children offenders and children victims and witnesses of crimes; <ul style="list-style-type: none"> <li>• proportion of members of the general public believing in successful social reintegration of children offenders and children victims and witnesses of crimes.</li> </ul>
Health	KAP Study on Cervical Cancer Prevention in the Republic of Moldova	UNFPA	2018	To conduct a baseline Knowledge, Attitudes and Practices (KAP) Study on Cervical Cancer Prevention in the Republic of Moldova.
Children, Human rights	KAP Survey on the Rights of Ethnic Minorities	Terre des Hommes	2018	The primary goal of the study was to assess the knowledge, attitudes and practices of children, parents and specialists in the targeted communities on social cohesion, diversity and tolerance towards ethnic minorities.
Public opinion, Security	Security Survey	US Embassy în Chişinău	2018	The study is conducted to assess the attitudes towards the country's bilateral and multilateral security relationships
Health	Knowledge Attitudes and Practices on Tobacco and Alcohol Consumption	WHO	2018	The primary scope of the study was to determine the level of knowledge, attitudes and practices with reference to smoking habits among the population of the Republic of Moldova.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	UIPAC. Annual survey of ODIMM and MIEPO clients to assess outreach and effectiveness of their programs	WBG	2018	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
Education	Consultations and diagnostic assessment of the private sector skills demand & The extent of private sector engagement in creating demand-led skills ecosystem in Moldova	WBG	2017	The research instruments were designed by Magenta Consulting, all of the data collection was carried out by Magenta Consulting. The report has been written by Magenta Consulting as well.
Agriculture, Education	Workforce Skills Needs Assessment in the Targeted Value Chains	Chemonics	2017	The goal of the Workforce Skills and Needs Assessment is to identify the skills required by the private sector, specific industry groups, and state institutions affiliated with targeted value chains (apples, table grapes, stone fruits, greenhouse/open field vegetables, honey, berries) and propose interventions for addressing the core workforce competencies needed for the targeted value chains to meet their full economic potential.

Education	Evaluating the negative perception of potential students and parents about vocational studies.	BDR Associates Strategic Communication	2017	340/5000 The main purpose of the study is to test the perception of target groups towards vocational studies. The outcome of the research will be used by the beneficiary in conducting an awareness campaign by communicating VET results (Vocational Education Training) and changing attitudes towards IPT (Technical Vocational Education).
Health	Tuberculosis in Moldova: knowledge, attitudes and practices in general population and key affected population, 2017	Center for Health Policies and Studies (PAS Center)	2017	The Center for Health Policies and Studies (PAS Center) is currently implementing the "Strengthening Tuberculosis control in the Republic of Moldova". To achieve the overall goal of the project it is necessary to evaluate the level of knowledge, attitude and practices of general population and key affected groups in regard to TB.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	UIPAC. Annual survey of ODIMM and MIEPO clients to assess outreach and effectiveness of their programs	WBG	2017	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.
Health	KAP among truck drivers on HIV issues in Moldova	UNFPA	2016	Survey on a sample of 531 truck drivers. Besides, 10 in-depth interviews with truck drivers and 20 in-depth interviews with the transport companies' managers were conducted.
Education	Skills Gap Assessment	Chemonics	2016	1. Desk research 2. Light industry - 9 in-depth interviews and 35 questionnaires 3. Winemaking - 6 in-depth interviews and 30 questionnaires 4. Tourism - 10 in-depth interviews and 20 questionnaires 5. ICT online surveys - 175 companies, 211 students, 77 young professionals 6. Data analysis and report writing
Government. Local Public Administration. Public services	Performance assessment of the public authorities in their sphere of competence	Jacobs Cordova and Associated	2016	A survey with 690 companies was conducted. The data was analyzed and the report was delivered.
Justice	Assessment of the level of satisfaction of the court visitors	Ministry of Justice	2016	Magenta Consulting collected the data and prepared the report.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	UIPAC. WBG. Baseline assessment survey	WBG	2016	Developing research instruments, 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), data analysis, indicator calculation.

Education	SURVEY REGARDING STATISTICAL DATA AND INFORMATION USERS LEVEL OF SATISFACTION WITH THE EXISTING SOURCES OF INFORMATION	SCBM (UNDP)	2016	The project implied two parts: conducting the research and designing training programs for each of the target segments. The goal of the survey consisted in highlighting the state of affairs and evaluation of the existing capabilities of the data users, as well as the identification of gaps in knowledge and work capabilities with statistical information of the statistical information and data users.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	Research for the evaluation of the level of awareness and satisfaction of the consumers about Agency for Consumer Protection and its activity	Agency for Consumer Protection	2016	Assessment of the trust and awareness of the consumers regarding the Agency for Consumer Protection
Government. Local Public Administration. Public services	Researching the socio-economical development of UTAG	IDIS Viitorul	2016	Assessment of the potential of the UTAG localities in socio-economical perspective.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	Design and conduct a public opinion survey on the Central Electoral Commission of the Republic of Moldova	UNDP	2016	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.
Education	Qualitative data collection on Schooling and Jobs Decisions in Moldova	WBG	2015	All of the data collection was carried out by Magenta Consulting. The questionnaires were piloted, as well as the focus group moderation guides by Magenta Consulting as well.
Government. Local Public Administration. Public services	LGSP. Evaluation of the level of satisfaction of the population regarding public services. Baseline Municipal Performance Index	Chemonics	2015	<ul style="list-style-type: none"> <li>• 14000 face-to-face interviews with population annually,</li> <li>• 35 statistical form collection (forms completed by the mayor's office)</li> <li>• Reporting with recommendations</li> </ul>
Justice	Republic of Moldova population's attitudes and awareness level of justice	ROLISP (USAID, Checchi)	2015	Face to face survey a sample of 1100 citizens and report writing.
Justice	Assessment of the perception of target audiences of Equality Council and Ombudsman Bureau	Action Global Communications	2015	The focus group was moderated and the data was analysed by Magenta Consulting.
Government. Local Public Administration. Public services, Organizational	JILD/ Endline survey on citizens' satisfaction with local	UNDP	2015	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



evaluation/ Project impact assessment	public services in 30 target communities			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 JILDIP 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.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	LGSP. Evaluation of the level of satisfaction of the population regarding public services. Final Municipal Performance Index	Chemonics	2015	To measure the performance of the Local Government Support Project and in particular the Local Public Administration performance.
Health	Access to drugs in Republic of Moldova from the perspective of the compensated drugs	Center for Health Policies and Studies (PAS Center)	2014	This project implied conducting a survey on a sample of drug users in order to identify the coverage of population with compensated drugs, and in order to study accessibility and availability of drugs and the changes of these indicators due to existence of compensated drugs.
Health	KAP study. End-line evaluation of smoking and alcohol drinking cessation	WHO	2014	This project implied conducting survey on smoking cessation on a national sample in order to compare the results with the baseline and identify the changes produced by the informational campaign carried out by Ministry of Health in collaboration with WHO.
Health	KAP study. End-line. Anti-alcohol abuse campaign. Evaluation of the communication materials and evaluation of the promo campaign impact	WHO	2014	The objective of this project was to conduct the end-line assessment of the efficiency of the anti-alcohol abuse campaign conducted by the Ministry of Health in collaboration with the WHO.
Government. Local Public Administration. Public services	Assessment of Knowledge and Perceptions about CEC (KAP Research)	CEC	2014	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.

Justice	Assessment of the level of satisfaction of the court visitors	DAJ (Departament de Administrare Judecatoreasca)	2014	<ul style="list-style-type: none"> <li>600 interviews, face-to-face survey, 17 judicial institutions.</li> </ul>
Justice, Children	KAP assessment. Strengthening the Capacity of Law Enforcement, Inter-Agency coordination and Civil Society Organizations to Address Discrimination and Ill Treatment of Children within the Justice System in the Republic of Moldova	Terre des Hommes	2014	480 questionnaires completed by the policemen under supervision of Magenta Consulting interviewing team. Database design and report writing.
Justice	Five communication strategies for NGOs activating in the area of justice, ROLISP partners	ROLISP (USAID, Checchi)	2014	5 communicational strategies designed based on the information collected during 5 workshops with the beneficiaries.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	JISB. Assessment of the effectiveness of Joint Information and Services Bureaus in the districts of the security zone of the Republic of Moldova	UNWOMEN	2014	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.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	BRITE. Progress of the implementation of business environment reforms	Chemonics	2014	Conducting 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.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	KAP. Public Opinion Survey on the Central Electoral Commission of Moldova	UNDP	2014	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.

Health	Public opinion assessment regarding cigarette smoke exposure and anti-smoking laws	Center for Health Policies and Studies (PAS Center)	2013	The objective of this assignment is to assess the attitude of population regarding prohibition of smoking in public area.
Education	Opinions, attitudes and perceptions of the social actors regarding organization and the process of objective, transparent, and trustworthy examining in the session of baccalaureate exams 2013	Soros Fund	2013	<ul style="list-style-type: none"> <li>• 38 in-depth interviews</li> <li>• 12 focus groups</li> </ul>
Education	Out-of-School Children in Moldova	UNICEF	2013	<ul style="list-style-type: none"> <li>• 5 FG</li> <li>• Over 120 in-depth interviews</li> <li>• Policy development</li> </ul>
Government. Local Public Administration. Public services	BRITE. Quantitative and qualitative research for the Business Regulatory, Investment and Trade Environment Program	Chemonics	2013	<ul style="list-style-type: none"> <li>• Collection of primary data: 1100 Incidence Survey + 500 Booster Survey on General Public;</li> <li>• Collection of primary data: 400 interviews with Private Sector representatives;</li> <li>• 20 in-depth interviews with citizens, 10 interviews with companies;</li> <li>• 7 interviews - Delphi Study involving Customs area stakeholders.</li> </ul>
Government. Local Public Administration. Public services	Functional Analysis of Ministry of Internal Affairs' Management Procedures 2nd phase	GIZ	2013	<ul style="list-style-type: none"> <li>• 6 FG with regular citizens</li> <li>• Processing of the questionnaires</li> <li>• Analysis of the survey data</li> </ul>
Government. Local Public Administration. Public services	Evaluation and analysis of citizen, mass-media and NGO participation in activity and decision making of Local Public Administration	Contact	2013	Paper and pencil personal interview (PAPI) on a sample of 600 adults older than 18 years old. 30 in-depth interviews with representatives of NGOs 10 in-depth interviews with mass-media 40 in-depth interviews with Local Public Administration representatives
Justice	Attitudes and perception of the Justice system by the population of Republic of Moldova. Communication strategy development	USAID	2013	<ul style="list-style-type: none"> <li>• 3 FG with citizens</li> <li>• 6 in-depth interviews with experts</li> <li>• 5 in-depth interviews with citizens</li> <li>• 1100 interviews – face to face survey.</li> </ul>
Justice	Evaluation of the web-site new.csm.md	USAID	2013	<ul style="list-style-type: none"> <li>• 1 group discussion with mass-media, NGOs and Superior Council of Magistrates representatives.</li> </ul>
Justice	Assessment of the level of satisfaction of the court visitors	DAJ (Departament de Administrare Judecatoreasca)	2013	<ul style="list-style-type: none"> <li>• 600 interviews, face-to-face survey, 17 judicial institutions.</li> </ul>

Social Assistance	Testing the logo, slogan and campaign's ads	BDR	2013	<ul style="list-style-type: none"> <li>• 2 Focus groups in Chisinau</li> <li>• 2 Focus groups in rural area</li> <li>• 2 Focus groups in urban area</li> <li>4FG were organized with children (7-11 years old and 12-16 years old), 1 FG with parents (20-35 years old), 1 FG with parents and tutors 35 years and older.</li> </ul>
Children	Knowledge, Attitudes and Practices of the people who take care of children 0-4 years old regarding household accidents	PAS Centre for Health Policies and Services	2013	<ul style="list-style-type: none"> <li>• Face-to-face survey on a sample of 1234 respondents.</li> <li>• Data analysis</li> </ul>
Children, Health	Perception of the population regarding presence of dangerous chemical substances in food, household appliances, toys, household chemical goods	EcoContact	2013	Magenta Consulting conducted analysis of the data collected by ECO Contact based on a questionnaire adapted by Magenta Consulting regarding perception of the presence of dangerous chemical substances in the objects one meets in day-to-day life.
Government. Local Public Administration. Public services, Organizational evaluation/ Project impact assessment	LGSP. Evaluation of the level of satisfaction of the population regarding public services. Municipal Performance Index	Chemonics	2013	To measure the performance of the Local Government Support Project and in particular the Local Public Administration performance.
Government. Local Public Administration. Public services, Gender	Assessing the efficiency of the Joint Information and Services Bureaus	UNWOMEN	2012	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.
Health	KAP study. Base-line. Anti-smoking campaign. Base-line assessment	WHO	2012	The objective of this assignment is to assess the knowledge, attitude and practices regarding smoking prior, in mid-term and after anti-smoking nationwide informational campaign.
Health	KAP study. Base-line. Anti-alcohol abuse campaign. Evaluation of the communication materials and evaluation of the promo campaign impact	WHO	2012	The objective of this assignment is to assess the knowledge, attitude and practices regarding smoking prior to anti-alcohol abuse nation wide informational campaign.
Education	Monitoring the Educational Reform	WBG	2012	<ul style="list-style-type: none"> <li>• 9 focus groups with citizens directly affected by the reform (parents/ grandparents/ guardians/ students),</li> <li>• 3 mini case studies of vulnerable student households, as well as</li> <li>• 9 in-depth</li> </ul>

				interviews with local stakeholders (teachers, principals, local education authorities); • A survey with 240 school principals and rayon authorities. • Reporting with recommendations
Gender, Social Assistance	Identification of primary and secondary causes of social exclusion of vulnerable people, in particular based on the gender criterion	UNWOMEN	2012	• 6 Focus Groups with vulnerable people belonging to different categories of vulnerability, • 33 in-depth interviews with vulnerable people belonging to different categories of vulnerability • 1100 face to face interviews • Reporting with recommendations
Government. Local Public Administration. Public services	National Annual Survey on Public Perception, Uptake of and Support to the E-Government Transformation in Moldova (year 2012)	WBG	2012	• 3000 interviews with citizens • Processing of the questionnaires • Analysis of the survey data
Government. Local Public Administration. Public services	Functional Analysis of Ministry of Internal Affairs' Management Procedures 1st phase	GIZ	2012	• Processing of the questionnaires • Analysis of the survey data
Government. Local Public Administration. Public services	Entrepreneurs' satisfaction with government policy	SKDS	2012	• 500 interviews (directors, owners and managers of enterprises)
Education	Quality education in rural areas of Republic of Moldova. National census (2 waves)	WBG	2011	• Distribution of approximately 1400 electronic forms • Assistance in completion of these forms • Collection and verification of the forms • Preparing the technical report on the obtained data • Assistance in completion of the electronic platform for the 2nd wave of the project • Reporting with recommendations
Education	Monitoring education reforms focusing on student enrolments – 2nd Phase	UNICEF	2011	Collecting data from approximately 260 primary, lower secondary and upper secondary schools in the 8 southern rayons – the consultant have visited 183 schools and collected detailed data about the number of pupils, their names, data about their families, social status, lists of teachers and administrative staff etc. This data was collected on paper and further it was introduced in a special database for analysis. Collected data, was deeply analyzed and compared to official statistics.
Education	Monitoring education reforms focusing on student enrolments	WBG	2011	Collecting data from approximately 260 primary, lower secondary and upper secondary schools in the 8 southern rayons – the consultant have visited 183 schools and collected detailed data about the number of pupils, their names, data about their families, social status,

				lists of teachers and administrative staff etc. This data was collected on paper and further it was introduced in a special database for analysis. Collected data, was deeply analyzed and compared to official statistics.
Government. Local Public Administration. Public services	Assessment of Customs Services and Border Protection	Gallup (for IRI, sponsored by USAID)	2011	In this project Magenta Consulting was commissioned to conduct 4 Focus group discussions with men and women who contacted customs lately – 2 discussions were organised in Balti and 2 – in Chisinau.
Government. Local Public Administration. Public services	Citizen Report Cards. Citizen satisfaction with public service delivery	WBG	2010	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.
Health	KAP Study – Avian Flu Awareness level	UNICEF	2009	The general objective of this study is to assess the quality of the intervention of the Human Pandemic Preparedness and Response Project implemented by the Ministry of Health and Ministry of Agriculture and Food Industry and Financed by the World Bank during 2007-2010.
Government. Local Public Administration. Public services	Moldova E-Governance research	UNDP	2009	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.
Education	Quality of education assessment	IPP	2008	Description of actual services provided by your staff within the assignment: 1st survey with 600 respondents, 15 FG (6- District/Municipal Education Department; 6-Representatives of Central/Local Authorities; 3- Representatives of NGO-s), 13 in-depth interviews (3 people from the institution under the Ministry of Education and Youth, 3 people from the institution under the Ministry of Health Care, 3 people from the institutions under the

				<p>Ministry of Social Protection, Child and Family, 2 people from the Parliamentary Committee for Culture, Research, Education, Youth, Sports and Mass-Media, 2 people from the Parliamentary Committee for Social Protection, Health Care and Family; 2nd survey with 400 respondents, 12 FG (4-Employers Representatives; 4-Representatives of the Trade Union/Professionals Associations; 4-Representatives of the National Employment Agency); 13 in-depth interviews (3 people from the Ministry of Economy and Commerce; 2 people from the Parliamentary Committee for Economic Policy, Budget and Finance; 2 people from the Parliamentary Committee for Committee for Public Administration, Environment and Territorial Development; 3 representatives of NGO's in the employment field.</p>
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## ANEXE – RECOMANDĂRI



Lyon, 23 April 2021

Subject: Media Audience Research Survey, Moldova, 2020.

Dear Mr. Dumitru Slonovshci,

On behalf of ERIM, (formerly known as IREX Europe which is now doing business as Equal Rights and Independent Media, ERIM), I would like to express my appreciation for Magenta Consulting's excellent professionalism and quality of work in the execution of an audience research survey commissioned in 2020.

A 10240 citizen face-to-face survey using a proportional multi-stage stratified probabilistic sample, aged 18 years and above, with a Day after Recall (DAR) method was fully delivered. The survey and data collection was conducted from September 4 through October 31, 2020. Magenta staff subsequently provided both presentations and capacity building workshops of the research results to stakeholders and independent media. The entire process was delivered effectively and to a very high standard, whilst also adhering to agreed deadlines despite the challenges of the COVID-19 pandemic.

I would particularly like to commend the flexibility and understanding of your team in accommodating my team's rigorous on-site monitoring and evaluation. We deliberately chose an aggressive and invasive M&E approach in order to be able to provide robust defence of the quality of your work. This involved my team making spontaneous visits to field workers, and to your offices to monitor data collection.

I am also aware that a number of your team became ill with COVID-19 during the project, but despite this you were able to meet your contractual obligations. PPE sets provided to your teams allowed the field work to be conducted as planned, and as a result face-to-face data collection despite the challenges of COVID-19 was possible.

I therefore am delighted to be able to provide this letter of recommendation for your excellent work.

Best regards,  
Mike de Villiers  
Director  
ERIM

A handwritten signature in black ink, appearing to read "Mike de Villiers", is written over a light blue circular background.

11 rue Aimé Collomb  
69003 Lyon  
France

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info@erim.ngo  
www.erim.ngo





23 December 2020

Re. #91

**Dear Mr. Dumitru Slonovschi,**

On behalf of UNFPA, United Nations Population Fund, I would like to express my appreciation to Magenta Consulting's dedication in the execution of Contract N° UNFPA/MDA/PSC/2019/009 – *Conducting the Generations and Gender Survey in the Republic of Moldova*. Magenta Consulting demonstrated its professionalism and dedication in performing the most comprehensive Generations and Gender demographic survey and exceeded the threshold of 10,000 respondents that was established under the contract.

The flexibility and innovative approach that your company demonstrated considering how COVID-19 affected the data collection contributed to completing the data collection without any implications on the quality of data. In a short period of time, Magenta managed to make all the adjustments imposed by the Government in response to COVID-19, including the adjustments to the guidelines for data collection, training on protection measures, distribution of PPE sets and recruiting additional field operators.

I would like to mention your contribution in conducting additional training sessions aimed at increasing the pool of field operators needed to finalize the fieldwork in time. As a result, the Republic of Moldova was among the few countries that continued to conduct face-to-face data collection with all protection measures in place.

I would like to use this opportunity to express my highest considerations.

Best regards,

**Nigina Abaszada,**  
Resident Representative  
UNFPA Moldova

A handwritten signature in dark ink, appearing to read 'N. Abaszada', is placed above the typed name.

**Mr. Dumitru Slonovschi,**  
General Director, Magenta Consulting SRL





Nr. 45 din 07.03.2018

7 March 2018

To whom it may concern

Recommendation letter

The Association for Child and Family Empowerment "Ave Copiii" selected Magenta Consulting to conduct in 2016-2017 a KAP study on adolescence in Chisinau municipality.

Throughout a qualitative methodology the study considered:

- Adolescents knowledge's about risks they are exposed to; caretakers and professionals knowledge and opinions regarding the risks adolescents are exposed to;
- The problems adolescents are confronted with, and the problems caretakers face when they interact with adolescents as well as the educational, social, health and child protection systems;
- The way adolescents react when they face a problem, and the way caretakers react when adolescents face a problem, as well as investigating resilience among adolescence facing troubles.

A desk review of existing researches on adolescents in Moldova and the legal framework governing the protection of children and adolescents was conducted and a report on secondary data relevant for the study elaborated. Also, 40 in-depth interviews were conducted with adolescents of different ages, from urban and rural areas of the municipality of Chisinau, as well as caretakers and professionals interacting with adolescents. Further, 7 focus group discussions with adolescents, caretakers and professionals were organized to collect additional data, and 6 workshops were carried to validate the findings.

A study Report were developed by Magenta highlighting knowledge, attitudes and practices of adolescents from the municipality of Chisinau related to health, social and education risks with which they are confronted.

I strongly recommend Magenta as a research company capable to plan and develop qualitative researches in the field of adolescences.

Mariana IANACHEVICI  
Chief Executive Officer





*To whom it may concern.*

RECOMMENDATION LETTER

March 1, 2018

In 2017, the High Value Agriculture Activity (HVAA) in Moldova, a USAID-funded project implemented by Chemonics International, Inc., initiated a comprehensive survey titled, *Workforce Skills Needs Assessment in the Targeted Value Chains*. Based on a competitive tender, the proposal offered by Magenta Consulting was selected for offering the most suitable research methodology and best value for the contract.

Magenta Consulting used a mixed methods approach to assess the skills required by the private sector, specific industry groups, and state institutions affiliated with targeted value chains (apples, table grapes, stone fruits, open field vegetables, honey and berries). Based on survey results interventions were proposed to address the core workforce competencies needed for the targeted value chains to meet their full economic potential.

To collect data, Magenta Consulting interviewed 92 enterprises and carried out 28 in-depth interviews. The results of the study were validated during 5 public vetting events with stakeholders. After analysis, Magenta Consulting delivered a comprehensive report on the findings of the quantitative and qualitative parts of the study and proposed recommendations.

Magenta Consulting did an outstanding job on this work for our project. I am pleased to provide them this recommendation.

Sincerely,

A handwritten signature in blue ink that reads "Cynthia Steen".

Cynthia Steen  
Chief of Party  
USAID High Value Agriculture Activity in Moldova  
Implemented by Chemonics International





Nr. 154/2018  
From: March 20, 2018

To whom it may concern

Recommendation letter

In 2017, the Center for Health Policies and Studies (PAS Center) selected Magenta Consulting to conduct a KAP survey regarding tuberculosis in the general population and key affected groups. The Global Plan to End TB for 2016-2020 defines "key populations" as people who are vulnerable, undeserved or at-risk of TB infection and illness. Accounting for this definition, the key affected populations (KAPs) for this survey included people living with HIV/AIDS (PLWHA), labor migrants, people who use drugs (PWUD), homeless individuals and prisoners.

Magenta Consulting was responsible for implementing the following activities:

- Update and pre-test the previous version of the questionnaire;
- Conduct field-work to collect data: on a sample of 1200 persons, aged 15-64 years, representatives of the national population (Right Bank only) and 400 persons from key affected groups (PLWH, labour migrants, homeless, prisoners, PWUD).

As a result of the study, Magenta Consulting developed two deliverables – a detailed report highlighting knowledge, attitudes and practices of the general population and key affected populations regarding tuberculosis, as well as a short report with the main results and comparative analysis of main indicators obtained in previous KAP surveys conducted in 2004, 2008, 2010 and 2012. The reports were prepared in Romanian, English and Russian languages.

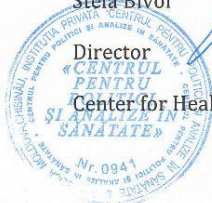
We are pleased to recommend Magenta Consulting. During our collaboration we discovered that the personnel at Magenta is highly professional and have a creative approach to tasks. We would like to add that the Magenta team has sustained a high level of communication during implementation of the research project, showed flexibility in adapting content to our comments, and has delivered the agreed work on time.

Sincerely,

Stela Bivol

Director

Center for Health Policies and Studies





**Rule of Law Institutional  
Strengthening Program (ROLISP)**

**Recommendation Letter**

*April 17, 2014*

To whom it may concern.

I am writing this letter to express my appreciation for Magenta Consulting and their efforts for successfully completing our contracts with them.

USAID ROLISP started its cooperation with Magenta Consulting in 2012. The company was selected on a competitive basis and was contracted to develop and implement a quantitative Public Awareness Research, aimed at assessing the level of awareness of Moldovan citizens about the latest judicial reforms. The project resulted in a comprehensive report that included conclusions and recommendations on the best means to promote the ongoing judicial reforms among the population.

In 2013 Magenta Consulting conducted a focus group assessing the opinion of professionals and media about the new webpage of the Superior Council of Magistracy.

In 2014 USAID ROLISP selected Magenta Consulting for developing communication strategies for 5 civil society partners. This task included individual assessment sessions with the NGOs and further development of each communication strategy based on the results of the assessments.

During each assignment Magenta Consulting proved to have the necessary skills and experience for accomplishing the tasks. The company team demonstrated full involvement and dedication to the tasks performed, responsibility and initiative in actions, respect for deadlines and deliverables required, and as a result, provided qualitative products.

Our experience with Magenta Consulting was positive and we were satisfied with their work.

Sincerely,

Frederick G. Yeager  
Chief of Party  
Rule of Law Institutional Strengthening Program (ROLISP)

**BALTIJOS TYRIMAI**

| The Gallup Organization

Vilnius, October 6, 2014

To whom it may concern:

**Recommendation Letter**

Baltic Surveys is the representative of Gallup Organization in Lithuania. For 5 years we have been conducting surveys on socio-political views of Moldovans among the citizens in Moldova. For this reason, our partner, IRI (International Republican Institute) subcontracted Magenta Consulting in order to do the local project management and data collection for us. Since then we have carried out about 10 waves of research, each basing on a sample of 1200 citizens. Our requirements for Magenta Consulting were based on the international standards, used by ESOMAR and Gallup. We need a local company who is able to provide services according to the international standards and Magenta Consulting was selected in a tender as the best price-quality option.

Back in 2011 we also did a research on the topic of customs service and we subcontracted Magenta Consulting in order to organize and moderate a series of focus groups in Chisinau and outside of Chisinau.

We selected Magenta Consulting back in 2009 and since then we have been observing how this company grows, how it takes up more projects and sets stricter procedures at all stages of its work. We enjoyed collaboration with the general director of Magenta Consulting and the team. We monitored the processes at various stages and remained satisfied with the quality of the work, with the professionalism of the consultants and with the team of interviewers working for the company.

Dr. Rasa Alisauskiene  
Director General  
Baltic Surveys Ltd./ The Gallup Organization



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## ANEXE - CERTIFICAT ESOMAR

