

**DECLARAȚIE**  
**privind lista principalelor livrari/prestări efectuate în ultimii 5 ani de activitate**

N r.	Numărul și Obiectul contractului / Tipului serviciilor prestate	Scopul prestării serviciilor	Tip și producător al echipamen telor deservite în cadrul contract	Calitatea în care a participat la îndeplinir ea contractul ui (*)	Proce nt îndepl init de către Oferta nt (%)	Denumirea /numele, sediu/adresa beneficiarului/cli entului/ pagina web	Perioa da de livrare / presta re (luni )	Prețul total al contract ului în MDL
1	2	3	4	5	6	7	8	9
1	BH 4437/2018 /17 Cobntract prestari servicii PO 592583 FIMS nr. 41870 din 06/2018	Sondaj Național cu privire la percepți a principiu lui de egalitate și non- discrimi nare	NA	Contra cant Unic	100%	Consiliul Europei, Strasbourg, signed by Eva Gutjahr head office in Chisinau	08/20 18 – 12/20 18	864 000,00
2	Cererii ofertelor de prețuri nr. ocds- b3wdp1- MD- 156230699 7822 din 05.07.2019 în baza deciziei nr. 16 din 08.08.2019	Servicii de efectuar e a Sondajul ui privind Migrația și Remiten țele în Zonele Rurale ale Moldove i	NA	Contra cant Unic	100%	Comisia Națională a Pieței Financiare, Republica Moldova, Chisinau, MD- 2012, bd.Ștefan cel Mare și Sfânt, 77	08/20 19 – 12/20 19	311 880,00

3	Cereri ofertelor de prețuri nr. ocde- b3wdp1- MD- 158824116 2493	Servicii de studii de piață privind percepți a ofertei turistice locale	NA	Contra- tant Unic	100%	Agenția de Investiții, Republica Moldova, Chisinau, MD- 2012, str. Stefan cel Mare 134	05/20 20 – 08/20 20	144 000,00
4	TOTAL							1 319 880

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	2020-11	<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>
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<p>DAR survey on TV, radio, internet and printed media TED MEDIA</p>	<p>IREX Europe</p>	<p>2020-09</p>	<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>
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<p>Sondaj KAP postintervenție de evaluare a cunoștințelor, atitudinilor și practicilor privind prevenirea cancerului de col uterin în RM</p>	<p>UNFPA</p>	<p>2020-08</p>	<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>
<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</p>	<p>Council of Europe</p>	<p>2020-07</p>	<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>
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>

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<sup>\*)</sup> Se precizează calitatea în care a participat la îndeplinirea contractului, care poate fi de: contractant unic sau lider de asociație; contractant asociat; subcontractant.

Semnat: \_\_\_\_\_

Nume: Slonovschi Dumitru

Funcția în cadrul firmei: Director General

Denumirea firmei: MAGENTA CONSULTING SRL