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To Whom It May Concern:

We met the “QUBO Communications Group” team in our collaboration with Mrs. Ludmila Gurău, managing partner and strategic communication expert, in order to create the Institutional Communication Strategy for the Agency for the Protection of Intellectual Property Rights (AGEPI) within the Technical Assistance Project “Support for Enforcement of Intellectual Property Rights” in the Republic of Moldova, funded by the European Union and implemented by and international consortium led by “Archidata” SRL.

In order to develop the Strategy for 5 years, during the period May 7 - August 30, 2018, the expert carried out extensive research, analyzing the context and defining the target groups with which AGEPI interacts in its activity. The study analyzed stakeholders' perceptions, constraints and expectations in communicating with the institution. The purpose of the research, professionally developed by the expert, was to identify the institutional image of AGEPI from the stakeholders' perspective. The results of the study have enabled the mapping of stakeholders by degree of interest and influence for AGEPI, and then, based on the grid – the establishment of communication objectives, strategic messages and expected results.

Strategic messages were designed in order to meet the expectations of stakeholders and bring added value to AGEPI activity, increase reliability, improve reputation and trust in the organization.

The expert has demonstrated a strategic approach and deep analytical capacity in the strategy development process, as well as creativity in setting up the Communication Plan, segmented into four key areas of AGEPI, for a 2-year period. The plan incorporates both classical and innovative institutional communication tools with the organization's internal and external stakeholders, including practical tips for identifying the most effective channels of communication. Due to the holistic approach of QUBO Communications Group, the communication plan took into account the specificity of each target group and the channels through which they get informed.

During our collaboration, Ludmila Gurău demonstrated efficiency, reliability, professionalism and good time management so as to provide timely all the communication products it has committed to develop. Moreover, the expert has made further efforts by providing the beneficiary institution with additional documents and templates (not included in the contract), in order to facilitate the implementation of the Communication Strategy and the Action Plan by the AGEPI team. Among these were a set of important tools (templates) to be used in the organisation's communication with journalists in Moldova, which have been developed based on the agency's experience gained from the analysis of the local media market. The expert also developed a visual presentation tool for the Strategy, to facilitate the understanding and ownership of the Strategy by internal stakeholders.

We confidently recommend the strategic communication expert Ludmila Gurău and the “QUBO Communications Group” team for developing strategic communication documents.

Andreea SAVIN (previously COMSA)
Project Director

