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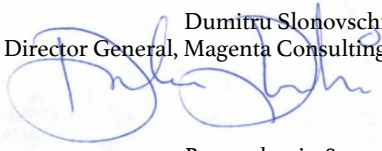
OFERTA TEHNICĂ ȘI FINANCIARĂ

SONDAJE DREPT SUPORT PENTRU DECIZIILE DE POLITICĂ MACROPRUDENȚIALĂ

BNM

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magenta consulting


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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 criteriile 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 agreed 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 uniforme, 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, interviewerul 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), interviewerul 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, idno.md, yp.md etc. Drept respondenți se vor selecta persoane din tom management al companiei.

1.2.2 Colectarea datelor

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

Pre-testarea chestionarului

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

Experiența noastră a dovedit necesitatea de pre-testare a chestionarelor și este un pas obligatoriu. Această abordare este utilă pentru identificarea întrebărilor care pot fi înțelese sau interpretate greșit de

către respondenți. Prin urmare, chestionarul este îmbunătățit și adaptat populației țintă. În acest caz, chestionarul va fi testat pe 10 respondenți.

Interviewatorii - selecție și instruire

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

Intervieutorii 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 intervieutori

Interviurile sunt realizate de echipa de intervieutori 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 30-50 de zile calendaristice.

1.5 Buget

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



1.6 Portofoliu (unele proiecte) din domeniul vizat

Suntem foarte recunoscători încrederii pe care o primim din partea partenerilor noștri. Astfel din 2006 am implementat cu succes mai mult de 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 II autorități publice
- Evaluarea activității centrului de E-Guvernare etc.

Name of Project	Client	Period	Types of activities undertaken
Public Opinion Survey: Residents of Moldova, 2023	IRI (International Republican Institute)	2023-07	<p>Narative description of project:</p> <p>Another wave of one of the main public opinion studies at the national level, part of the IRI research carried out in over 100 countries, was conducted by Magenta in 2023. The purpose of the research was to assess the public opinion on the latest events, social and political phenomena in the country. This study was vital for providing a systematic and quantifiable way to understand the perspectives, preferences and attitudes of the population regarding the situation in the country. Research findings were essential for informing the decision-makers and helping the development of public policies that align with the citizens and community needs.</p> <p>Description of actual services:</p> <p>Magenta Consulting implemented a CAPI (Computer Assisted Personal Interview) survey - face-to-face interviews using tablets on two samples: 1) a nationally representative sample of 1199 permanent residents of Moldova, aged 18+ years, eligible to vote; and 2) a Booster sample of 402 residents of Chisinau, aged 18+ years, eligible to vote. Magenta provided all the necessary resources for the successful implementation of the following activities: developing the research design; adjusting, translating and testing the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; coding the open-ended responses; sample checking and weighting coefficient calculation; writing the Technical report in English and verifying the survey dataset to be submitted to the client.</p>
Study on the level of satisfaction of taxpayers (individuals and legal entities) with the services and activity of the State Tax Service, 2023	State Tax Service of the Republic of Moldova	2023-03	<p>Narative description of project:</p> <p>An important study on taxpayers' level of satisfaction was carried out by Magenta within Component 2. "Institutional development" of the Tax Administration Modernization Project (TAMP), aimed at reforming the Moldovan State Tax Service (STS). The purpose of the study was to determine the changes in the level of taxpayer satisfaction with the STS services against benchmarks established in 2018. The following objectives were proposed for this research: 1. To determine the perceptions of STS performance, efficiency, transparency, corruption in the STS, public trust and the confidence that the STS</p>

			<p>is able to enforce tax laws with efficiency, integrity and fairness. 2. To determine the perception of the effectiveness of the STS in delivering key services at a high level of quality in line with fair access, transparency and efficiency. 3. To identify the perceptions of the modes/practices by which the STS limits access, efficiency, and transparency creates opportunities for corrupt practices and barriers to public trust. 4. To assess the changes in the level of taxpayers' satisfaction in 2023 compared to 2018. This study played a crucial role in assisting the STS in reducing taxpayer burden, improving compliance and public confidence in the professionalism and integrity of the STS workforce, as well as, in assessing the progress in relation to the baseline survey results.</p> <p>Description of actual services:</p> <p>To achieve the proposed goal and objectives, Magenta implemented a quantitative study, that included the following activities: 1) a CAPI (Computer Assisted Personal Interview) survey - face-to-face interviews using tablets, on a nationally representative sample of 1011 respondents, aged 16+ years, citizens of the Republic of Moldova who have interacted with the State Tax Service during the last year. 2) a survey among legal entities, as follows: a nationally representative sample of 439 operating companies, and a sample of 105 big taxpayers, randomly selected from a list of big taxpayers for 2021-2022. Data was collected by combining the CAPI (Computer Assisted Personal Interview) - face-to-face interviews using tablets, and CATI (Computer Assisted Telephone Interview) methods. Magenta provided all the necessary resources to successfully implement the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the reports in English and Romanian, and presenting the results. Four analytical reports were developed within this research - two for each category of respondents: individuals and legal entities, in English and Romanian. The reports included general results and detailed findings, crosstabs with demographic data and other questions, along with a comparative analysis with the results of 2018 baseline study.</p>
<p>Study on assessing the population's perception of the Ministry of Health and the Ministry of Labor and Social Protection</p>	<p>Ministry of Labour and Social Protection of the Republic of Moldova</p>	<p>2023-02</p>	<p>Narative description of project:</p> <p>An important study was conducted by Magenta aimed to assess the public opinion on the image and activity of the Ministry of Health and the Ministry of Labour and Social Protection. Researching the population perception was necessary for ensuring the ministries activities align with the expectations and values of the community, and for guiding the development of targeted communication strategies. The study findings assisted the clients to make informed decisions, improve service delivery, enhance communication, and address citizens' concerns.</p> <p>Description of actual services:</p> <p>Magenta carried out a quantitative study using the CATI (Computer Assisted Telephone Interview) method, on a nationally representative sample of 926 respondents, the general population aged 18+ years. Magenta provided a professional research team to</p>

			<p>successfully implement the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the reports and presenting the results. Two analytical reports were developed within this research - one for each ministry. The reports included general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest.</p>
Study on the banking customers experience	UMBRELLA PRODUCTION LLC	2023-02	<p>Narative description of project: Magenta provided its services for the implementation of a study on the banking customers experience. The purpose of the assignment was to recruit 18 respondents who use banking services and products in the Republic of Moldova, according to the criteria offered by the beneficiary. Researching the customers' experience was vital for getting a deeper understanding of what customers value most, areas where the service provider excels and where it needs improvement. The study findings informed the development of new financial products and services that meet consumers needs and preferences, ensuring relevance in a competitive market.</p> <p>Description of actual services: Magenta recruited 18 respondents, women and men aged between 19-55 years, from Chisinau, Balti and Cahul, from various life cycles and occupations, to participate in in-depth interviews. The following criteria were used for selection: respondents were users of Moldovan banks, who used five or more banking products or services in the last 12 months and used bank cards from two or more banks in the last 3 months. Some of them were the customers of the client and others were users of other banks. Magenta provided all the necessary resources to identify and recruit the respondents according to selection criteria. The client conducted the interviews and analyzed them.</p>
Endline study on assessing the experience of court users and civil society representatives with the courts	Dexis Consulting Group/ OTI	2023-01	<p>Narative description of project: A necessary endline study on users' experience with the courts was conducted by Magenta, within the USAID-funded Model Court Initiative (MCI) project - a three-year effort to improve the performance of courts in delivering quality justice services and to foster the connection between courts, communities, and system users. The purpose of the endline survey was to evaluate the court users' and civil society representatives' experience with the first instance courts. The endline survey results were compared to the results of the baseline survey conducted in 2021. This study played a crucial role in evaluating the efficiency and impact of the implemented activities, and it provided the necessary insights for the development of further actions to improve the courts performance.</p> <p>Description of actual services: Magenta implemented a quantitative study on a sample of 412 respondents, including court users and civil society, aged 18+, who interacted with first instance courts during 2021-2022 as a representative, defendant, plaintiff, witness or in a different capacity,</p>

			<p>as follows: 1) a CAPI (Computer Assisted Personal Interview) survey - face-to-face interviews using tablets, on a sample of 396 court users – the general population who participated in a court case. 2) a CAWI (Computer Assisted Web Interviewing) survey - the respondents answered the questionnaire by accessing a link, on a sample of 16 civil society representatives - representatives of NGOs specialized in human rights, justice, judicial reform, and other similar areas, who participated in a court case. Magenta provided all the necessary resources to successfully implement the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report in Romanian and English, and presenting the results. The report included both general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest, along with a comparative analysis with the results of a baseline study conducted in 2021. Each result was graphically presented and commented on.</p>
<p>Study on assessing the sense of security of the citizens of the Republic of Moldova and the activity of the Ministry of Internal Affairs</p>	<p>Konrad Adenauer Stiftung (KAS)</p>	<p>2023-01</p>	<p>Narative description of project:</p> <p>Magenta conducted a necessary study aimed to evaluate the sense of security of the citizens of the Republic of Moldova, as well as the evaluation of the perceptions, attitudes and behavior of the citizens regarding the activity of the Ministry of Internal Affairs (MIA). Understanding how secure citizens feel can inform the development of policies aimed at enhancing public safety and addressing specific concerns. This can lead to more targeted and effective interventions. Study objectives included: 1. Assessment of the perception of public safety (perceived number of crimes, problems in the neighborhood, feeling of safety in different situations, during day and night). 2. Evaluation of the interaction with the police and the level of satisfaction following the interaction. 3. Assessment of the perception of the level of corruption among subordinate institutions of the ministry. 4. Evaluation of respondents' trust towards MIA and subordinate institutions. 5. Determination of the perceived success in crisis management in 2022. 6. Determination of the perception of MIA priorities. 7. Identification of the opinion about the activity of the Minister of Internal Affairs.</p> <p>Description of actual services:</p> <p>To achieve the proposed goal and objectives Magenta conducted a quantitative study using the TAPI (Tablet Assisted Personal Interview) method - face-to-face interviews using tablets, on a nationally representative sample of 1129 respondents, the general population aged 18+ years. Magenta provided all the necessary resources to successfully implement the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included general</p>

			results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest.
Study on the image and activity of the Ministry of Energy	Konrad Adenauer Stiftung (KAS)	2022-12	<p>Narative description of project:</p> <p>Magenta carried out an important and unique study aimed to assess the public perception of the image of the Ministry of Energy. This research provided valuable insights into how the ministry's actions and policies were perceived. This feedback highlighted strengths and areas for improvement, allowing the ministry to adjust its strategies accordingly. Studying public opinion on the ministry's image was crucial for ensuring that the ministry operates effectively, maintains public trust, and aligns its actions with community needs and expectations.</p> <p>Description of actual services:</p> <p>Magenta implemented a quantitative study using the TAPI (Tablet Assisted Personal Interview) method - face-to-face interviews using tablets, on a nationally representative sample of 1159 respondents, the general population aged 18+ years. Magenta ensured a professional and reliable research process, which included the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest.</p>
Public Opinion Survey: Residents of Moldova, Autumn 2022	IRI (International Republican Institute)	2022-09	<p>Narative description of project:</p> <p>Magenta implemented one of the main public opinion studies at the national level, part of the IRI research carried out in over 100 countries, in autumn 2022. The purpose of the research was to identify and to evaluate the opinions, perceptions and attitude of the population regarding the latest events, social and political phenomena in the country. The importance and relevance of this study was explained by the ability to provide a systematic and quantifiable way to understand the perspectives, preferences and attitudes of the population. Research findings were essential in informing the decision-makers and helping to develop public policies, thus contributing to the functioning of a democratic society and the advancement of various fields.</p> <p>Description of actual services:</p> <p>Magenta Consulting conducted a quantitative study using the CAPI (Computer Assisted Personal Interview) method - face-to-face interviews using tablets on two samples: 1) a nationally representative sample of 1233 permanent residents of Moldova, aged 18+ years, eligible to vote; and 2) a Booster sample of 415 residents of Chisinau, aged 18+ years, eligible to vote. Magenta ensured a professional approach, careful planning, and adherence to ethical standards to successfully implement the following activities: developing the research design; adjusting, translating and testing the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in</p>

			two languages: Romanian and Russian; quality control; data validation; coding the open-ended responses; sample checking and weighting coefficient calculation; reporting the results.
Study on assessing the court users level of satisfaction with the activity of the Model Courts in 2022	Dexis Consulting Group/ OTI	2022-09	<p>Narative description of project:</p> <p>Magenta conducted an important court user satisfaction survey in the framework of the USAID-funded Model Court Initiative (MCI) project - a three-year effort to improve the performance of courts in delivering quality justice services and to foster the connection between courts, communities, and system users. The purpose of the survey was to assess the extent to which three district courts - Balti, Edineț and Ungheni met the expectations of its users and identify the factors that caused dissatisfaction. This research provided valuable insights on performance the model courts achieved, the efficiency in providing services, the accountability and their effectiveness in communicating with the public. Collecting the court users feedback helped to get a better understanding of the further actions needed to achieve sustainable improvements in the effectiveness of model courts.</p> <p>Description of actual services:</p> <p>Magenta implemented a quantitative study using the CAPI (Computer Assisted Personal Interview) method - face-to-face interviews using tablets on three samples: 277 court users of the Balti District Court; 323 court users of the Edinet District Court; and 108 court users of the Ungheni District Court. People who interacted with the above-mentioned courts in 2022 as plaintiffs, defendants, witnesses, attended a hearing, requested information, or another capacity were invited to answer the questionnaire. The interviews were held in central and secondary locations. Magenta ensured a professional and reliable research process, which included the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the reports and presenting the results. Six analytical reports were developed within this study - two for each model court, in Romanian and English. The reports included general results and detailed findings, including cross-tabs with demographic data and other questions, along with a comparative analysis, graphically presented and commented on.</p>
Study on the opinion of inhabitants of the cities Călărași, Căușeni, Criuleni, Hîncești, Nisporeni and Ungheni about the town hall and local elections	Konrad Adenauer Stiftung (KAS)	2022-09	<p>Narative description of project:</p> <p>A necessary study on the citizens opinion of the town hall and local elections was carried out by Magenta. Researching the inhabitants perceptions was crucial for informing the authorities on the needs, preferences and barriers to participation of the local community. This study provided valuable insights to help strengthen democracy at the local level and ensure that local authorities actions are better aligned with the needs and preferences of the inhabitants. The purpose of the research was to evaluate the opinion of the inhabitants of 6 cities (Călărași, Căușeni, Criuleni, Hîncești, Nisporeni and Ungheni) regarding the problems of the city, the mayor's office and the local elections.</p>

			<p>Description of actual services:</p> <p>Magenta implemented a quantitative study using the CAPI (Computer Assisted Personal Interview) method - face-to-face interviews using tablets on a general sample of 4822 respondents, aged 18+ years from the following the cities: Călărași (792), Căușeni (899), Criuleni (497), Hîncești (807), Nisporeni (791) și Ungheni (1036). Magenta ensured a professional and reliable research process, which included the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest.</p>
Support study for macroprudential policy decisions	National Bank of Moldova	2022-07	<p>Narative description of project:</p> <p>An indispensable study was carried out by Magenta Consulting for the National Bank of Moldova aimed to analyze the economic situation of households and companies in the Republic of Moldova in order to support macroprudential policy decisions. This research provided empirical evidence and data analysis for policymakers to rely on in order to understand the effectiveness and potential consequences of different macroprudential measures. The study findings were valuable for providing the necessary evidence, analysis, and insights to design effective policies, assess their impact, and enhance financial stability.</p> <p>Description of actual services:</p> <p>Magenta implemented a quantitative study using the CATI (Computer Assisted Telephone Interview) method - telephone survey on two samples: 1) a nationally representative sample of 1059 respondents, general public, aged 18+ years; 2) a sample of 375 legal entities, of which: a nationally representative sample of 325 companies and a sample of 50 large taxpayers from the list of large taxpayers from 2019. Persons who had a role in the decision-making processes of the companies (e.g. director, financial director, founder, etc.) were invited to answer the survey. Magenta ensured a professional and reliable research process, which included the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included both general results and detailed findings, including crosstabs with demographic data and other questions, showing correlations/ associations with the questions of interest. Each result was graphically presented and commented on.</p>
Study on the opinion of the municipality of Chisinau residents about the activity of	Konrad Adenauer Stiftung (KAS)	2022-06	<p>Narative description of project:</p> <p>A necessary study on public opinion about the activity of local public authorities was conducted by Magenta to generate valuable insights into what the public valued, concerns they had, and areas where</p>

local public authorities			<p>improvement was needed. This study was essential for determining the level of effectiveness, responsiveness and legitimacy of public authorities' activities. The research findings were important for contributing to better governance and enhancing the relationship between authorities and the public they serve. The purpose of the study was to evaluate the opinion of the inhabitants of the municipality of Chisinau about the activity of the local public authorities. The objectives of the research referred to the determination of public opinion regarding the following aspects: • the main problems of the city and its citizens; • the profile of an ideal candidate for the position of General Mayor; • the population impressions of the activity of City Hall and of Ion Ceban as Mayor General; • the electoral potential of the PAS candidates for the position of General Mayor of Chisinau; • the activity of the PAS Fraction in the Chisinau Municipal Council.</p> <p>Description of actual services:</p> <p>Magenta implemented a quantitative study using the CAPI (Computer Assisted Personal Interview) method - face-to-face interviews using tablets on a sample of 1013 respondents, aged 18+ years, residents of the municipality of Chisinau. Data was proportional to the population of Chisinau municipality. Magenta ensured a professional and reliable research process, which included the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included both general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest. Each result was graphically presented and commented on.</p>
Study on financial needs and use of financial services by Moldovan Savings and Credit Associations (SCA) clients	Sparkassenstiftung für internationale Kooperation e.V. Savings Banks Foundation for International Cooperation	2022-05	<p>Narative description of project:</p> <p>Magenta carried out an important study aimed to assess the financial necessities and the use of financial services of members and clients of Moldovan Savings and Credit Associations (SCA). This research was conducted within the project "Access to finance for sustainable and climate adaptive development of rural areas in Moldova". The study results contributed to the accomplishment of the project overall objective - the strengthening of the development potential of rural regions in Moldova by supporting an adequate offer of financial services, especially for investments in climate adaptive measures, as well as the improvement of the financial user competence among the rural population and enterprises (MSE and farmers). In the long term, the valuable insights provided within this research assisted the client in its goal to slow down migration and rural exodus and to improve the development perspectives of the rural population by a sustainable increase of productivity, income, and employment.</p> <p>Description of actual services:</p> <p>Magenta conducted a complex study by combining the qualitative and quantitative research methods. The qualitative study included 9 in-depth interviews with representatives of the following target segments:</p>

			<p>3 individuals that were SCA clients; 3 legal entities that were SCA clients; 3 individuals who hadn't used any financial services, but could become future clients. The quantitative research involved a CATI (Computer Assisted Telephone Interview) survey on a sample of 502 respondents who benefited from local SCA services. The respondents were contacted and interviewed according to the geographical distribution: North 36%, Center 38%, Chisinau 13% and South region 13%. Magenta ensured a professional and reliable research process, which included the following activities: proposing the methodological approach; developing and translating the moderating guides for interviews; developing, translating and testing the survey questionnaire; sampling; selecting and training the survey interviewers; selecting the respondents and organizing the discussions; defining and implementing the logistics processes; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; reports writing and results presentation. Two reports in English, that included survey general results, crosstabs with the demography or any other questions, results of the qualitative research and conclusions were developed and submitted to the client.</p>
VictoriaBank Mystery Shopping	Victoriabank JSC	2022-04	<p>Narative description of project:</p> <p>2 waves of study were carried out, in the periods May-August and October-January, in order to highlight the level of service and the gaps in the interaction with the bank's customers. In each wave, 312 physical visits and 10 phone calls were made. In each branch, 8 visits were made, in agencies 2-8 visits were made (depending on the agency). The beneficiary of the initial study submitted the list of locations and the necessary visits to be made. Shoppers, individuals and legal entities, applied various customer-approved scenarios to evaluate the work of universal counter operators and credit advisors. Reports were provided for each visit and the final report in pdf according to the structure approved by the beneficiary. At the end of each wave, the final report was presented online to the responsible persons in different directions within VictoriaBank.</p> <p>Description of actual services:</p> <p>2 waves of study were carried out, in the periods May-August and October-January, in order to highlight the level of service and the gaps in the interaction with the bank's customers. In each wave, 312 physical visits and 10 phone calls were made. In each branch, 8 visits were made, in agencies 2-8 visits were made (depending on the agency). The beneficiary of the initial study submitted the list of locations and the necessary visits to be made. Shoppers, individuals and legal entities, applied various customer-approved scenarios to evaluate the work of universal counter operators and credit advisors. Reports were provided for each visit and the final report in pdf according to the structure approved by the beneficiary. At the end of each wave, the final report was presented online to the responsible persons in different directions within VictoriaBank.</p>
Mogo Mystery Shopping	Mogo Loans LLC	2022-02	<p>Narative description of project:</p> <p>The objectives of the study were to evaluate the level of service in Mogo offices, on the phone and on the</p>

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

			<p>Magenta carried out a comprehensive study by combining qualitative and quantitative research methods. The qualitative study included 7 in-depth interviews with respondents who used statistical data for professional reasons. The interviews were conducted online, with representatives of the institutions in the target segments. The quantitative research involved a survey on a sample of 777 respondents, users of statistical data for professional or personal purposes. Data was collected using the following methods: CATI (Computer Assisted Telephone Interview) survey and CAWI (Computer Assisted Web Interviewing) survey - the respondents answered the questionnaire by accessing a link. Magenta ensured a professional approach to ensure the successful implementation of the research process, which included the following activities: developing the research design; developing and translating the moderating guides for interviews; developing, translating and testing the survey questionnaire; identifying and drawing up the list of institutions and organizations with potential respondents, and their contacts; sampling; selecting and training the survey interviewers; selecting the respondents and organizing the discussions; defining and implementing the logistics processes; sending the invitation letter to participate in the survey and the link to the questionnaire to all potential respondents; contacting the potential respondents to confirm they received the invitation letter and to assist them in completing the survey; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report, and presenting the results. A complex analytical report with general results, and crosstabs with demographic data, the qualitative research results, and conclusions in Romanian and English was submitted to the client.</p>
<p>Baseline study on the role of women in decision making processes and sustainable development</p>	<p>Friedrich-Ebert-Stiftung (FES)</p>	<p>2021-10</p>	<p>Narative description of project:</p> <p>An important research on the role of the women in decision making processes and sustainable development was conducted by Magenta to contribute with valuable findings for the improvement of the beneficiaries activities. The purpose of the study was to identify the perception and attitude of the population from 4 target districts regarding the importance and role of women in decision-making processes and in sustainable development. Researching the role of women in decision-making was essential for creating a more inclusive, equitable, and effective society and organizations. It provided evidence-based insights to drive positive change and empower women to contribute fully to social, economic, and political life. For this research the following aspects were proposed for analysis: 1. the actual level of participation and involvement of women in decision-making processes at the local level; 2. the opinion of population regarding the presence of women in leadership positions (administrative and political) in national and local authorities; 3. what are the barriers that prevent women from getting involved in the decision-making process and running for political positions; 4. what motivational elements encourage the participation and active involvement of women at the community level; 5. public opinion regarding the influence and impact of women involved in economic, social and political life in the Republic of Moldova.</p>

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

			<p>Magenta carried out a quantitative study using the CATI (Computer Assisted Telephone Interview) method - telephone survey on a nationally representative sample of 300 micro, small and medium companies. The management staff of the companies were invited as respondents, to answer the questionnaire. Magenta provided a professional research team to successfully implement the following activities: adjusting, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included general results and cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest.</p>
<p>Qualitative research - preparatory phase for the development of ANOFM communication strategy</p>	<p>National Employment Agency of the Republic of Moldova (ANOFM)</p>	<p>2021-07</p>	<p>Narative description of project:</p> <p>Magenta conducted an indispensable research on the perceptions of the National Employment Agency image to contribute with valuable insights for the improvement of the agency activities and for the development of the agency communication strategy. This study served as a foundation for developing an effective communication strategy, ensuring that messages are targeted, relevant, and impactful. It minimized guesswork and maximized the chances of success by aligning communication efforts with the needs and preferences of the audience. The main purpose of the research was to identify and evaluate the image of the National Employment Agency, to evaluate the strengths and weaknesses, customers expectations, and to determine the desired communication methods. These all served as an important informational support for the development of the agency communication strategy.</p> <p>Description of actual services:</p> <p>To accomplish the proposed objectives Magenta carried out a complex study by combining qualitative and quantitative research methods, as well as collecting and analyzing primary and secondary data. In order to have a broad picture of the National Employment Agency and to understand the profile of clients / beneficiaries a desk research was carried out, which involved analyzing the agency website, the job offer, the types of jobs that have been occupied most often in the last 3 years, the profile of the persons who have applied to the agency in the last 3 years, the type of vacancies offered by companies through the National Employment Agency. These data have been triangulated to understand the supply and demand. The qualitative research included 2 focus groups with 1) persons who turned to the National Employment Agency to find a job; 2) people originally from the Republic of Moldova, who currently live / work abroad and would like to return and to look for a job in Moldova; and 17 in-depth interviews with different categories of people who turned or not to the National Employment Agency: individuals, legal entities and representatives of the National Employment Agency. The quantitative study involved a nationwide CATI (Computer Assisted Telephone Interview) survey - telephone survey on a nationally representative sample of 1100 respondents, general population aged 18+ years. Magenta was responsible for the whole research process, which included the following</p>

			activities: proposing the methodological approach; developing and translating the moderating guides for interviews and focus groups; developing, translating and testing the survey questionnaire; sampling; selecting and training the survey interviewers; selecting the respondents and organizing the discussions; defining and implementing the logistics processes; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; report writing and results presentation.
Mapping study of the localities densely populated by Roma in the Republic of Moldova	GIZ (German Agency for International Cooperation)	2021-06	<p>Narative description of project:</p> <p>This unique and important mapping study of the localities densely populated by Roma in the Republic of Moldova was carried by Magenta Consulting within the “Economic Policy Advice to the Moldovan Government” project (MEPA), implemented by GIZ, aimed at offering the assistance on integrating disadvantaged groups into the labor market, including Roma population. According to the client’s data, Roma are mostly affected by marginalization, they have less access to school education, the unemployment rate among them is higher than the rest of the population, and especially Roma women and children are victims of social disadvantages and exclusion. The MEPA activities related to Roma were carried out based on the similar report prepared by UNDP Moldova in 2013. Considering the census results obtained in 2014, demographic trends, the report findings were appreciated as obsolete and following the discussions with several stakeholders the mutual understanding was that a more recent review would be very useful. The purpose of this study was to update the Representative Report on mapping the localities densely populated by Roma in the Republic of Moldova to serve as a basis for the formulation and promotion of state policies for Roma population, including related to the employment of community mediators (CMs).</p> <p>Description of actual services:</p> <p>Magenta conducted a comprehensive study, involving several phases and more stakeholders (governmental institutions, project partners and experts). As the objective of the mapping consisted in identifying the localities densely populated by Roma from the point of view of their geographical location, the exercise involved both the adjustment of data collection tools and the use of existing information from administrative or alternative sources developed over the past years. Conducting the study of such complexity involved a systematic and well-planned effort, flexibility, attention to details and effective communication with all parties involved. Magenta ensured a professional approach, adherence to ethical standards and efficient research process, which included the following stages: 1. Revising the methodology and updating the research tools, which involved analyzing the existing researches and reports, and several working meetings with parties involved in project implementation. 2. Identification of localities (estimated) densely populated by Roma, which included collection and analysis of data provided by the National Bureau of Statistics; analysis of existing complementary and alternative data. As a result, a total number of 154 localities (estimated) densely populated by Roma were selected for the mapping exercise. 3. Data collection according to the revised methodology. An official</p>

			<p>letter, including the link to the questionnaire was sent to the Local Public Administration (LPA) of 154 localities proposed for mapping study. Magenta contacted the institutions to confirm the receipt of the email and provide the assistance needed. As a result, 151 localities out of 154 contacted completed the questionnaire using the CAWI (Computer Assisted Web Interviewing) method - the respondents answered the questionnaire by accessing a link. Magenta verified and validated the collected data. Later, 32 visits were organized in 32 localities to conduct unstructured interviews with LPA representatives, social workers, Roma leaders, community mediators, the Roma community, etc. Over 360 people were interviewed within these visits to collect data for the work, social protection, education and health chapters. In addition, all community mediators in the Republic of Moldova were contacted as part of the data verification. 4. Updating the Report on the mapping of densely populated Roma localities in the Republic of Moldova, with detailed and well-structured information. 5. The presentation of the updated report within a public event with all interested parties.</p>
<p>Study on the implementation and use of standards by the market in the Republic of Moldova</p>	<p>Delegation of the European Union to the Republic of Moldova</p>	<p>2021-05</p>	<p>Narative description of project:</p> <p>An indispensable study was carried out by Magenta for the Institute for Standardization of Moldova (ISM), within the project „Support to Quality Infrastructure Framework within a DCFTA context in the Republic of Moldova”, based on the methodology for quantifying and measuring the degree of implementation and use of standards by the market. The analysis following this methodology was an important instrument to monitor the evolution of the role of standards in the Moldovan society, as well as a confirmation (or not) that decisions taken for alignment of standards with big trade blocks on a sectoral basis is pertinent and if it is coherent with the increase of exports of the Republic of Moldova. The purpose of this research was to determine the degree of implementation and use of Moldovan, international, European, regional and other countries' standards on the territory of the Republic of Moldova by different target groups.</p> <p>Description of actual services:</p> <p>Magenta conducted a comprehensive mixed study that included collecting and analyzing primary and secondary data from several categories of respondents through qualitative and quantitative research methods. Qualitative research included 2 in-depth interviews with consumer protection organizations and 5 in-depth interviews with representatives of the authorities involved in setting up technical regulations, the market surveillance or compliance assessment. The quantitative study involved: 1. a CATI (Computer Assisted Telephone Interview) survey - telephone survey on a probabilistic sample proportional to the number of companies of 415 companies; 2. a CATI (Computer Assisted Telephone Interview) survey - telephone survey on a sample of 39 industry associations; 3. a CATI (Computer Assisted Telephone Interview) survey - telephone survey with 110 identified ISM users; 4. a CAWI (Computer Assisted Web Interviewing) survey - the respondents answered the questionnaire by accessing a link, involving 44 public institutions participating in public procurement. The</p>

			<p>desk research included three data scraping activities: 1. Collecting data on the mention of standards in legislation on the legis.md website. 2. Internet searches using keywords, on ".md" sites. The results were evidence of references to standards on company websites in the Republic of Moldova. 3. Manual scraping of posts on the Mtender.gov.md Public Procurement Bulletin between November 1-15, 2021 regarding the mention of standards. Magenta ensured a professional and reliable research process, which included the following activities: developing the research design; developing and translating the moderating guides for interviews; developing, translating and testing the surveys questionnaires; collecting data and contact information of the respondents; sampling; selecting and training the survey interviewers; selecting the respondents and organizing the discussions; defining and implementing the logistics processes; data collection in two languages: Romanian and Russian; monitoring the online survey completion and to contact de respondents to remind about the importance to participate in the survey; quality control; data validation; data analysis; writing the report and presenting the results. Following the research activities, a complex report was developed and an overall indicator of the use of the standards by each target group was calculated.</p>
VictoriaBank Mystery Shopping	Victoriabank JSC	2021-02	<p>Narative description of project:</p> <p>2 waves of study were carried out, in order to highlight the level of service and the gaps in the interaction with the bank's customers. In each wave 281 physical visits were made. In each branch, 8 visits were made, in agencies 1-2 visits were made (depending on the agency). The beneficiary of the initial study submitted the list of locations and the necessary visits to be made. Shoppers, individuals and legal entities, applied various customer-approved scenarios to evaluate the work of universal counter operators and credit advisors. Reports were provided for each visit and the final report in pdf according to the structure approved by the beneficiary. At the end of each wave, the final report was presented online to the responsible persons in different directions within VictoriaBank.</p> <p>Description of actual services:</p> <p>2 waves of study were carried out, in order to highlight the level of service and the gaps in the interaction with the bank's customers. In each wave 281 physical visits were made. In each branch, 8 visits were made, in agencies 1-2 visits were made (depending on the agency). The beneficiary of the initial study submitted the list of locations and the necessary visits to be made. Shoppers, individuals and legal entities, applied various customer-approved scenarios to evaluate the work of universal counter operators and credit advisors. Reports were provided for each visit and the final report in pdf according to the structure approved by the beneficiary. At the end of each wave, the final report was presented online to the responsible persons in different directions within VictoriaBank.</p>
Baseline assessment study of financial and business literacy skills and training and advisory support	Sparkassenstiftung fur internationale Kooperation e.V. Savings Banks Foundation for International Cooperation	2021-02	<p>Narative description of project:</p> <p>A unique comprehensive study on the business literacy skills and training needs of small farmers and MSE entrepreneurs in the agriculture and food processing sector from the rural areas of the</p>

<p>needs of Small Farmers and MSE entrepreneurs in agriculture and food processing sector from rural areas in the Republic of Moldova</p>		<p>Republic of Moldova was carried out by Magenta. This research was performed within the “Access to finance for sustainable and climate adaptive development of rural areas in Moldova” project, implemented by the Sparkassenstiftung für Internationale Kooperation (Sparkassenstiftung) with the support of the German Federal Ministry for Economic Cooperation and Development (BMZ). The project's overall objective was the strengthening of the development potential of rural regions in Moldova by supporting an adequate offer of financial services, especially for investments in climate adaptive measures, as well as the improvement of the financial user competence among the rural population and enterprises (MSE and farmers). Within the above-mentioned project Sparkassenstiftung planned to implement financial and business literacy seminars and coaching for the target group, which consists of micro and small farmers and MSE entrepreneurs along the agricultural value chains in rural areas. In order to properly address the training as well as advisory support needs of the target group, this baseline assessment was performed. The primary purpose of the study was to assess the training and advisory support needs, as well as the financial / business literacy knowledge and skills of the micro and small farmers and MSE entrepreneurs along the agricultural value chains in rural areas. The study also assessed the general economic and financial situation of the target group, as well as how this situation has been impacted by Covid-19 outbreak.</p> <p>Description of actual services:</p> <p>Magenta conducted a complex mixed methods study, which combined quantitative and qualitative data collection and analysis. The qualitative research included 20 in-depth interviews with stakeholders (Governmental institutions, Financial sector, Business Service, Providers' sector, Business associations, Rural extension service), 4 Focus Groups (FGs) and 5 in-depth interviews with Micro and Small Farmers and Enterprises. The interviews and FGs took place online. The respondents were recruited according to the screeners, and a variety of sectors, size of business and geographical regions was ensured. The quantitative research involved a nationwide CATI (Computer Assisted Telephone Interview) survey - telephone survey on a sample of 402 respondents. Respondents were selected according to the following criteria: 1) The respondents are Micro and Small farmers or MSE entrepreneurs along the agricultural value chains; 2) The respondents are owners or co-owners of the business, and are involved in day-to-day management of the business; 3) The business is located in a rural area; 4) The business has been running in the last year. This study required a well planned effort, flexibility and a professional approach, which was ensured by Magenta. The research team was responsible for the following activities: developing the research design; developing and translating the moderating guides for interviews and focus groups; developing, translating and testing the survey questionnaire; sampling; selecting and training the survey interviewers; selecting the respondents and organizing the discussions; defining and implementing the logistics processes; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report in English and presenting the results. A</p>
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			complex analytical report was developed by the team, which included general results, crosstabs with the demography and other questions, graphically presented and commented on.
Annual study on the assessment of the outreach and effectiveness of the ODA (Organization for Entrepreneurial Development) and Investment Agency programs	UIPAC (Project Implementation Unit of the World Bank, Competitiveness Enhancement Project)	2020-II	<p>Narative description of project:</p> <p>In the framework of the World Bank Competitiveness Enhancement Project II, Magenta carried out an important study - the sixth wave of research, with baseline in 2015. The purpose of the study was to evaluate the influence of both ODA (Entrepreneurship Development Organization) and Investment Agency on the companies by measuring the following indicators: • Outreach – perceived as the evaluation of the range of action - the share of companies that know and benefited from the organizations' services over the course of the full year (2019 in this case). • Effectiveness – perceived as the evaluation of the general satisfaction with the organizations' activity and with the interaction with the organizations' employees - the share of beneficiaries choosing 5 points (very satisfied) on a scale from 1 to 5. Within this research the opinions, attitudes and practices of the target groups related to the areas of interest were assessed and the aspects needed to improve the business development assistance were determined. Following the implementation of this study, the stakeholders got a deeper understanding of the needs and perceptions of local entrepreneurs regarding the impact of government reforms on the business environment.</p> <p>Description of actual services:</p> <p>Magenta conducted a comprehensive research using the CATI (Computer Assisted Telephone Interview) method - telephone survey on three types of samples: 1. a nationally representative sample of 386 active companies, both beneficiaries and non-beneficiaries of the ODA and Investment Agency programs and activities to measure the Outreach indicator of each organization. The quotas were calculated based on the data of the National Bureau of Statistics. 2. a sample of 107 companies - beneficiaries of the ODA programs and activities during the 2019 to measure the Effectiveness indicator of ODA. Companies were selected randomly from the database offered by ODA. 3. a sample of 18 companies - beneficiaries of the Investment Agency programs and activities during the 2019 to measure the Effectiveness indicator of ODA. From the list of potential contacts submitted by the Investment Agency, only 18 enterprises confirmed that they have benefited from agency services in 2019. The persons in the managerial positions, who are involved in the decision making process (CEOs, founders, vice-directors, head accountants, department heads) were invited to answer the questions. Magenta ensured a professional and reliable research process, which included the following activities: developing the Inception Report; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the reports in Romanian and English, and presenting the results. A separate report, in both Romanian and English, was developed for each organization. The reports included both general results and detailed findings, including cross-tabs, along with a comparative</p>

			analysis with research results from the previous years.
MAIB employee satisfaction barometer	MAIB Commercial Bank	2020-10	<p>Narative description of project:</p> <p>An indispensable employee satisfaction barometer was conducted by Magenta for the client seeking to improve the working conditions and the overall experience of the employees. Within the research, the level of satisfaction of MAIB employees was analyzed in several areas, including: internal services, working conditions, remuneration and benefits, labor relations and organizational culture. The respondents also expressed their opinion regarding the possibility to grow professionally at MAIB. This study was not just a measure of employee happiness, it was a strategic tool to drive organizational success by improving retention, productivity, customer satisfaction, innovation, and overall well-being. The purpose of the project was to evaluate the experience of employees within the MAIB company. The research findings played a crucial role in assisting the client to make informed decisions related to human resources policies aimed at ensuring the happiness, motivation, and satisfaction of their employees.</p> <p>Description of actual services:</p> <p>To collect and analyze valuable data, Magenta carried out a CAWI (Computer Assisted Web Interviewing) survey - the respondents answered the questionnaire by accessing a link, among 1169 employees of the MAIB Commercial Bank (agency, branch, bank headquarters). Magenta ensured a professional and reliable research process, which included the following activities: proposing the research methodology; developing, testing and translating the questionnaire; programming the questionnaire; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included both general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest.</p>
Study on the impact of loans on business activity, 2020	Symbiotics	2020-08	<p>Narative description of project:</p> <p>Magenta conducted an indispensable research within the follow-up annual study, implemented since 2017, to assess the effect of loans on the performance of businesses that have benefited from financing, provided by the beneficiary, for small and medium-sized enterprises in developing countries. Overall, this study was highly relevant for providing valuable insights on the loans' role in economic development, addressing barriers to finance, promoting business growth and innovation, managing financial risks, informing policy development, and advancing financial inclusion efforts. The purpose of the study was to measure the impact of loans taken by small and medium-sized enterprises (SME's) on business activity and better understand the financial performance of the companies.</p> <p>Description of actual services:</p> <p>Magenta carried out a CATI (Computer Assisted Telephone Interview) survey - telephone survey, on a sample of 49 respondents, representatives of Small and Medium-sized Enterprises (SMEs), clients of</p>

			<p>Microinvest during period 2017-2019, who participated in the previous research waves (2017-2019). Magenta ensured a professional and reliable research process, which included the following activities: developing research design; testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; validating data and writing the report to be delivered to the client.</p>
<p>National study on the perception of the general population and the opinion of specialists on the preparedness of justice sector actors to deal with cases of discrimination</p>	<p>Council of Europe</p>	<p>2020-07</p>	<p>Narative description of project:</p> <p>Magenta carried out a unique and important study on public perception and professionals' opinion on the preparedness of justice sector actors to deal with cases of discrimination, within the European Union and the Council of Europe Joint Project on strengthening the capacities of the justice sector actors to deliver justice in line with European standards, in particular to fight discrimination. The research findings contributed to improving the training of the justice sector in dealing with cases of discrimination and to achieve the project goals: strengthening the capacities of judges and prosecutors to increase the quality of the justice act, with special emphasis on discrimination; supporting the Lawyers Training Center to become an effective training center; strengthening the capacities of the Council for Preventing and Eliminating Discrimination and Ensuring Equality to become more effective. The purpose of the study was to determine the perception of the general population and to find out the opinion of specialists in the justice sector on the level of training of actors in this sector and the Council for the prevention and elimination of discrimination and equality to deal with cases of discrimination.</p> <p>Description of actual services:</p> <p>Magenta conducted a complex study based on a mixed methodology, which combined qualitative research and quantitative research. The quantitative research involved a nationally representative CAPI (Computer Assisted Personal Interview) survey - face-to-face interviews using tablets, on a sample of 1059 respondents, representatives of general population, aged 18+ years and a CAWI (Computer Assisted Web Interviewing) survey - the respondents answered the questionnaire by accessing a link, on a sample of 569 specialists (judges, lawyers, prosecutors, police officers, community mediators, paralegals). The qualitative study included 7 focus groups with specialists in the justice sector (judges, lawyers, prosecutors, police officers, community mediators, paralegals, NGO representatives). Magenta ensured the efficient implementation of all research phases: developing the research design; developing, translating and testing the research tools (moderating guide for focus groups and survey questionnaire); sampling; selecting and training the survey interviewers; selecting the respondents and organizing the discussions; defining and implementing the logistics processes; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The implementation of the study was guided by a legal expert, contracted by Magenta, who provided suggestions to the proposed methodology and</p>

			research tools, proofreaded the report and offered feedback. The report included not only general results, but also cross-tabs with the demography or any other questions, underlying correlations/ associations with the question of interest.
Public Opinion Survey: Residents of Moldova, Winter-Spring 2021	Gallup (for IRI (International Republican Institute) sponsored by USAID)	2020-06	<p>Narative description of project:</p> <p>One of the main public opinion studies at the national level, part of the IRI research carried out in over 100 countries, was carried out by Magenta in 2021. The purpose of the research was to identify and to evaluate the opinions, perceptions and attitude of the population regarding the latest events, social and political phenomena in the country. The importance and relevance of this study was explained by the ability to provide a systematic and quantifiable way to understand the perspectives, preferences and attitudes of the population. Research findings were essential in informing the decision-makers and helping to develop public policies, thus contributing to the functioning of a democratic society and the advancement of various fields.</p> <p>Description of actual services:</p> <p>Magenta Consulting conducted a nationally representative quantitative study using the CATI (Computer Assisted Telephone Interview) method - telephone survey on a sample of 2001 permanent residents of Moldova, aged 18+ years, eligible to vote. Data was representative of the general population by age, gender, region and settlement size. Conducting the public opinion survey involved a systematic and well-planned effort to gather information from a representative sample of the population. Magenta ensured a professional approach, careful planning, and adherence to ethical standards to produce reliable and valid data that can offer valuable insights to the interested parties. The research process implemented by Magenta included the following activities: developing the research design; adjusting, translating and testing the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; coding the open-ended responses; sample checking and weighting coefficient calculation; reporting the results.</p>
Public Opinion Survey: Residents of Moldova, Summer wave 2020	IRI (International Republican Institute)	2020-06	<p>Narative description of project:</p> <p>Magenta conducted one of the main public opinion studies at the national level, part of the IRI research carried out in over 100 countries. The purpose of the study was to identify and evaluate the opinions, perceptions and attitude of the population regarding the latest events, social and political phenomena. The importance and relevance of this study was explained by the ability to provide a systematic and quantifiable way to understand the perspectives, preferences and attitudes of the population. Research findings were essential in informing the decision-makers and helping to develop public policies, thus contributing to the functioning of a democratic society and the advancement of various fields.</p> <p>Description of actual services:</p> <p>Magenta Consulting conducted a nationally representative CATI (Computer Assisted Telephone Interview) survey - telephone survey on a sample of 2058 permanent residents of Moldova, aged 18+</p>

			<p>years, eligible to vote. Data was representative of the general population by age, gender, region and settlement size. Conducting the public opinion survey involved a systematic and well-planned effort to gather information from a representative sample of the population. Magenta ensured a professional approach, careful planning, and adherence to ethical standards to produce reliable and valid data that can offer valuable insights to the interested parties. The study was performed according to a rigorous methodology, which begins with the proposal of new research topics based on the latest events in the country. The following activities were implemented by Magenta: developing the research design; adjusting, translating and testing the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control and data validation; coding of open-ended responses, sample checking and weighting coefficient calculation.</p>
<p>The omnibus study on the impact of the COVID-19 pandemic on the usage of banking services and filling stations services</p>	<p>Petrom Moldova LLC</p>	<p>2020-05</p>	<p>Narative description of project:</p> <p>Magenta carried out an important study for two separate clients to provide valuable insights about the impact of the COVID-19 pandemic on the usage of banking services and services offered by the filling stations. This research was crucial for understanding the changes in service usage patterns, including shifts in consumer behavior, changes in demand for different types of services, the pace and extent of digital transformation within the service sector. Following the implementation of this study the beneficiaries had the possibility to adapt their strategies, offerings, and operational models to better meet the evolving needs and preferences of consumers during and after the pandemic. The purpose of the study was to determine how the COVID-19 pandemic affected the respondents' lifestyles and the usage of banking services and the petrol stations services. The following objectives were proposed for this research: 1. To determine the main indicators of the brand health funnel. 2. To analyze the respondents' behavior towards banking services and to evaluate the financial needs in the coming months. 3. To assess how the drivers' lifestyles changed during the pandemic. 4. To identify the car fueling frequency before and during the pandemic. 5. To determine the filling stations visited by drivers. 6. To identify the extent to which the income and expenditure of the car-owning households have been affected by pandemic.</p> <p>Description of actual services:</p> <p>Magenta implemented an omnibus study to achieve the proposed research objectives. The data was collected through a CATI (Computer Assisted Telephone Interview) survey on a sample of 605 respondents, aged between 18-65 years, of which 200 were drivers/ car owners. A professional research team was involved to perform a reliable research process, which included the following activities: proposing the research methodology; developing, testing and translating the questionnaire; programming the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing two separate reports - one in</p>

			Romanian and one in English, and presenting the results. The reports included both general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest. Each result was graphically presented and commented on.
Model Court Initiative Baseline Survey	Checchi and Company Consulting	2020-03	<p>Narative description of project:</p> <p>An indispensable baseline study was conducted by Magenta in the framework of the USAID-funded Model Court Initiative (MCI) project - a three-year effort to improve the performance of courts in delivering quality justice services and to foster the connection between courts, communities, and system users. The project was focused on two objectives: 1. identifying and supporting Moldovan courts in achieving and maintaining Model Court status through improved services to the public; 2. supplementary national assistance to facilitate changes needed to improve performance at the individual court level. This study provided valuable insights which assisted the stakeholder in developing a common Model Court standard and offering technical assistance to help courts reach the Model Court status. The purpose of the research was to analyze the standards of performance and other outcomes that the first instance courts have already achieved in terms of their management; their efficiency in providing services; the quality, transparency, and accountability, and their effectiveness in communicating with the public, and further actions needed to achieve sustainable improvements in the effectiveness of first instance courts.</p> <p>Description of actual services:</p> <p>To achieve the study purpose Magenta carried out a comprehensive study, which involved combining qualitative and quantitative research methods. The qualitative research included 3 Focus Groups with court presidents (1 Focus Group) and deputy presidents or judges responsible for the operations of court secondary locations (2 Focus Groups). The quantitative research involved the following activities: 1. Three CAWI (Computer Assisted Web Interviewing) surveys - the respondents answered the questionnaire by accessing a link, which covered a total number of 363 respondents - first instance court judges, court staff, legal practitioners (lawyers, prosecutors, legal officers, and other legal professionals – all of whom interacted with first instance courts). 2. A CAWI (Computer Assisted Web Interviewing) survey - the respondents answered the questionnaire by accessing a link, with 45 civil society representatives (non-governmental organizations specialized in human rights, justice, judicial reform, and other similar areas), and a CAPI (Computer Assisted Personal Interview) survey - face-to-face interviews using tablets survey with 354 court users, who interacted with first instance courts in 2019-2020. Magenta ensured a professional and reliable research process, which included the following activities: developing the research design; developing and translating the moderating guides for focus groups; developing, translating and testing the survey questionnaire; sampling; selecting and training the survey interviewers; selecting the respondents and organizing the discussions; defining and implementing the logistics processes; data</p>

			collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report in English and presenting the results. The report included both general results presented separately for each category of respondents, and detailed findings, including cross-tabs with other questions, showing correlations/ associations with the questions of interest.
Study on assessing the model court users' satisfaction	Checchi and Company Consulting	2020-03	<p>Narative description of project:</p> <p>Magenta carried out a necessary study on the model court users' satisfaction within the USAID-funded Model Court Initiative (MCI) project - a three-year effort to improve the performance of courts in delivering quality justice services and to foster the connection between courts, communities, and system users. The project was focused on two objectives: 1. identifying and supporting Moldovan courts in achieving and maintaining Model Court status through improved services to the public; 2. supplementary national assistance to facilitate changes needed to improve performance at the individual court level. The need for this study was determined by the recommendation to introduce the culture of measuring the quality of justice through court users' satisfaction surveys. Moreover, the court user satisfaction was included in the list of the approved indicators to measure the performance of the national judiciary authorities. The purpose of the study was to determine the extent to which the expectations of beneficiaries of model court services have been met and to identify factors that have caused dissatisfaction. The research results were meant to support the national judiciary in its efforts to successfully implement performance measurement methodology and take action to meet the recommendations and expectations of the court users identified in the survey.</p> <p>Description of actual services:</p> <p>To provide valuable insights Magenta carried out two surveys based on a CAPI (Computer Assisted Personal Interview) method - face-to-face interviews using tablets among users of two model courts. The first sample included 110 users of the Ungheni District Court, and the second sample involved 266 court users of the Balti District Court (central and secondary locations). In both cases, respondents interacted with the court in 2021 as plaintiffs, defendants, witnesses, attended a hearing, requested information, or another capacity. Magenta ensured a professional approach to successfully implement the following research activities: proposing the methodological approach; developing, testing and translating the questionnaire; sampling; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report in English and presenting the results. The report included both general results and detailed findings, including cross-tabs with demographic data and other questions, graphically presented and commented on.</p>
Study on assessing the lawyers' satisfaction with the courts activity	Checchi and Company Consulting	2020-03	<p>Narative description of project:</p> <p>An important assessment study of the lawyers' satisfaction with the courts activity was conducted by Magenta, within the USAID-funded Model Court Initiative (MCI) project - a three-year effort to improve the performance of courts in delivering</p>

			<p>quality justice services and to foster the connection between courts, communities, and system users. The project was focused on two objectives: 1. identifying and supporting Moldovan courts in achieving and maintaining Model Court status through improved services to the public; 2. supplementary national assistance to facilitate changes needed to improve performance at the individual court level. The need for this survey was determined by the recommendation to introduce the culture of measuring the quality of justice through lawyer surveys, as they have an active role in the “judicial system” and are users of the courts. The purpose of this study was to assess the lawyers level of satisfaction with the activity of courts. The research results were meant to support the national judiciary in its efforts to successfully implement performance measurement methodology and respond to the needs of lawyers as court users.</p> <p>Description of actual services:</p> <p>Magenta implemented a quantitative study through CAWI (Computer Assisted Web Interviewing) method - the respondents answered the questionnaire by accessing a link, on a sample of 116 lawyers. Respondents expressed their opinions related to the activity of the courts, the court organization, judges, changes in the quality of court operations and resources, and changes required to improve the activity of the courts. Magenta ensured a professional and reliable research process, which included the following activities: proposing the methodological approach; developing, testing and translating the questionnaire; sampling; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report in English and presenting the results. The report included both general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest.</p>
<p>Study among the beneficiaries of ODA (Organization for Entrepreneurial Development) and Investment Agency to assess the outreach and effectiveness of their programs</p>	<p>UIPAC (Project Implementation Unit of the World Bank, Competitiveness Enhancement Project)</p>	<p>2020-02</p>	<p>Narative description of project:</p> <p>This important study was carried out by Magenta Consulting in the framework of the World Bank Competitiveness Enhancement Project II, being the fifth research of this type with baseline in 2015. The purpose of the study was to evaluate the influence of both ODA (Entrepreneurship Development Organization) and Investment Agency on the companies by measuring the following indicators: • Outreach – perceived as the evaluation of the range of action - the share of companies that benefited from the organizations' services over the course of the full year (2018 in this case). • Effectiveness – perceived as the evaluation of the general satisfaction with the organizations' activity - the share of beneficiaries choosing 5 points (very satisfied) on a scale from 1 to 5. Taking into account the reorganization process of the MIEPO (Organization for the Attraction of Investments and Export Promotion) into the Investment Agency, in 2018 the agency did not have beneficiaries. Consequently, for this study only the Outreach indicator was analyzed for the Investment Agency. Within this research were assessed the opinions, attitudes and practices of the target groups related to the areas of interest and were determined the aspects needed to improve the business development assistance. Following the</p>

			<p>implementation of this study, the stakeholders got a deeper understanding of the needs and perceptions of local entrepreneurs regarding the impact of government reforms on the business environment.</p> <p>Description of actual services:</p> <p>Magenta conducted a comprehensive research using the CATI (Computer Assisted Telephone Interview) method - telephone survey on two samples: 1. a nationally representative sample of 431 active companies, both beneficiaries and non-beneficiaries of the ODA and Investment Agency programs and activities to measure the Outreach indicator of each organization. 2. a sample of 99 companies - beneficiaries of the ODA programs and activities during the 2018 to measure the Effectiveness indicator of ODA. The persons in the managerial positions, who are involved in the decision making process (CEOs, founders, vice-directors, head accountants, department heads) were invited to answer the questions. Magenta ensured a professional and reliable research process, which included the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included both general results and detailed findings, including cross-tabs, along with a comparative analysis with research results from the previous years.</p>
<p>Study on the opinions of civil servants in the central public administration on professional career</p>	<p>AGER (Association for Efficient and Responsible Governance)</p>	<p>2020-02</p>	<p>Narative description of project:</p> <p>This research was conducted by Magenta in the context of the implementation of the project "Joint Working Group of CSOs in the Republic of Moldova and Romania to promote a transparent and sustainable public administration reform in the European Union neighborhood", financially supported by the Dutch Embassy in Bucharest. It was an important tool to promote transparency, responsibility and involvement of the civil servants in establishing the priorities of the public administration reform. The results of the study provided valuable information on the factors that affect the decisions of civil servants - if any, perceived obstacles to career advancement, ease of access to public office, transparency of promotion and removal from public office and perception of effectiveness of public administration reform implementation. The aim of the study was to identify the opinions of civil servants in the central public administration with reference to professional career. The objectives of the study were: 1. Determining the perception of civil servants in the central public administration on the advantages and the professional opportunities offered by the civil servant status; 2. Studying the factors reported by civil servants from the central public administration, likely to affect their professional decisions; 3. Analysis of the perception of respondents on transparency the processes of access to and removal from public positions in case of non-fulfillment of duties professional to the appropriate standards; 4. Analysis of the perception of civil servants in the central public administration on the obstacles to advancement in public positions; 5. Studying the</p>

			<p>perception of civil servants in the central public administration on effectiveness of the implementation of the public administration reform.</p> <p>Description of actual services:</p> <p>Magenta conducted a comprehensive study to accomplish the proposed goal and objectives. The research was carried out quantitatively and included the administration of the questionnaire among senior civil servants and executive civil servants in the central public administration. A total number of 1895 civil servants from 12 central public administration authorities and their subordinate institutions were interviewed, using the CAWI (Computer Assisted Web Interviewing) method - respondents received the link to the online questionnaire to be completed. Conducting this survey under the conditions caused by the Covid-19 pandemic involved a systematic and well-planned effort, as well as the flexibility of the research team. Magenta ensured a professional approach, adherence to ethical standards and efficient research process adapted to new realities, which included the following stages: proposing the methodological approach; translating, testing and adjusting the questionnaire; collecting the contacts of the institutions and the data on the number of employed civil servants; sampling; planning and implementing the logistics aspects; data collection; monitoring the level of participation and contacting the institutions to remind about the importance to take part in the survey; providing assistance to respondents; quality control; data processing and validation; data analysis; writing the report and presenting the results</p>
Study on the business linkages between local and foreign companies	Rural Economic Development Center Promo-Terra	2020-02	<p>Narative description of project:</p> <p>Within the important initiative meant to support the economic growth of the Republic of Moldova, Magenta carried out a relevant study to provide valuable data on the business linkages between foreign companies and local companies. The World Bank was supporting the Government of the Republic of Moldova in facilitating the continued economic growth of the country and the creation of new jobs through the private sector and increased investment. In order to achieve those goals, the Government actively promoted and attracted Foreign Direct Investments (FDI) in the local economy as a method to increase the level of productivity. The purpose of the survey was to understand the relations between foreign companies and those from the Republic of Moldova. The research results were used to analyze the buyer and supplier relationships between companies with foreign direct investment and companies from the Republic of Moldova, as the benefits of FDI can only be realized if foreign companies interact and cooperate with local ones.</p> <p>Description of actual services:</p> <p>To accomplish the proposed objectives, Magenta carried out a quantitative research through the CATI (Computer Assisted Telephone Interview) method - telephone survey on a sample of 266 companies in the production sector (both foreign capital companies and local companies), almost all from the municipality of Chisinau. The persons in the managerial positions, who are involved in the decision making process (CEOs, founders, vice-directors, head accountants, department heads) were invited to answer the questions. Magenta provided a</p>

			flexible and solution oriented research team, who ensured a professional and reliable research process, part of which was carried out in the context of the new realities imposed by the Covid-19 pandemic. The research process included the following activities: adjusting and programming the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; validating data to be sent to the client.
Mystery Shopping in the branches of the Beneficiary's bank	Victoriabank JSC	2019-09	<p>Narative description of project: Evaluation of the level of customer service by the Beneficiary's employees.</p> <p>Description of actual services: 129 mystery shopping visits were made in Chisinau and in the regions. An in-depth analysis and a report were sent to the client.</p>
Study on the use of banking services in the Republic of Moldova	Moldindconbank JSC	2019-09	<p>Narative description of project: Magenta conducted a relevant study on the use of banking services in the Republic of Moldova in order to provide valuable insights on the key marketing indicators. This research was highly important for the client seeking to get a better understanding of the types of banking services used by the population, customers preferences and needs, selection criteria applied by respondents when choosing a bank, customers profile and other important elements to be taken into account for efficient marketing strategies. The purpose of the study was to assess the perceptions and experiences of the banking services customers to obtain findings on the key marketing indicators. The following aspects were analyzed within this research: a. Brand awareness; b. Share of the target audience using bank cards; c. Reasons for choosing a certain bank to use its services; d. The share of the target population that pays loans; e. Reasons for choosing a certain bank for credit; f. Share of the population using money transfers; g. NPS (Net Promoter Score) - the indicator that measures the willingness of the respondent to recommend the brand to other people; h. Opinions on the client brand; i. Demographics of the respondents.</p> <p>Description of actual services: A quantitative study was proposed as an appropriate approach to achieve the goal and objectives. Magenta conducted a CATI (Computer Assisted Telephone Interview) survey on a sample of 1100 respondents, aged between 18-60 years, living in urban settlements. Magenta was responsible for the whole research process, which included the following activities: developing the research design; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included both general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest.</p>

Study on the usage of services offered by credit companies	SEBO LLC	2019-09	<p>Narative description of project:</p> <p>Magenta carried out an important study to provide significant insights on the opinions and usage of the services offered by credit companies. This research was essential for understanding consumer behavior and factors influencing their decisions, as well as determining the financial literacy levels of individuals, to identify areas where consumers may lack knowledge or understanding about credit products and financial management. Moreover, the research findings assisted the client in business activities such as: managing risks, developing new products and services, ensuring regulatory compliance, and assessing the economic impact. The main purpose of this project was to analyze the sources of income and the payment methods used by the population of the Republic of Moldova.</p> <p>Description of actual services:</p> <p>To collect the necessary insights, Magenta conducted a CATI (Computer Assisted Telephone Interview) survey on a nationally representative sample of 1121 respondents, aged 16 years and above. Magenta ensured a professional and reliable research process, which included the following activities: proposing the research methodology; developing, testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; data validation; data analysis; writing the report and presenting the results. The report included both general results and detailed findings, including cross-tabs with demographic data and other questions, showing correlations/ associations with the questions of interest.</p>
Study on migration and remittances in the rural areas of Moldova	National Commission for Financial Markets of the Republic of Moldova	2019-08	<p>Narative description of project:</p> <p>This study was conducted by Magenta Consulting within the cooperation project on building the capacities of the Savings and Credit Associations (SCAs). The purpose of the cooperation project was to direct the remittances to the rural areas of the Republic of Moldova through SCAs, for improving the channeling of remittance inflows through regulated financial service providers and to foster financial inclusion of the rural remittance recipients. Studying migration phenomenon and remittances was crucial for understanding their economic, social, and policy implications at the local and national levels. It provided valuable insights for policymakers, researchers, and practitioners working in fields such as development economics, migration studies, labor market analysis, and social policy. The primary purpose of the study was to analyze the key corridors and migration trends, financial behavior and household preferences regarding remittances. The following objectives were proposed for this research:</p> <ol style="list-style-type: none"> 1. To identify key migration corridors in the rural areas. 2. To determine the forms, motives, duration and trends of migration. 3. To determine the level of income, volume and purpose of savings, types of investments at home. 4. To understand the decision making process regarding remittances management; the frequency of remittance transfers and the channels used. 5. To determine the level of knowledge about the existing financial services, including those offered by the Savings and Credit Associations (SCAs). 6. To analyze the products offered by the SCAs– to what extent do they fit the

			<p>recipients of the remittances and what is the level of penetration of these services among migrant households. 7. To determine the profile of the recipients oriented to invest the remittances.</p> <p>Description of actual services:</p> <p>Magenta carried out a comprehensive study based on a mixed methodology, which combined qualitative and quantitative research methods. Data collected covered 2 perspectives - the perspective of migrants and the perspective of migrant families. The qualitative research involved carrying out 10 in-depth interviews, of which 6 interviews with migrants and 4 interviews with migrants' spouses/ other adult members of migrant households, from rural areas. The diversity related to respondents' background and the country of migration was ensured. The quantitative study consisted of a CAPI (Computer Assisted Personal Interview) survey - face-to-face interviews using tablets, on a non-probabilistic multistage stratified sample by geographical quotas, of 1010 respondents aged between 18-65 years. The sample included two categories of participants: • 314 respondents who worked abroad for at least 3 months in the last 2 years; • 696 respondents who have a family member who worked abroad for at least 3 months in the last 2 years and has sent remittances from abroad. Magenta ensured a professional approach, attention to details, adherence to ethical standards and careful planning to successfully implement this complex study. The following activities were part of the research process: developing the research design; developing and translating the moderating guides for interviews; developing, translating and testing the questionnaire; selecting and training the interviewers; selecting the respondents and organizing the in-depth discussions; defining and implementing the logistics processes; data collection; quality control; data processing and validation; data analysis; report writing and results presentation. The report included not only general results for each question of interest but also cross-tabs with the demography or any other questions, underlying correlations/ associations. Each result was graphically presented and commented on.</p>
Mystery Shopping in the branches of a financial organization	Top Leasing & Credit LLC	2019-08	<p>Narative description of project:</p> <p>Evaluation of the level of customer service by the Beneficiary's employees.</p> <p>Description of actual services:</p> <p>20 Mystery Shopping visits have been made in Chisinau and the communication tools of the competitors were evaluated. An in-depth analysis and a report were sent to the client.</p>
Study on the sources of information used among people willing to apply for a loan	Top Leasing & Credit LLC	2019-08	<p>Narative description of project:</p> <p>Magenta carried out an important research for the client seeking to get valuable insights for developing efficient communication strategy. This study provided a better understanding of the target audience - the demographic characteristics, media consumption habits, social media usage, and preferred communication platforms. The research findings were vital for developing more effective marketing strategies, identifying communication channels and touchpoints to reach the target audience and tailoring messages to specific segments of the audience. The purpose of the study was to</p>

			<p>analyze the socio-demographic profile and the sources of information used by the people prone to apply for funding in case of an unplanned expense.</p> <p>Description of actual services:</p> <p>Magenta performed the research activity based on data obtained within the Moldovan Consumer study - a nationally representative survey among the population of the Republic of Moldova, aged between 16-70 years. From the national survey sample was selected a group of 274 respondents - those who indicated that they would get a loan in case of unplanned expense, from Chisinau and Center region. Data was collected through CATI (Computer Assisted Telephone Interview) method - telephone survey, based on the DAR (day-after recall) methodology. The findings were obtained through a reliable research process, which included the following activities: developing, testing and translating the questionnaire; sampling; selecting and training the interviewers; planning and implementing the logistics aspects; data collection; quality control; data processing and validation; data analysis; writing the report and presenting the results. The report included useful information about the client audience, graphically presented and commented on.</p>
Study on the impact of loans on business activity	Symbiotics	2019-07	<p>Narative description of project:</p> <p>Within the outcome measurement for Small and Medium Enterprises (SMEs), part of the follow-up study in 2019, Magenta carried out an important research to learn more about business' financial performance and to understand the impact of the loans the companies took in previous years. Overall, this study was highly relevant for providing valuable insights on the loans' role in economic development, addressing barriers to finance, promoting business growth and innovation, managing financial risks, informing policy development, and advancing financial inclusion efforts. The purpose of the study was to measure the impact of loans taken by small and medium-sized enterprises (SME's) on business activity.</p> <p>Description of actual services:</p> <p>Magenta conducted a quantitative research based on a CAPI (Computer Assisted Personal Interview) method - face-to-face interviews using tablets, on a sample of 53 representatives of Small and Medium-sized Enterprises (SMEs), clients of Microinvest during period 2017-2019, who participated in the previous research waves (2017-2018). Magenta ensured the successful implementation of the research process, which included the following activities: developing research design; testing and translating the questionnaire; sampling; recruiting and training the survey interviewers; planning and implementing the logistics aspects; data collection in two languages: Romanian and Russian; quality control; validating data and writing the report to be delivered to the client.</p>
Public opinion survey in Chisinau Municipality	NDI (National Democratic Institute)	2019-06	<p>Narative description of project:</p> <p>In the context of socio-political events expected in the Republic of Moldova, the beneficiary was interested in a public opinion poll to understand the residents of Chisinau Municipality perceptions about the activity of the local public authorities, civic involvement at the local level and decision-making</p>

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

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

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

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

effectiveness of their programs			<p>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 (Competitiveness Enhancement Project II, Project Implementation Unit, WBG)	2017-10	<p>Narative 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 & 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 (World Bank Group)	2017-09	<p>Narative 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 & 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>
Research for the evaluation of the level of awareness and satisfaction of the	State Inspectorate for non-Food Products Surveillance and Consumer Protection	2016-II	Narative description of project:

consumers about Agency for Consumer Protection and its activity			<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 (Institute for Development of Social Initiatives "Viitorul")	2016-09	<p>Narative 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 (United Nations Development Programme)	2016-08	<p>Narative 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 $\pm 3\%$, the Booster sample included 350 interviews which considered jointly with the main sample ensured a margin of error of $\pm 4\%$). Data was collected between November 29th and December 23rd, 2016. Analysis of data from the 2016 survey was carried separately for Chisinau, and for the entire country. As well, some of the data was presented in a chronological manner - data from the 2016 study was compared with data from a similar study conducted in 2014. The qualitative data was collected via 3 focus groups with the common citizens with the right to vote.</p>
Performance assessment of the public authorities in their sphere of competence	Jacobs Cordova and Associates	2016-03	<p>Narative 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>
UIPAC. WBG. Baseline assessment survey	WBG (World Bank Group)	2015-09	<p>Narative 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</p>

			<p>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>
JILD/ Endline survey on citizens' satisfaction with local public services in 30 target communities	UNDP (United Nations Development Programme)	2015-09	<p>Narative description of project:</p> <p>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.</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 International	2015-05	<p>Narative 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>
JISB. Assessment of the effectiveness of Joint Information and Services Bureaus in the districts of the security zone of the Republic of Moldova	UN Women	2014-10	<p>Narative 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</p>

			studies; * Aggregate analysis of 3 registers with data about JISB users.
BRITE. Progress of the implementation of business environment reforms	Chemonics International	2014-08	<p>Narative 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 (Central Electoral Commission of the Republic of Moldova)	2014-05	<p>Narative 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>
KAP. Public Opinion Survey on the Central Electoral Commission of Moldova	UNDP (United Nations Development Programme)	2014-04	<p>Narative 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>
Evaluation and analysis of citizen, mass-media and NGO participation in	CONTACT Center	2013-08	<p>Narative 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,</p>

activity and decision making of Local Public Administration			<p>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>
LGSP. Evaluation of the level of satisfaction of the population regarding public services. Municipal Performance Index	Chemonics International	2013-07	<p>Narative 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>
Functional Analysis of Ministry of Internal Affairs' Management Procedures 2nd phase	GIZ (German Agency for International Cooperation)	2012-12	<p>Narative 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>
BRITE. Quantitative and qualitative research for the Business Regulatory, Investment and Trade Environment Program	Chemonics International	2012-10	<p>Narative 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-	WBG (World Bank Group)	2012-09	<p>Narative description of project:</p> <p>Magenta Consulting collected data on the dynamics of several key performance indicators, data which,</p>

Government Transformation in Moldova (year 2012)			<p>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: 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 (German Agency for International Cooperation)	2012-07	<p>Narative description of project: Magenta Consulting carried out a functional analysis and institutional capacity evaluation analysis at MIA and Police. The assignment gears towards the facilitation of the institutional reform at MIA and Police Department.</p> <p>Description of actual services: 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	UN Women	2012-05	<p>Narative description of project: Magenta Consulting assessed the effectiveness of the Joint Information and Service Bureaus (JISB), by defining the extent to which the new approach to service delivery is yielding expected results and to what extent it serves as a platform to increase chances for women to benefit from and engage in economic activity in rural settings in Moldova.</p> <p>Description of actual services: In order to achieve the goal the following steps were undertaken: • 300 interviews with JISB users • 300 interviews with JISB non-users • 8 in-depth interviews with service providers of JISB • Aggregated analysis of 4 registers of JISB users • Reporting with recommendations.</p>
Entrepreneurs' satisfaction with government policy	The research centre SKDS	2012-05	<p>Narative description of project: Magenta Consulting assessed entrepreneurs' satisfaction with government policy and informal entrepreneurship in Moldova.</p> <p>Description of actual services: 500 interviews were conducted with directors, owners and managers of companies and a report with data findings and recommendations was delivered to the client.</p>
LGSP. Evaluation of the level of satisfaction of the population regarding public services. Baseline Municipal Performance Index	Chemonics International	2012-04	<p>Narative description of project: 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: 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 (International Republican Institute) sponsored by USAID)	2011-06	<p>Narative description of project: The goal of this project was to assess the level of satisfaction of the population with the services rendered by Customs and identify particular bottlenecks in the work of Customs employees.</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>
Citizen Report Cards. Citizen satisfaction with public service delivery	WBG (World Bank Group)	2010-06	<p>Narative 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 deign, 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>
Moldova E-Governance research	UNDP (United Nations Development Programme)	2009-07	<p>Narative 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>
New leasing products/programs development	Farmer to Farmer Programme (funded by USAID and implemented by CNFA)	2006-12	<p>Narative 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</p>

		<p>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>
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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);
- 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 primim 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 intervieutori;
- 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.

Etape 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.

Etape de colectare a datelor.

- 1) Dacă este un chestionar, toți intervieutorii 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 – intervieutori cu experiență care pot contacta orice intervieutor 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.

Etape 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 intervieutori** 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 intervieutorii 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 intervieutori este un element cheie în succesul studiilor implementate de către compania noastră. Intervieutorii noștri trec traininguri extensive despre subtilitățile procesului de colectare a datelor, dar și a fiecărui proiect în parte. Fiecare intervieutor 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 ambasadele 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 sistemice 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

Carierea lui Dumitru a început odată cu lansarea companiei Magenta Consulting acum 15 ani, debutând ca interviewer, 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 Bradețchi 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 Bradetchi a avut ocazia să gestioneze studii de cercetare pentru: Consiliul European, 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 studiate meticolos, 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.

Simultam, Dnu Bîrca conduce o echipă de peste 100 de interviatori 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</p> <p>University of the Academy of Sciences, Chişinău, Moldova National security Master of Arts, 2012</p> <p>University of Gothenburg, Goteborg, Sweden Graduate School of Business, Economics and Law Master of Science in International Business, 2004</p> <p>Lund University, Lund, Sweden European Affairs Programme Master of Science in Business Administration and Business Law, 2002</p> <p>Academy of Economic Studies of Moldova, Chişinău, Moldova Department of Finance B.A., Banks and Stock Exchanges, 2001</p> <p>Oslo University in Norway, Oslo, Norway International Development Studies Scholarship holder, 2000</p> <p>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</p> <p>Advanced SPSS analysis IBM Romania / Romsymdata</p>			
Work experience	<p>Magenta Consulting - General Director/Senior consultant Moldova, 2006/03 - present</p> <p>Research Institute for International Management, St Gallen University - Research consultant Switzerland, 2010/09 – 2012/03</p> <p>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</p> <p>Caux Initiatives for Change - Research Consultant Switzerland, 2010/06 - 2010/12</p> <p>Smart Business Solutions - Senior Research Consultant Moldova, 2005/01 – 2006/02</p> <p>Moldovan Investment and Export Promotion Organization - Senior Research Consultant Moldova, 2004/05-2005/01</p> <p>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: <ul style="list-style-type: none"> 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	WBG	2019	The purpose of the study was to evaluate the training programs for the teachers and for the management staff in primary and

	trainers regarding the implementation of professional competence standards in general education in 2016 and 2017			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: <ul style="list-style-type: none"> • 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	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.

	interact with the businesses			
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. 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"> • 14000 face-to-face interviews with population annually, • 35 statistical form collection (forms completed by the mayor's office) • Reporting with recommendations
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	Action Global Communications	2015	The focus group was moderated and the data was analysed by Magenta Consulting.

	Council and Ombudsman Bureau			
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"> 600 interviews, face-to-face survey, 17 judicial institutions.
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	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.

	exposure and anti-smoking laws			
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"> • 38 in-depth interviews • 12 focus groups
Education	Out-of-School Children in Moldova	UNICEF	2013	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<p>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</p>
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"> • 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"> • 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	<ul style="list-style-type: none"> • 600 interviews, face-to-face survey, 17 judicial institutions.
Social Assistance	Testing the logo, slogan and campaign's ads	BDR	2013	<ul style="list-style-type: none"> • 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	PAS Centre for Health Policies and Services	2013	<ul style="list-style-type: none"> • Face-to-face survey on a sample of 1234 respondents. • Data analysis

	of children 0-4 years old regarding household accidents			
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 nationwide informational campaign.
Education	Monitoring the Educational Reform	WBG	2012	<ul style="list-style-type: none"> • 9 focus groups with citizens directly affected by the reform (parents/ grandparents/ guardians/ students), • 3 mini case studies of vulnerable student households, as well as • 9 in-depth 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Processing of the questionnaires • Analysis of the survey data
Government. Local Public Administration. Public services	Entrepreneurs' satisfaction with government policy	SKDS	2012	<ul style="list-style-type: none"> • 500 interviews (directors, owners and managers of enterprises)
Education	Quality education in rural areas of Republic of Moldova. National census (2 waves)	WBG	2011	<ul style="list-style-type: none"> • 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 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.

Name	Andrei Ciobanu			
Position in the Co	Research Director and senior consultant			
Year in Co	10 years			
Email	a.ciobanu@consulting.md			
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 The University of Georgia, USA Center for Continuing Education and the Marketing Research Institute International Principles of Marketing Research, 2016			
Relevant trainings and special education relevant for the project	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 & 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			
Work experience	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 & planning 2013 – 2015 Guitar Center, United States of America, Seattle, Sales Expert 2009 – 2010 MGM Grand, United States of America, Las Vegas, Cashier (Work & Travel) 2008			
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: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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"> • 14000 face-to-face interviews with population annually, • 35 statistical form collection (forms completed by the mayor's office) • Reporting with recommendations
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 access 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.	LGSP. Evaluation of the level of satisfaction of the population	Chemonics	2015	To measure the performance of the Local Government Support Project and in

Public services, Organizational evaluation/ Project impact assessment	regarding public services. Final Municipal Performance Index			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"> 600 interviews, face-to-face survey, 17 judicial institutions.
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"> • 38 in-depth interviews • 12 focus groups
Education	Out-of-School Children in Moldova	UNICEF	2013	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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 website 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 the

Public services, Gender	Information and Services Bureaus			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 nationwide informational campaign.
Education	Monitoring the Educational Reform	WBG	2012	<ul style="list-style-type: none"> • 9 focus groups with citizens directly affected by the reform (parents/ grandparents/ guardians/ students), • 3 mini case studies of vulnerable student households, as well as • 9 in-depth 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Processing of the questionnaires • Analysis of the survey data
Government. Local Public Administration. Public services	Entrepreneurs' satisfaction with government policy	SKDS	2012	<ul style="list-style-type: none"> • 500 interviews (directors, owners and managers of enterprises)
Education	Quality education in rural areas of Republic of Moldova. National census (2 waves)	WBG	2011	<ul style="list-style-type: none"> • 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 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.

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 qualifications and	Academy of Economic Studies of Moldova Department of Business Administration Master of Business Administration, February 2010			
	Academy of Economic Studies of Moldova Department of Banks and Stock Exchanges Licentiate in Economics with a specialization in finance, May 2008			
Relevant trainings and special education relevant for the project	Advanced SPSS analysis – IBM Romania / Romsymdata			
	Protecting Human Research Participants – The National Institutes of Health (NIH)			
	Social & Behavioral Research – Collaborative Institutional Training Initiative			
Work experience	Magenta Consulting, Republic of Moldova, Data Expert 2018 – Present			
	Stattis, United States, Data Quality Analyst 2018 – Present			
	Kimetrica, United States, Survey Assistant 2013			
	Magenta Consulting, Republic of Moldova, Director of logistics 2010 – 2018			
	Magenta Consulting, Republic of Moldova, Consultant 2008 – 2010			
	Magenta Consulting, Republic of Moldova, Interviewer 2006 – 2007			
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: <ul style="list-style-type: none"> 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 (NAIS) 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 NAIS 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 NAIS 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"> 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: <ul style="list-style-type: none"> 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"> • 14000 face-to-face interviews with population annually, • 35 statistical form collection (forms completed by the mayor's office) • Reporting with recommendations
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 access 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.	LGSP. Evaluation of the level of satisfaction of the population	Chemonics	2015	To measure the performance of the Local Government Support Project and in

Public services, Organizational evaluation/ Project impact assessment	regarding public services. Final Municipal Performance Index			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"> 600 interviews, face-to-face survey, 17 judicial institutions.
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"> • 38 in-depth interviews • 12 focus groups
Education	Out-of-School Children in Moldova	UNICEF	2013	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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 website 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 the

Public services, Gender	Information and Services Bureaus			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 nationwide informational campaign.
Education	Monitoring the Educational Reform	WBG	2012	<ul style="list-style-type: none"> • 9 focus groups with citizens directly affected by the reform (parents/ grandparents/ guardians/ students), • 3 mini case studies of vulnerable student households, as well as • 9 in-depth 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Processing of the questionnaires • Analysis of the survey data
Government. Local Public Administration. Public services	Entrepreneurs' satisfaction with government policy	SKDS	2012	<ul style="list-style-type: none"> • 500 interviews (directors, owners and managers of enterprises)
Education	Quality education in rural areas of Republic of Moldova. National census (2 waves)	WBG	2011	<ul style="list-style-type: none"> • 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 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, Magenta Consulting:	Director of Logistics and Data Collection Department			
Nationality:	Moldovan			
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Work experience	<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>			
Countries of Work Experience:	Moldova			
Years with entity:	Since 2014			
Language skills:	Language	Speaking	Reading	Writing
	Romanian	Good	Good	Good
	Russian	Good	Good	Good
	English	Good	Good	Good
Education and other Qualifications:	<p>Academy of Economic Studies of Moldova, Chisinau, Moldova Department of Business Administration 2014</p> <p>Financial Banking College” A. Diordița” 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 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: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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	Researching the socio-economical development of UTAG	IDIS Viitorul	2016	Assessment of the potential of the UTAG localities in socio-economical perspective.

Administration. Public services				
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"> • 14000 face-to-face interviews with population annually, • 35 statistical form collection (forms completed by the mayor's office) • Reporting with recommendations
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"> 600 interviews, face-to-face survey, 17 judicial institutions.
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"> • 38 in-depth interviews • 12 focus groups
Education	Out-of-School Children in Moldova	UNICEF	2013	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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 website new.csm.md	USAID	2013	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 600 interviews, face-to-face survey, 17 judicial institutions.
Social Assistance	Testing the logo, slogan and campaign's ads	BDR	2013	<ul style="list-style-type: none"> • 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"> • 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. 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"> • 9 focus groups with citizens directly affected by the reform (parents/ grandparents/ guardians/ students), • 3 mini case studies of vulnerable student households, as well as • 9 in-depth 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Processing of the questionnaires • Analysis of the survey data
Government. Local Public Administration. Public services	Entrepreneurs' satisfaction with government policy	SKDS	2012	<ul style="list-style-type: none"> • 500 interviews (directors, owners and managers of enterprises)
Education	Quality education in rural areas of Republic of Moldova. National census (2 waves)	WBG	2011	<ul style="list-style-type: none"> • 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	<p>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.</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

+ 33 (0) 980 527 829
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 blue ink, appearing to read 'N. Abaszada', is written over the typed name and title.

Mr. Dumitru Slonovschi,
General Director, Magenta Consulting SRL





A.O. Asociația pentru Abilitarea Copilului și Familiei "AVE COPIII"

MD-2009, str. Constantin Stere 1, Chișinău, Republica Moldova

Tel./Fax: +373 (22) 23 78 54, C.F. 1011620002711

E-mail: office@avecopiii.md, Web: www.avecopiii.md

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,

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
«CENTRUL
PENTRU
POLITICI ȘI
ANALIZE ÎN
SĂNĂTATE»
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,

A handwritten signature in blue ink, which appears to read 'Frederick G. Yeager', is positioned above the typed name.

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



ESOMAR
| member

MEMBERSHIP CERTIFICATE

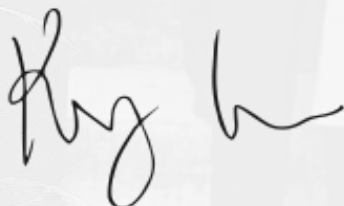
We hereby confirm that the following person is a member of ESOMAR, the global voice of the data, research and insights community.

DUMITRU SLONOVSKI

MAGENTA CONSULTING LTD.

MOLDOVA, REPUBLIC OF
JOINED JANUARY 2008
VALID UNTIL DECEMBER 2021

ESOMAR Membership reflects the member's commitment to the highest standards of professional practice as enshrined in the ICC/ESOMAR Code on Market, Opinion and Social Research and Data Analytics, and ESOMAR World Research Guidelines. Within the industry it is a promise to uphold the highest level of professional conduct and to implement best practices that support effective decision-making.



Sincerely,
ESOMAR President
Kristin Luck

All ESOMAR members are listed in the directory 'Who's Who' at www.esomar.org
ESOMAR is the world organisation for enabling better research into markets, consumers and societies.