

Fundația  
Orange



Agencia pentru  
Dezvoltare, Informații,  
Strategii și Oportunități



**Proiect CH/8716/FOM:  
“Femeile Acționează și Câștigă!”**

## **RAPORT NARATIV FINAL**

### **1. Description:**

- 1.1. Name of beneficiary of grant contract: **PA “Aviso”**
- 1.2. Name and title of the Project Coordinator: **Liliana Samcov**
- 1.3. Target region: **Rayons Edineț, Rîșcani, Ungheni, Hîncești :**
- 1.4. Name of partner in the project: **PA “Demos”**, Responsible person: Liliana Samcov
- 1.5. Start date: **8 July 2013**
- 1.6. End date of the reporting period: **08 July – 31 December 2013**

### **2. Project Objectives:**

#### I. Project overall objective:

Eradication of human beings traffic and domestic violence in Northern and Central regions of Republic of Moldova.

#### II. Specific objective of the project:

Increase living standards of 244 vulnerable women from districts of Edinet, Rascani, Ungheni and Hancesti through their socio-economic development and development of independent skills.

#### III. Operational objectives:

1. Develop socio-economic and autonomous skills to 100 vulnerable women from districts of Edinet, Rascani, Ungheni and Hancesti, during 6 months;
2. Assistance to 48 vulnerable women during the process of planning and managing their own small businesses, during 4 months;
3. Dissemination of information and best practices achieved by project beneficiaries, at all project's phases;
4. Project monitoring and activities' assessment, at all project's phases.

### **3. Project Activities:**

#### **Objective 1.**

1. Carry out 16 trips in communities from 4 districts as to identify project beneficiaries.
2. Selection of 100 women, 25 vulnerable women from each district of project area, according to established criteria.
3. Assistance in small groups of 100 vulnerable women as to form and develop competences and applicative skills.

### **Objective 2.**

1. Selection of 48 beneficiaries to be provided with individual assistance, according to results of assessment at the end of working activities in small groups.
2. Individual assistance to 48 women during business planning.
3. Individual assistance to 48 women as to manage their own small businesses.

### **Objective 3.**

1. Carry out a press conference in municipality of Chisinau, in project's launching phase.
2. Carry out 16 information sessions in communities from project's geographic area, 4 sessions in each project district.
3. Media coverage of project's activities ongoing, its results, inclusively best practices achieved by beneficiaries of non-cash grants, at least 10 disseminated/published materials.
4. Carry out a project assessment event in Edinet town, in the final phase of the project.

### **Objective 4.**

1. Carry out 8 monitoring visits in 4 districts of project area, at all project's phases.
2. Assessment of preliminary results of small businesses managed by 48 women, through visits at the place of implementation.
3. Assessment of results achieved during the project, at the final phase.
4. Carry out post-monitoring visits of small businesses realized by 48 women, after project's end.

## **4. Assessment of implementation of Action activities**

**Obiectiv 1. Formare a abilităților socio-economice și de autonomie la 100 femei vulnerabile din raioanele Edineț, Rîșcani, Ungheni, Hîncești, timp de 6 luni**

### **Accomplished activities and results.**

**1.1. Carry out 16 trips in communities from 4 project districts as to identify project beneficiaries.**

**Type of activity:** Information.

**Responsible:** 8 trainers-counsellors from 4 project districts: Edineț, Rîșcani, Ungheni, Hîncești.

#### **Methods and techniques:**

- Visits to public institutions;
- Participation at meetings and conferences with presentation and public speeches;
- Meetings with potential beneficiaries in localities of project area;
- Distribution of informative material on paper.

#### **Process description:**

During August 1<sup>st</sup> – September 25<sup>th</sup> 2013 there were carried out 4 information sessions of the communities, combined with activity of identifying project potential beneficiaries.



#### **Process description:**

During August 1<sup>st</sup> – September 25<sup>th</sup> 2013 there have been carried out the following:

##### **Edineț:**

- 16 visits in 16 localities;
- 19 meetings with experts within the Department of Education and Department of Social Assistance, as well as Town Halls;
- 23 meetings with potential beneficiaries of the project from 16 localities.

##### **Rîșcani:**

- 9 visits in 18 localities;
- 34 communitarian actors from Rascani district were informed about the project;
- 9 meetings with potential project beneficiaries from 9 localities.



**Ungheni:**

- 10 visits in 10 localities;
- 4 participations at conferences and meetings of communitarian actors: working meetings of social workers organized in the conference room of County Council, meeting with mayors organized by the County Council, 2 meetings with NGOs: Youth Social Reintegration Centre CREDO of Civic Education Association „Viitorul Începe azi” and Public Association for Children and Youth “Făclia”;
- 30 meetings with potential beneficiaries of the project from 16 localities.

**Hîncești:**

- 10 visits in 16 localities;
- 4 participation at conferences and meetings of communitarian actors;
- 6 meetings with potential beneficiaries of the project from 16 localities.

**Subjects:**

- Project concept;
- Assistance for women in frame of the project;
- Conditions of selection in frame of the project;
- Activities and planned results according to the program;
- Identification of types of activities generating income according to personal abilities.

**Techniques / applied methods:**

- Power Point presentation;
- Verbal presentation;
- Explanation;
- Appeal, message addressed to the public.

**Technical and material means:**

- Laptop;
- Screen, multimedia;
- Informational material.

**Results:**

Totally in 4 districts in frame of 45 visits in 60 localities there were informed about the project:

- 247 communitarian actors in frame of 16 meetings;
- 280 potential beneficiaries of the project in frame of 68 meetings.

**Conclusions:**

- LPA of level 1 doesn't have complete statistic information about women from marginalized groups;
- LPA is aware about the problems of disadvantaged women, but doesn't know / doesn't have mechanisms or opportunities to improve their situation;
- Disadvantaged women feel isolated and helpless;
- Women are not self-confident, disparaging their capacities as to change their situation;
- Low level of knowledge by the community, inclusively LPA of programs and project implemented at central level (from external grants or Governmental programs (e.g. PARE 1+1, etc);
- Lack of knowledge of “grant” notion and fear to access grants, confusing this notion with “credit” and consequently the fear to be forced to reimburse the grant (even being sure that the generating income activity will be successful);
- A small rate of women has a solid position to initiate income generating activity with a long perspective view.

**Difficulties:**

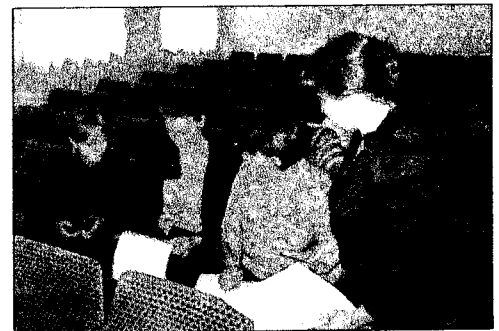
- For informational activities in Hancesti and Ungheni districts there were needed cars, which involved personal additional costs;
- During information period there were used personal funds for communication expenses by trainers from Hancesti, Ungheni.

**Suggestions:**

- To plan in future projects' budgets expenses for communication and transport for all selected regions.

**Annexes:**

- Records of appeals;
- Pictures.



**1.2. Selection of 100 women, 25 vulnerable women from each project area, according to established criteria.**

**Type of activity:** Initial evaluation of potential beneficiaries.

**Responsible:** 8 trainer-counsellors of from 4 project districts: Edineț, Rîșcani, Ungheni, Hîncești.

**Phases:**

- Initial evaluation of potential beneficiaries by applying the questionnaire;
- Identify needs of potential beneficiaries through counselling and assistance, discussion;
- Selection of 100 women corresponding to established criteria through questionnaires' processing.

**Results:**

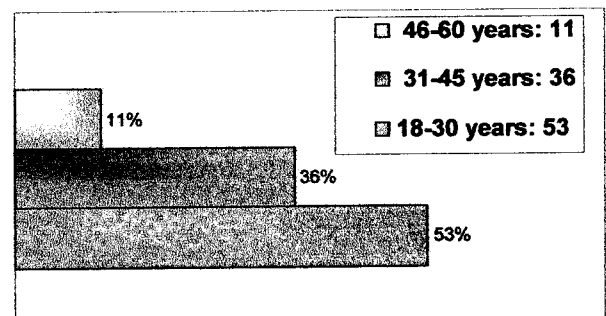
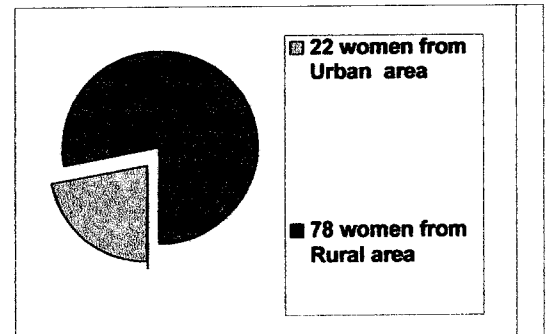
- No of appeals / requests: 142
- No of selected beneficiaries: 100

From which, per districts:

- Edineț: 25
- Rîșcani: 25
- Ungheni: 25
- Hîncești: 25

From which, on age categories:

- 18-30 years: 53
- 31-45 years: 36
- 46-60 years: 11
- 61-...years: 0



**Difficulties:**

- Women with reduced capacities as to initiate a income generating activity;
- Women (most of them) with reduced potential to contribute, to co-participate financially or materially as to initiate income generating activities; non-correspondence of type of activity they intend to start-up with real existing opportunities;
- Partners' attitude was loyal;
- There was necessary to be published an announcement as regards the project in local media;
- A lot of women don't have the spirit of punctuality;
- Some women make promises (that they are sure from the very beginning they will not keep), without taking into account material expenses and the time spent by others;
- At materials' multiplication there were used minimum 2 packages of sheets.



**Conclusions:**

- It is planned to increase the time spent for individual work with potential beneficiaries compared to the time spent on group assistance;
- During consulting activity and selection there should be provided free legal services, most of women from the target group have legal problems - children born in cohabitation, expired acts, unregistered inheritances, violent husbands, husbands accused of family abandon, etc.

**Difficulties:**

- Women don't mention / talk about violence, they prefer to forgive and to forget, so that it was necessary to talk with communitarian worker as to establish their eligibility for the project;
- Women from rural localities decide hardly to participate at activities;
- Women have fears before fulfilling the questionnaire of initial evaluation, arguing that they don't have money to pay for any services or goods;

- Uncertain positions regarding type of activity that they could practice;
- Reservations as to participate at the program (some participants) justifying that they will not be able to meet project requirements and conditions.

**Annexes:**

- Records of appeals;
- Initial evaluation questionnaires;
- Pictures.

**1.3. Small groups assistance of 100 vulnerable women as to form and develop economic competences, applicative abilities and life skills.**

**Type of activity:** informal training

**Activity:** training.

**No of activities:** 8 trainings, 2 per each district.

**Period:** August-September 2013:

- Edineț: September 5<sup>th</sup> – 7<sup>th</sup> 2013; September 9<sup>th</sup> – 11<sup>th</sup> 2013;
- Rîșcani: September 3<sup>th</sup> – 5<sup>th</sup> 2013, September 9<sup>th</sup> – 11<sup>th</sup> 2013;
- Ungheni: September 16<sup>th</sup> – 18<sup>th</sup> 2013, September 19<sup>th</sup> – 21<sup>st</sup> 2013;
- Hîncești: September 14<sup>th</sup> – 15<sup>th</sup> 2013; September 21<sup>st</sup> – 22<sup>nd</sup> 2013.



**Responsible:** 8 trainers-counsellors of the project: Edineț, Rîșcani, Ungheni, Hîncești.

**No of participants:** 100 women

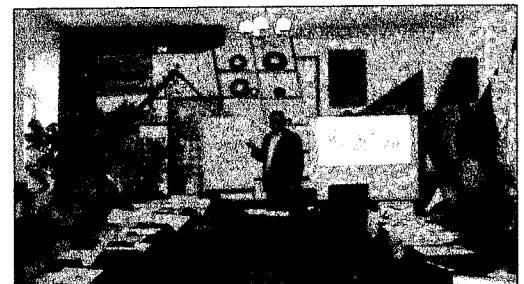
**Subjects:**

1. Presentation of the project, donor organization, implementing organization;
2. Personal development;
3. Personal efficiency;
4. Family budget planning;
5. Employment;
6. Citizen's obligation to pay income tax, social assurance and to access health insurance;
7. The concept of business, types of activity in small and medium business as physical and legal persons.
8. Define income generating activity for women in frame of the project.
9. Produce ideas for income generating activities.
10. What is a product and what is a service when starting up a business;
11. SWOT analysis;
12. Clients and concurrency;
13. Promotion techniques of products / services;
14. Risks in case of income generating activity start-up and activities to overcome them;
15. Product/service promotion;
16. Operational plan;
17. Financial management of an income generating activity.



**Results:**

- 100 women have learn the concepts of "business plan" and "planning an income generating activity";
- 100 women have developed competences as regards the start-up of an income generating activity;
- 100 women have made the self-evaluation (available personal means – space, money, etc) as to initiate an income generating activity;
- 100 women have gained practical knowledge regarding the start-up of an income generating activity;
- 100 women have changed mutual opinions and experience as regards the start-up of an income generating activity;
- 69 women have elaborated the plan of an income generating activity with calculations.



## Conclusions:

1. An increased interest, at final regarding the opportunity established by the project as to start-up an income generating activity;
2. Self-selection of participants;
3. Women need opportunity to income for their financial independence, as to solve family problems;
4. If women are trained, all of them have potential to establish their own business, but they will accomplish this just having an initial financial assistance;
5. More security for women and associative elements as to solve problems they confront with.



## Participants' testimonials (according to the format below):

- „...I haven't learnt so much Mathematics in all 9 years of studies at school... (Alina, 22 years, Varatic village, Rîșcani district.)
- „...The carried out activities are: useful and necessary for all of us. I need them a lot.” (Zina, 21 years, Carpineni.)
- „...I've learnt a lot, which I've been expected for: how to manage independently; How to start-up a successful business; How to deal with a small business; A lot of interesting and daily useful things; How to implement a business. (Zinaida, 43 years, Voinescu village.)
- „...I need to learn about: How to develop better the business; Expenses and income; Money management; (Nadejda, 42 years, Bujor village, Hîncești district)
- I liked most of all the way trainers treated us: kindness, courtesy, trainers' involvement; High level of trainers' knowledge; Trainers' attitude; ideas about women; Discussions with staff; Objectivity of business competitors; Cooperation with trainers. (Aliona, 24 years, Carpineni village, Hîncești)
- „I know I can work, I am good at sewing, I have patience. If I had some support...!” (Corina, 28 years, Edineț town)
- „If I'll be a winner I'll have the chance to work in frame of a saloon in the town and to be at home!” (Irina, 24 years, Trinca village, Edineț)

## Annexes:

1. Income generating activities plans;
2. Assessment plans table;
3. Table “Beneficiaries' profile”
4. Pictures of activities.

## 2.1. Selection of 48 beneficiaries for individual assistance, according to the results of evaluation from the end of working activities in small groups.

**Type of activity:** Contest of income generating activities plans.

**Period:** September 2013

### Quantitative indicators:

- Submitted income generating activities plans: 67
- Selected income generating activities plans: 55

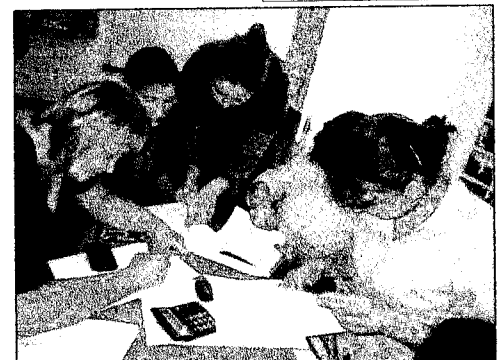
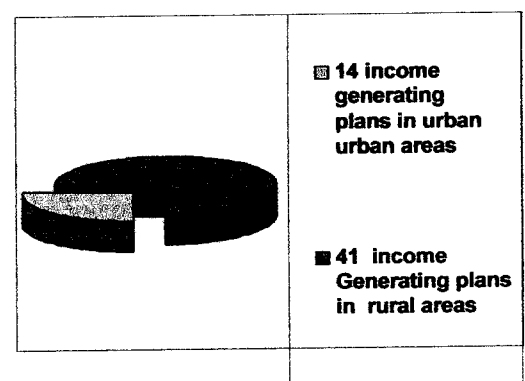
**From which, there will be carried out in such environment as:**

- Urban: 14
- Rural: 41

### General types of activity:

1. Milk processing – 7;
2. Increasing of nutria, rabbits, birds, cattle, bovine – 19;
3. Provide health and beauty services – 13;
4. Repair and manufacturing clothes, including knitting – 12;
5. Studying foreign languages – 1;
6. Housekeeping – 1;
7. Greenhouse – 1.

**Applied techniques / methods:** Verbal presentation; Explanation; Final assessment questionnaire; Plan score; Plans' assessment.



**Responsible:** 8 trainers-counsellors from 4 project districts: Edineț, Rîșcani, Ungheni, Hîncești.

**Conclusions:**

- The participants have reduced capacities of public presentation;
- 55 women have presented successfully in public income generating activities plans, being selected as to receive material support as to start-up the income generating activity.
- Diversity of ideas as to start-up an income generating activity;
- When selecting income generating activities plans there were taken in consideration: presentation, profitability of income generating activities, conditions to carry out / provide services.
- Methods of plans appreciation was a transparent one, the score offered by participants and trainers was announced in public;
- Participating women have a reduced capacity to identify acquisition offers;
- Women were focused on profitable income generating activities, and also useful. Intentions to start-up income generating activities such as: "hand-made", to members of the family (e.g. dairy products for their own children).

**Testimonials of participants:**

- „...it is a great responsibility that what I intend to do, but I know that with Your help I will succeed...” (Ana, 44 years, Rîșcani town, Rîșcani district.)
- „...I dream for a long time to have my own business and now my dream will become true...” (Ecaterina, 52 years, Rîșcani town, Rîșcani district.)
- „I like what I do, but the cosmetic products for different procedures are expensive and I can't afford them!” (Diana, 25 years, Trinca village, Edineț)
- „I was so afraid before the presentation. Although it was nothing horrible, but everything is possible in life, only desire matters!” (Elena, 28 years, Onești village, Edineț)

**Annexes:**

5. Final assessment questionnaires;
6. Income generating activities plans;
7. Table of plans' appreciation with two grades: one received from the public and one from trainers (scale from 1-5);
8. Pictures of activities.

**2.2. Individual assistance of 48 women in business planning.**

**Type of activity:** Information

**Period:** September 2013

**Quantitative indicators:**

No of individual assisted women: 55

**Tackled topics:**

- Financial calculations;
- Methods to identify offers, study the market;
- Identify promotion methods;
- Information about necessity to prepare spaces as to carry out planned activities;
- Information regarding methods and conditions to make purchases;
- Communication with providers: telephonic discussions with providers, check on providers, selection of advantageous offers;
- Presentation of pro forma to providers;
- Living conditions evaluation.

**Operational tasks:**

- Strengthening, fulfilling and systematization of knowledge;
- Extend knowledge scope;
- Offers' identification;
- Effectuate calculations and presentation of plan's tables;
- Plans' submission till September 25<sup>th</sup> 2013.

No of individual counselling: 95

No of group counselling: 8

No of phone calls / appeals: 156

No of meetings: 145

**Applied techniques/methods:**



- Individual counselling;
- Group counselling;
- Evaluation of conditions as to carry out income generating activities;
- Explanations.

#### **Difficulties:**

- Lack of a responsible attitude by beneficiaries as regards comply with provided consulting elaborated jointly with participants;
- Coincidence in project implementation with the harvest period, many women being involved in harvesting activities, or being involved in working as day-labourers;
- Insufficient level of knowledge have generated the necessity to provide more consulting as number, as well as duration;
- Women have met difficulties in searching offers and providers;
- Some of providers refuse to charge required goods;
- Necessary animals for acquisitions may be purchased on their real costs just from physical persons, basing on acquisition act. Farms (legal persons) double the costs, facts that make them inaccessible for project beneficiaries.
- Phone calls were made from personal account of trainers-consultants;
- Offices of organizations hosting the training/consulting activities (e.g. „Viitorul începe azi”, Ungheni) are not situated in the centre of the town, which generated reduced access to trainings and consulting for participants.



#### **Conclusions:**

- The target group will need a permanent assistance and monitoring provided by project team, this one will take place as advises, phone calls, etc;
- Overall, participating women have assimilated provided knowledge, which have used in elaboration of income generating activities plans;
- Target group proved intention to participate in future on other similar training activities, which shows increased interest for personal development, that may be considered as project impact;
- Activities are sustainable and may be funded;
- For future it's necessary to include in budget expenses spent on phone calls and logistic transport.

#### **Annexes:**

1. Pictures;
2. Trainers' interventions registries;
3. Income generating activities plans.

### **2.3. Individual assistance to 48 women in managing their own small businesses.**

**Type of activity:** information assistance and abilities development

**Period:** October – December 2013.

#### **Operational tasks:**

- Knowledge strengthening, fulfilling and systematization;
- Expand sphere of knowledge;
- Formation of abilities to manage income generating activities.

#### **Tackled topics:**

- Method and necessity to prepare the place as to perform services;
- Method to prepare places as to grow and maintain birds / animals;
- Providers identification: telephonic discussions with providers, selection of advantageous offers;
- Methods and conditions to purchase goods;
- Transmission of goods. Legal aspects;
- Collection of invoices/ signature of handover documents;
- Promotion of services / products;
- Method and conditions to sell goods / services;





- Evidence of expenses and income;
- Business development;
- Promotion and dissemination of best practices.

#### **Applies techniques / methods:**

- Individual counselling;
- Group counselling;
- Explanation;
- Observation;
- On site visits;
- Contact providers.



#### **Quantitative indicators:**

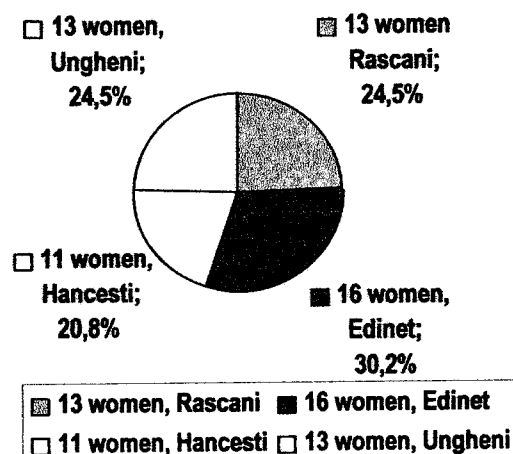
- Assistance provided to 53 women in starting up and develop income generating activities:  
(One woman refused to further participate in the project, the other one was disqualified after the monitoring visit).

Type of intervention:	Edinet: 16 assisted women	Rîșcani: 13 assisted women	Hîncești: 11 assisted women	Ungheni: 13 assisted women	Total: 53 women
Individual counselling	63	89	35	52	239
Group counselling	12	12	16	11	51
Calls	139	117	86	96	438
Meetings	113	43	40	116	312
<b>Total:</b>	<b>327</b>	<b>261</b>	<b>177</b>	<b>275</b>	<b>1040</b>

- No of launched income generating activities: 53 activities.

- Type of income generating activities:

1. Milk processing and marketing of dairy products - 8;
2. Poultry breeding and livestock, selling eggs - 13;
3. Health and beauty services - 13;
4. Cloths repair and weaving - 11;
5. Handmade – 4;
6. Renting services of dishes for events - 1;
7. Photocopying and printing – 2;
8. Greenhouse (growing vegetables and herbs indoor) – 1.



- Types of purchased goods for income generating activities:

- Sewing Machine
- Overlock.
- Embroidery Machine.
- Raw material for traditional costumes.
- Furniture for final products stocking.
- Toolbox for hairdressing
- Tools and supplies for makeup
- Milk separator, other utensils for dairy products processing
- Milking machine
- Massage equipment.
- Beauty goods and products.
- Chickens, rabbits, cattle, quail, nutria, horse.



- Food for birds and animals.
- Photocopying machine.
- Computer.
- Stationary.
- Haberdashery.

- Expenses for purchasing goods presenting the subject of non-cash grants: 345 600 MDL

- Average amount of non-cash grants: 6520,75 MDL per beneficiary.

- Registered income during 1-1,5 months in 4 districts: 77 279 MDL:

- Hincești: 10.684 MDL
- Ungheni: 23.335 MDL
- Edineț: 19.410 MDL
- Rîșcani: 23.850 MDL

- Forecast for redeeming the investment: about 6 months.

- Dynamic of business development:

The following activities have registered progresses and stable income:

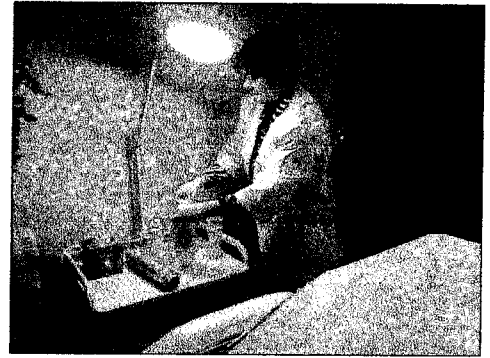
- Milk processing and dairy products selling (on average 100-120 lei per day);
- Eggs selling (on average 50-100 lei per day);
- Providing health and beauty services (on average 100-120 lei per day);
- Cloths repair and sewing (on average 100-130 lei per day);
- Crafts (from 50 lei per day, depending on manufactured articles. Cards and jewelleries bring modest, but constant income).
- Services of dishes renting for events (on average 600-1000 lei per week);
- Photocopying (on average 50 lei per day).

The activities related to breed and keeping of birds and animals (quails, nutria, rabbits, chickens), as well as activities of some manufacturers don't generate income because of the following reasons:

- During the cold season there is registered a natural reduction of eggs. The process of eggs production will increase starting with February.
- Rabbits and nutria are currently in the phase of cubs' breeding. Their slaughtering for meat and fur would be possible after 3,5-4 months, depending on livestock dynamics. 9 rabbits bred holder has actually 31 animals (adults and cubs). 18 nutria holder has currently 39 animals (adults and cubs).
- The holders of 150 quails have currently around 700 mature and chicken birds each. The beneficiaries have registered requests for meat, which they will be able to satisfy within 1,5-2 months. The beneficiaries are constant providers of eggs for local markets and physical persons within the community.
- Traditional costumes will generate further great income (around 1000-1500 lei per costume), but income dynamic depend on the requests and size of orders. For example, the beneficiary from Hancești will have an income of 12 000 lei in January for 2 months of activity).

#### **Women's level of satisfaction.**

How was improved women's situation by applying into practice income generating activities?



#### ***Participants' testimonials:***

- „I can afford myself now to buy to my kids even meat, which was not possible before” (Tatiana, 30 years, Rîșcani.)
- “I’m very grateful, mostly when I see my happy children helping me to collect eggs”. (Elena, 36 years, Rîșcani.)
- “It’s very interesting to breed quails! We have chickens already that need a special attention. This brings me satisfaction and not in the least income”. (Ana, 44 years, Rîșcani.)
- “I’m pleased to have the chance to earn money and to be able to raise my children”. (Liliana, 32 years, Edineț).
- “I’m very happy! This program helped me to buy a cow that brings stable income for the family. My children have fresh milk every morning and evening”. (Maria, 33 years, Edineț.)
- After finishing cosmetologist courses I was thinking where to take money as to purchase products that will allow me apply on practice my knowledge. Grace to this program I had this chance and today I’m doing on a professional level what like to do. I am very glad that I can provide basic needs for me and my child.” (Dana, 26 years, Edineț.)
- “I’m the happiest one when I see my quails making eggs and I’m glad I have where to sell them”. (Zina, 21 years, Hîncești.)
- “I’m happy that I’ve received this assistance. With this sewing machine I’m making my dream to make traditional costumes become true.” (Irina, 30 years, Hîncești.)
- “It was very good at the beginning: I was selling daily 50 eggs at the market. It’s harder now because it’s cold and hens are not laying eggs, but I think that after a period of rest, the hens will start laying eggs again and I’ll increase my budget”. (Vera, Hîncești)



#### ***Problems and obstacles:***

- Difficulties in purchasing goods due to the great number of goods and consequently of increased number of providers. Grace to this it was necessary to make a lot of visits in the 4 project areas, but mostly in Chisinau. There was necessary to make 2-3 visits to some providers because of the communication problems and reduced level of responsibility of the providers.
- The beneficiaries have collected acquisition pro forma during the months of September-October that is why the planned costs didn't correspond to those de facto in the moment of acquisition. It was necessary to make additional financial operations.
- One beneficiary from Hancesti district refused the donation, being influenced by her children that were not sure that the transaction is not a fraud (“Nobody does things for free!”).
- Contracted trainers from Hancesti and Ungheni haven't systematize the pro forma and data regarding needed goods as to be purchased and haven't contacted the providers as to specify the costs. This volume of work was totally made trainer from Rascani and Edinet that have provided assistance to the managerial team.
- Some beneficiaries didn't have financial resources for trips to Chisinau as to receive goods and borrowed money, fact that worsened their family situation.



#### ***Conclusions:***

- Project beneficiaries are responsible toward income generating activities that they have started up. They make the evidence of expense and income.
- This project gave the opportunity to beneficiaries to change their vision and attitude towards people, themselves and their future.

- 53 beneficiaries have self confident and confidence for the day of tomorrow, which make them stronger and resistant to difficulties.
- Beneficiaries' activities are profitable and bring income. The investment made at the moment of income generating activity start up will be redeemed in around 6 months.

#### **Annexes:**

1. Pictures (information process, acquisition of goods, handover of purchased goods to women, etc);
2. Trainers' intervention registers, reports.

### **Objective3. Dissemination of information and best practices achieved by project beneficiaries, on all phases of the project.**

#### **Carried out activities and achieved results**

##### **3.1. Held a kick-off event in Chisinau, at project launching phase.**

The activity was substituted by a video story.  
See the media campaign, point 3.3.

##### **3.2. Carry out 16 information sessions in communities within geographical area of the project, 4 sessions in each project area.**

See the description and presentation of mixed activities results, point 1.1.

#### **Type of activity:**

**Tipul activității:** gathering, meeting, group discussions.

#### **Operational tasks:**

- Women information about the project;
- Dissemination of best practices achieved by beneficiaries of non-cash grants;
- Promotion of business idea managed by women.

#### **Results:**

There have been informed 180 women in 4 districts.

#### **Quantitative indicators:**

- Edineț district: 52 informed women;
- Rîșcani district: 40 informed women;
- Hîncești district: 51 informed women;
- Ungheni district: 37 informed women.



#### **Qualitative indicators:**

- 53 women beneficiaries of non-cash grants manifested motivation to disseminate achieved experience during the project as to start up and administrate personal businesses.
- Grants beneficiaries peers are more interested to become active persons and to make a positive change in life.
- 180 women show interest towards income generating activities and are acquainted with best practices achieved by their peers through 53 follow up activities carried out by women managing their own businesses.



#### **Annexes:**

1. Pictures from follow up activities;
2. Lists of participants at follow up activities;
3. Monitoring reports.

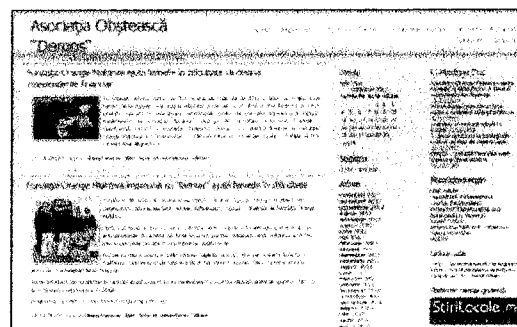
### 3.3. Mass media coverage of project activities ongoing, its results, inclusively best practices achieved by beneficiaries of non-cash grants, at least 10 broadcasted/published stories.

**Type of activity:** Media campaign

**Period:** September 2013 – December 2013

**Operational tasks:**

- Information of broad public about the project in different phases and its results.
- Diversification of information sources of media for project coverage.



**Tackled topics:**

Project objectives, results, target-group, types of businesses, effects, donor, implementers.

**Applied techniques / methods:** video advertising, press release, story, article.

**Results:** The community is informed about the project implementation and its results via 2 media campaigns.

**Products:**

Reportage, video advertising, press release, article *"Foundation Orange Moldova helps women in difficult life situations to become financially independent"*, November 13<sup>th</sup> 2013.

- <http://unimedia.info/stiri/video-fundatia-orange-moldova-ajuta-femeile-in-dificultate-sa-devina-independente-financiar-68238.html>
- <http://fundatia.orange.md/index.php?route=fundatia/news/showinfo&id=105>
- <http://www.orange.md/?c=1&sc=12&n=660&l=1>
- <http://civic.md/stiri-ong/22558-fundatia-orange-moldova-ajuta-femeile-in-dificultate-sa-devina-independente-financiar.html>
- <http://www.kp.md/daily/26158/3046263/>
- <https://www.facebook.com/Orange.Moldova>
- <http://asociatiadememos.wordpress.com/2013/11/13/fundatia-orange-moldova-ajuta-femeile-in-dificultate-sa-devina-independente-financiar/>
- <http://www.stirilocale.md/index.php/comunicate/o-asocia%C8%9Bie-o%C8%99teasc%C4%83-ajut%C4%83-femeile-%C3%AEen-dificultate-s%C4%83-devin%C4%83-independente-financiar.html>

**Media monitoring – November 13<sup>th</sup> 2013:**

- <http://unimedia.info/stiri/video-fundatia-orange-moldova-ajuta-femeile-in-dificultate-sa-devina-independente-financiar-68238.html>
- <http://fundatia.orange.md/index.php?route=fundatia/news/showinfo&id=105>
- <http://www.orange.md/?c=1&sc=12&n=660&l=1>
- <http://civic.md/stiri-ong/22558-fundatia-orange-moldova-ajuta-femeile-in-dificultate-sa-devina-independente-financiar.html>
- <http://www.kp.md/daily/26158/3046263/>
- <https://www.facebook.com/Orange.Moldova>
- <http://asociatiadememos.wordpress.com/2013/11/13/fundatia-orange-moldova-ajuta-femeile-in-dificultate-sa-devina-independente-financiar/>
- <http://www.stirilocale.md/index.php/comunicate/o-asocia%C8%9Bie-o%C8%99teasc%C4%83-ajut%C4%83-femeile-%C3%AEen-dificultate-s%C4%83-devin%C4%83-independente-financiar.html>

**Media monitoring – December 27<sup>th</sup> 2013:**

- <http://asociatiadememos.wordpress.com/2013/12/27/independenta-financiara-si-un-viitor-mai-bun-pentru-aproape-300-de-beneficiare-ale-fundatiei-orange-moldova/#more-1128>
- <http://unimedia.info/stiri/independenta-financiara-si-un-viitor-mai-bun-pentru-aproape-300-de-beneficiare-ale-fundatiei-orange-moldova-70160.html>
- <http://www.orange.md/?c=1&sc=12&n=685>
- <http://fundatia.orange.md/index.php?route=fundatia/news/showinfo&id=110>
- <https://www.facebook.com/Orange.Moldova>

**Outcomes:**

- 1 reportage,
- 1 video advertising;
- 2 press releases;
- 1 article " Foundation Orange Moldova helps vulnerable women from Moldova to become financially independent", November 13<sup>th</sup> 2013"

**Annexes:**

- Media plan, promotion campaign from November 13<sup>th</sup> 2013;
- Media plan, promotion campaign from December 27<sup>th</sup> 2013;
- Monitoring report of media campaign from November 13<sup>th</sup> and December 27<sup>th</sup> 2013.

**3.4. Carry out a project assessment event in Edinet, final phase of the project.****Period:** December 22<sup>nd</sup> 2013**Operational tasks:**

- Beneficiaries' information about project activities accomplishment.
- Dissemination of best practices achieved by the beneficiaries.
- Totality of achieved results.

**Tackled topics:**

Planned activities of the project and achieved results, target-group, types of businesses, long term effects, donor, implementers.

**Applied techniques / methods:** video advertising, power point presentation, discussion, oral presentation, products exhibition.

**Results:**

- Communities of districts of Edineț, Rîșcani, Ungheni, Hîncești, as well as broad public from Moldova is informed about best practices achieved via media campaigns, follow up activities carried out by project beneficiaries.
- Wide public from Moldova knows about contribution of Foundation Orange Moldova in order to change situation of vulnerable women through their socio-economic empowerment, via 2 media campaigns at different project phases.

**Annexes:**

- Pictures;
- Agenda, list of participants.

**Objective 4. Monitoring and evaluation of project activities, at all its phases.****Activities carried out and achieved results****4.1. Carry out 8 monitoring visits in 4 project areas, at all its phases.**

In frame of the project there were carried out 9 monitoring visits, executed by experts Victor Moroz and Nicolae Samcov.

**Monitoring visit No. 1****Period:** July 8<sup>th</sup> – September 11<sup>th</sup> 2013**Localities:** Edineț, Rîșcani, Ungheni, Hîncești districts.**Monitoring objective:**

1. Number of visits / missions executed by trainers-consultants in communities from Hîncești district as to identify project beneficiaries;
2. Evidence of project potential beneficiaries;
3. Selection of 100 vulnerable women from the district, according to fixed criteria;
4. Elaboration of course support for training of 100 vulnerable women in order to develop life skills, competences and applicative abilities, inclusively to plan and manage an income generating activity;
5. Carry out the training course for 100 vulnerable women as to form and develop competences and applicative abilities, inclusively to organize and to manage a business;
6. Women's presence at the training course.

#### **Monitoring tools:**

1. Monitoring plan No 1 in frame of the project "Women act and Win!" for Edinet district;
2. Discussions with trainers-consultants, with project beneficiaries;
3. Check on working tools, informative materials, course support, register of appeals;
4. Presence at the training activities, lists of participants;
5. Course support.



#### **Conclusions:**

- Trainers-consultants made 45 visits in 60 localities;
- Information about the project:
  - 247 communitarian actors;
  - 270 project potential beneficiaries.
- Trainers-consultants used during working process as tool a data base containing information about situation of potential beneficiaries;
- Initial evaluation questionnaires, discussions with women and visits at the living place were basic for project selection beneficiaries;
- 100 selected women, corresponding to written criteria;
- 4 training courses carried out by using elaborated course support;
- Level of satisfaction noticed at project participants.

#### **Monitoring visit No 2**

**Period:** October 7<sup>th</sup> – 23<sup>rd</sup> 2013

**Localities:** Edineț, Rîșcani, Ungheni, Hîncești districts

**Monitoring goal:** Finding pre conditions and existing conditions as to carry out income generating activities by non-cash grants beneficiaries.

**Methods:** visit, discussion, notice, situation analysis, collection of accounts / invoices for acquisitions.

#### **Conclusions:**

- The team visited 56 project beneficiaries from 4 districts, 25 localities;
- Out of 56 beneficiaries, 53 correspond to selection criteria and criteria to receive grants;
- Refuse to participate in the project of 3 women: Crețu Dina, Gavrișco Ala (Edineț), Marcu Nadejda, (Hîncești);
- Experts propose not be awarded with grant Mrs. Prepeliță Rita, Ungheni because she doesn't correspond to project selection criteria. In reserve list of women from Ungheni there are beneficiaries in extremely difficult life situations, which may replace the rejected applicant. For example, Vera Lapteacru, young orphan, beneficiary of Youth Social Reintegration Centre "Credo", Ungheni.



#### **Monitoring visit No 3-4**

##### **Date and place:**

- Edineț, Rîșcani: October 15<sup>th</sup> – November 15<sup>th</sup> 2013, 2 visits,
- Hîncești, Ungheni: October 15<sup>th</sup> – November 15<sup>th</sup> 2013, 2 visits,

##### **Monitoring objectives:**



- Distribution of material goods to project beneficiaries.

**Monitoring strategy was based on the following monitoring instruments:**

- Monitoring plan;
- Discussions with trainers – consultants and project beneficiaries in field.

**During monitoring process there were obtained data and information as regards:**

1. Method to distribute purchased goods for 53 winners in the non-cash grants competition.

**Conclusions:**

- The goods were distributed according to more schemes, depending on beneficiaries' possibilities and of trainers-consultants. A large part of goods have been picked up by beneficiaries from directly from economic agents, other goods have been taken by trainers-consultants and transported to beneficiaries at their living place.
- All goods have been transmitted to project beneficiaries based on donation contracts and handover documents, component part of donation contracts between PA "Demos" and each beneficiary.

**Monitoring visit No 5-6**

**Date and place:**

- Hîncești: December 6<sup>th</sup> - 7<sup>th</sup> 2013,
- Ungheni: December 9<sup>th</sup> - 10<sup>th</sup> 2013.
- Edineț: December 11<sup>th</sup> – 12<sup>th</sup> 2013,
- Rîșcani: December 8<sup>th</sup> 2013.

**Monitoring objectives:**

1. Dissemination of best practices and share of accumulated experience by non-cash grants winners in frame of the project "Women Act and Win!" with persons within the community.
2. Income generating activity in development.



**Monitoring strategy was based on the following monitoring instruments:**

1. Monitoring plan No 4 in frame of the project "Women Act and Win" for Hîncești and Ungheni districts;
2. Discussions with project beneficiaries;
3. Discussions with women within the community;
4. Experts observations;
5. Analysis of lists with contact details of informed persons about the project and willing to participate at an eventual competition of non-cash grants.

**During monitoring process there were obtained data and information as regards:**

1. Best practices dissemination process in frame of the project. Total number of informed women about the project.
2. Problems, obstacles meet by beneficiaries in practical activity.

**Conclusions:**

Best practices dissemination activities in frame of the project: 53.

Total number of informed women about the project: 180

**Problems, obstacles met by beneficiaries in practical activities:**

- No products for sell for beneficiaries practicing the activity of producing chicken meat, eggs. Due to the fact that it's not the season for these kinds of products. According to beneficiaries they are waiting to breed rabbits.
- Animals, birds, quails, nutria need a lot of efforts for care and keeping.





## **Monitoring visits No 7-9**

### **Date and place:**

- Edineț, December 18<sup>th</sup> 2013, Rîșcani December 19<sup>th</sup> 2013.
- Hîncești, December 13<sup>th</sup> - 14<sup>th</sup> and December 23<sup>rd</sup> – 24<sup>th</sup> 2013, 2 visits,
- Ungheni December 16<sup>th</sup> – 17<sup>th</sup> and December 21<sup>st</sup> – 22<sup>nd</sup> 2013, 2 visits.

### **Monitoring objectives:**

- Utilization of goods according to destination stipulated into donation contract.
- Income generating activity in developing phase;
- Income registered from the business of project participant.

### **Monitoring strategy was based on the following monitoring instruments:**

- Monitoring plan;
- Discussions with trainers-consultants;
- Discussions with project beneficiaries;
- Observations of monitoring experts;
- Analysis of evidence registers of income and expenses executed by beneficiaries.



### **During monitoring process there were obtained data and information as regards:**

2. Utilization of donated goods according to the destination stipulated into the contract;
3. Developing phase of income generating activity;
4. Evidence of income and expenses. Correct fulfilling of accounting registers of evidence.

### **Conclusions:**

- Transmitted goods in basis of donation contracts are used directly by project participants in income generating activities;
- During monitoring process there were checked all transmitted goods to beneficiaries. No good was damaged, alienated/sold to third parties.
- The participants presented the information regarding the income generating activities results by showing made articles (costumes, products, photo gallery with hairdressing, manicure, makeup) etc.
- Some beneficiaries were monitored during the process of using transmitted goods, such as those practicing services of hairstylists, sewers, makeup, etc.
- During November 1<sup>st</sup> – December 19<sup>th</sup> none of goods have been damaged. The transmitted animals, rabbits, birds seem to be healthy.
- All goods are kept in proper conditions, in strict correspondence with donation contracts requirements.
- It was noticed a development of income generating activities carried out by beneficiaries practicing services of hairdressing, manicure. Grace to increased number of clients and obtained income, the beneficiaries succeeded to purchase other utensils and products facilitating working process.
- In the manufacturing / repair, embroidery of clothes, there was noticed a large number of requests for costumes for dancers and other clothing for adults and children. The beneficiaries are ready to invest in raw materials as to meet customer requirements and to increase the number of sales.
- In a period of stagnation are situated businesses of beneficiaries practicing activities of breeding/keeping chickens for laying eggs. Due to the fact that it's the cold season and they have no products for sale.
- A perfect situation is registering beneficiaries practicing breeding/keeping quails. The products are requested on the market. They have daily orders for quails' eggs and for quails meat, there was purchased special packing for eggs. The beneficiaries extended the business by increasing the number of quails.
- As regards dairy production activities it's not noticed any development. The participants produce and sale products, but do not expand the activity, because there are needed investments that they can't afford now.
- All project participants make a strict evidence of income and expenses for practicing activities.
- There are noticed different types and tools of registering and keeping data.
- The beneficiaries were assisted by trainers-consultants during the process of calculating monthly income and expenses in generating income activities.

- According to obtained information from project beneficiaries and as result of books evidence analysis of income, there may be underlined the following results: **77.280,00 MDL** monthly obtained on average in 1,5 months of activity.
- On average each beneficiary obtained an income of **1458,00 MDL**.

**Annexes:**

- Pictures
- Monitoring reports;
- Goods' handover documents.

**4.2. Assessment of project results**

The management team of the project has made 2 assessment results visits in frame of the project. The assessment's ascertainment are on the basis of this report.

**4.3. Carry out post-monitoring visits of small businesses of 48 women, after project end.**

Post monitoring visits will be carried out during January-February 2014 having as tasks to study the dynamic of income generating dynamic, progresses and financial results achieved. Last but not least there will be noticed the attitude of beneficiaries towards their businesses, behavioural models, self-confidence and level of motivation as to achieve economic independence.

**Vizibilitate și transparență**

**How is assured funder's visibility in frame of the project?**

- By mentioning the name of the donor **Foundation ORANGE Moldova** in frame of all public discussions, project activities, inclusively media products;
- All elaborated working materials, inclusively income generating activities plans, contain Donor's logo, title and number of the project in the header.
- All beneficiaries know about Foundation Orange Moldova contribution for the start up of income generating activities.

**How is assured the transparency of activities and decisions within the project?**

- Topics included in the training agenda were discussed previously with beneficiaries. When drafting the agenda there were taken into consideration beneficiaries' suggestions and proposals.
- Appreciation of income generating activities plans were made by groups of women and project team.
- The decision taken by project team as regards the financing of the business was communicated to project participants and was mostly based on the score provided by women;
- Involvement of participants in appreciation of plans as to start-up income generating activities of their colleagues is a democratic one and eliminates every intention to promote interests, personal visions of project team;
- Consulting schedule was elaborated in a participatory way, taking into account wished of each participant;
- Decision within the project were taken in a democratic way;
- All project participants were offered equal chances through a friendly attitude "peer to peer".
- Procurement of material goods were selected by the beneficiaries, which excluded any pressure by the project team.
- Project activities and its results have been communicated to the participants and the general public.

Name of the contact person, signature: **Liliana Samcov**

Location: **EDINET**

Date report due: **27.12.2013**

Date report sent: **30.12.2013**

**Signatory Part:**  
**Victoria Darie,**  
**PA "AVISO"**

