



## Attila Gábora

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Address: [REDACTED]

### ● ABOUT MYSELF

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Accomplished sociologist with over a decade of experience designing, managing and evaluating large-scale research and development projects for UNICEF, the World Bank and Romanian government bodies. Proven track record in embedding human-rights and evidence-based approaches into local development strategies, child protection systems and UX research for public-sector and B2B clients. Skilled in quantitative & qualitative methods, stakeholder engagement, budget optimization and digital case-management systems. Multilingual (Hungarian, Romanian, English) PhD candidate committed to leveraging sociological insight for inclusive policy and sustainable community impact.

### ● WORK EXPERIENCE

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#### WORLD BANK – ROMANIA

##### CONSULTANT – 02/2025 – CURRENT

- Led qualitative research planning and fieldwork for the EU-co-financed “TECH ASSIST” project on social inclusion through assistive and access technologies (SMIS 325494). Conducted interviews with users, providers, medical and NGO stakeholders and synthesized key insights to inform local AAT deployment strategies .
- Supported Pillar 5 of the deinstitutionalization reform by training and liaising with 16 GDSACP county offices. Facilitated monitoring-process design, data-collection and reporting, and coached representatives on using data instruments over a six-day assignment
- I contributed to supporting the National Authority for the Rights of Persons with Disabilities (NAPRPD) in preparing the first monitoring report on the implementation of the DI Strategy 2022–2030, and in setting up the monitoring system for the strategy, contributing to data collection in order to provide inputs for the development or revision of minimum quality standards of professional personal assistance for adults with disabilities in a person-centered approach.

#### UNICEF ROMANIA – CLUJ NAPOCA, ROMANIA

##### CONSULTANT – 11/2024 – CURRENT

1. Collaborate with UNICEF, local authorities, and the Child Protection Specialist to analyze local governance structures and processes, focusing on embedding child-rights-based principles and evidence-driven approaches. Conduct analyses in six UATs and county authorities, addressing data collection, planning, budgeting, implementation, and monitoring processes.

Key Contributions:

- **Evidence Generation:** Assess and enhance local data collection capacities to improve evidence on children, particularly vulnerable populations.
- **Planning:** Support local governments in integrating Child Guarantee principles into local development plans.
- **Budgeting:** Work with local authorities to optimize budget allocations for children and mobilize external resources, including EU and state funds.
- **Implementation:** Evaluate and suggest improvements for needs-driven service provision, ensuring effective access for vulnerable children and promoting the use of digitalized case management systems.
- **Monitoring:** Strengthen subnational monitoring systems for continuous assessment, planning, and accountability.

Develop a guidance document, validated with local and national authorities, outlining strategies, lessons learned, and practical steps for replication across other localities.

Conduct a rapid assessment of the Public Administration's legal framework and provide recommendations to create an enabling environment for child-focused policies and practices.

1. Supporting UNICEF in documenting, analyzing, and disseminating promising practices on the localization of the Child Guarantee National Action Plans across EU Member States. Responsibilities include co-developing methodological templates, drafting case studies and synthesis notes, and producing analytical and communication materials in collaboration with UNICEF experts and consultants. The role also involves contributing to knowledge exchange and facilitating learning sessions with stakeholders across countries such as Bulgaria, Croatia, Greece, Italy, and Romania.

**BABEȘ-BOLYAI UNIVERSITY – CLUJ NAPOCA**

**UNIVERSITY TEACHING ASSISTANT – 10/2020 – CURRENT**

Conducting Methodology courses and seminars for students from the Faculty of Sociology and Social Assistance and College of Political, Administrative and Communication Sciences, who have the following field of studies: Sociology, Anthropology, Human Resources, Public Administration.

**SENATE OF ROMANIA, SENATORIAL OFFICE OF LÁSZLÓ ATTILA – CLUJ NAPOCA**

**CONSULTANT – 01/2013 – 12/2024**

- Administrative activities within the parliamentary office
- Specialized consulting in the activities of the parliamentary office

**BANCA TRANSILVANIA – CLUJ NAPOCA**

**CUSTOMER NEEDS SPECIALIST (UX RESEARCHER) – 10/2022 – 06/2024**

Combining UX Research and sociological research within the B2B environment, in order to provide more meaningful and actionable insights for product teams regarding strategical banking apps. Focusing both an attitudinal and behavioral dimensions, combining qualitative and quantitative data, I use a wide set of methodologies including usability, user interviews, focus group interviews, surveys, user feedback analysis, analytics, etc. Familiar with design thinking and user personas.

**FUNDAȚIA CIVITAS PENTRU SOCIETATEA CIVILĂ (PROJECT BASED COLLABORATION) – CLUJ NAPOCA**

**SOCIOLOGIST – 01/2022 – 08/2023**

Elaborating the development strategies for 2 administrative communities (communes in Romania); Processing statistical data, planning, organizing and moderating focus group interviews with local stakeholders; Collecting secondary statistical data; Performing the diagnostic analysis of the commune, elaborating the SWOT-analysis, outlining objectives and related development measures, conducting the entire process of strategy writing.

**WORLD BANK**

**SHORT TERM CONSULTANT (STC), SOCIOLOGIST – 01/2020 – 10/2022**

- Qualitative field researcher on Consolidating the Coordination Mechanism to Implement the UN Convention on the Rights of Persons with Disabilities project. Collecting qualitative data for the Diagnosis of the Situation of People with Disabilities in Romania for the “employment” and “social protection”, conducting interviews with stakeholders, institutions, entrepreneurs, persons with disabilities, draft detailed interview key points.
- Qualitative and quantitative field research on Support to Speed Up the Transition of People with Disabilities from Residential Institutions to Community-Based Services project, I carried out external evaluation of community services using external evaluation instruments, interviews and questionnaires with beneficiaries, and external evaluation of residential services using observation forms, interviews with beneficiaries and staff from these institutions. In total, I evaluated 37 community and residential services, conducting more than 250 interviews/questionnaires.
- Research activities in the “Progress in ensuring the transition from institutional care to community care” project, I carried out coordination and training activities, supporting local public administration members in their fieldwork necessary to complete the activities set out by the project. I offered detailed training on research instruments and supported local authorities in completing the project database, ensured support for the field operators; trained and coordinated the data entry team responsible for more than 12.000 questionnaires, coordinated data validation team.

**IDEACONSULT SRL (PROJECT BASED COLLABORATION)**

**SOCIOLOGIST – 01/2015 – 12/2021**

- Coordinator of the team who wrote the development strategies for 6 administrative communities (communes in Romania);
- Coordinating and organizing surveys, developing research tools, recruiting operators;
- Coordinating data collection activities, verifying and coordinating data entry of questionnaires, processing statistical data, planning, organizing and moderating focus group interviews with local stakeholders;
- Collecting secondary statistical data;
- Performing the diagnostic analysis of the commune, elaborating the SWOT analysis, outlining objectives and related development measures, coordinating the entire process of strategy writing.

**PROMOTER CONSULT CENTER (PROJECT BASED COLLABORATION)**

## **SOCIOLOGIST – 08/2012 – 12/2021**

- Collecting and analyzing statistical data; conducting/organizing face to face and focus group interviews, desk research, coordinating qualitative and quantitative research projects, writing sociological reports, analysis, and development strategies;
- Most important projects:
  - "Business incubator for cross-border touristic development Vadu Crisului - Hajdúszoboszló", writing a touristic marketing strategy;
  - Study on the implementation of the Local Development Plan of the GAL BIHOR Association, together with the PCC team;
  - Elaborating the local development strategies for several municipalities and communes;
  - Many other market researches and customer satisfaction analyzes, marketing plans, development strategies for important companies in Cluj and Romania.

## **NATIONAL INSTITUTE OF STATISTICS - CLUJ COUNTY**

### **EXPERT – 03/2021 – 08/2021**

- Preparing the methodological and organizational background of the Population and Housing Census 2022
- Preparing the census sectors together with the representatives of local authorities, processing data in GIS system

## **BABEȘ-BOLYAI UNIVERSITY, FACULTY OF SOCIOLOGY AND SOCIAL ASSISTANCE – CLUJ NAPOCA, ROMANIA**

### **UNIVERSITY TEACHING ASSISTANT – 10/2020 – 06/2021**

- Conducting Methodology seminars for first year students from the Faculty of Sociology and Social Assistance, who have the following field of studies: Sociology, Anthropology and Human Resources.

## **INSTITUTUL ROMAN PENTRU EVALUARE SI STRATEGIE - IRES – CLUJ NAPOCA**

### **SOCIOLOGIST – 01/06/2018 – 01/12/2019**

- Coordinating research projects: conducting national TAPI surveys, recruiting and training new questionnaire operators, reviewing and verifying the accuracy of the collected data, finding and implementing solutions so that the companies field operator network remains flexible and motivated; coordinating a team of more than 120 field operators.
- Conducting/organizing face to face and focus group interviews.

## **CENTRE FOR UNIVERSITY STRATEGY AND QUALITY MANAGEMENT (CUSQM), BABEȘ-BOLYAI UNIVERSITY**

### **EXPERT - SOCIOLOGIST – 07/2017 – 07/2019**

- Carrying out analysis and studies on the university's internal and external environment, providing information on higher education at national and global level;
- Conducting data collection on university students;
- The analysis findings grounded and supported the decision-making process at university level.

## **WORLD BANK – ROMANIA**

### **SHORT TERM CONSULTANT (STC), SOCIOLOGIST – 10/2017 – 06/2019**

- Sociologist in the project Romania: Development of plans for the deinstitutionalization of children deprived of parental care and their transfer to community based care.
- Project objectives: (a) develop a complex diagnostic of the centers for children deprived of parental care (residential institutions) and of the needs of their beneficiaries, to prioritize the closure of these centers; (b) carry out an inventory of the available alternative care modalities (e.g. foster parents, extended family) and preventive services, as well as the resources available at local, district and national level that could be mobilized to finance the deinstitutionalization process ; (c) develop a methodology for the closure of residential institutions for children deprived of parental care; and (d) develop a unitary system to identify and enroll the children and families at risk of separation, to diminish the inflows into the specialized child protection system.
- Participating in field research in various parts of the project, conducting interviews, observation instruments, questionnaires, coordinating data collection in selected communities.

## **CIVITAS FOUNDATION FOR CIVIL SOCIETY – CLUJ NAPOCA**

### **SOCIOLOGIST – 09/2017 – 11/2017**

- Elaborating development strategy for the municipality of Gherla: *Strategia de Dezvoltare Locală a ZUM din Municipiul Gherla. Implică-te în prezent! Schimbă viitorul!* within the project *ACUM pentru Gherla - incluziune socială pentru dezvoltare durabilă. Cod apel: POCU/137/5/1/Reducerea numărului de comunități marginalizate (roma și non-*

*roma) aflate în risc de sărăcie și excluziune socială din orașe cu peste 20.000 locuitori, cu accent pe cele cu populație aparținând minorității roma, prin implementarea de măsuri/ operațiuni integrate în contextul mecanismului de DLRC.*

- Coordinating and organizing a survey, developing research tools, recruiting operators, coordinating data collection activities, verifying and coordinating the entry of questionnaires, processing statistical data, planning, organizing and moderating focus group interviews with local stakeholders, collecting secondary statistical data, performing the diagnostic analysis of the commune, elaborating the SWOT analysis, outlining objectives and related development measures.

#### **CIVITAS FOUNDATION FOR CIVIL SOCIETY (PROJECT BASED COLLABORATION)**

##### **SOCIOLOGIST** – 11/2014 – 04/2016

- Carrying out diagnostic analysis for the Development Plan of four Local Action Groups: Someș Transylvanian LAG, Campia Transilvaniei LAG, Someș-Nadas LAG, Crasna Barcăului LAG.
- Developing research tools for relevant actors in the territory, such as local authorities; data collection and processing; consulting MADR (ministry in charge of rural development) documentation on specific LAG diagnosis requirements; performing diagnostic analysis.
- Impact study of different development measures in the communes of two LAGs (Someș Transylvanian LAG, Campia Transilvaniei LAG): analyzing the submitted, contracted projects, the amount of newly created jobs, environmental effects, percentage of young people involved in projects, contribution of contracted projects to the local economy, overviewing on how the LAGs used the funds available for development measures, measuring how the objectives of the LAG Development Strategy were achieved.

#### **IDEACONSULT SRL – CLUJ-NAPOCA**

##### **SCIM SPECIALIST** – 01/01/2015 – 12/2015

- Implementation of the Internal Management Control System (Sistem de Control Intern Managerial/SCIM in Romanian) within the institutions and partner schools;
- Developing a new client base (public institutions) and presenting the IMCS/SCIM and the levels of their implementation;
- Regular visits to the partners to present and implement the standards and procedures related to the Internal Management Control System.



##### **SOCIOLOGIST** – 07/2015 – 10/2015

- Member of the research team that elaborated the City Development Strategy Valea lui Mihai (Bihar county) 2015-2020: coordinating and organizing a survey, developing research tools, recruitment of questionnaire operators, statistical data processing;
- Collecting secondary statistical data, carrying out the diagnostic analysis of the city and the SWOT analysis, outlining the main development objectives and measures.

#### **IGEN, TESSEK, DA, POFTIȚI! ASSOCIATION – CLUJ NAPOCA**

##### **SOCIOLOGIST** – 03/2015 – 03/2015

- Conducting focus group interviews with Hungarian high school students from the major cities of Transylvania, main topics being: ethnic identity, linguistic skills, use of the mother language in different day to day situations and their perspectives on further studies
- Developing the interview guide, conducting focus group interviews, writing a research report.



##### **SOCIOLOGIST** – 04/2014 – 03/2015

- Member of the research team which wrote two strategical documents regarding tourism development and increasing employment rates in Bihar and Covasna counties (POSDRU / 135 /5.2/S/124779);
- Collecting empirical data necessary for the project: county level surveys in Bihar and Covasna counties, focus groups, interviews with stakeholders and relevant actors in tourism and employment, secondary data from INS, Chamber of Commerce, Lista Firmelor, Tempo Online , eDemos, etc.
- Analysis of the data obtained, designing the main directions of future development, elaboration of concrete projects to be implemented in order to achieve the objectives of the project.

#### **ETHNOCULTURAL DIVERSITY RESOURCE CENTER – CLUJ NAPOCA**

## **SOCIOLOGIST** – 08/2014 – 09/2014

- Conducting interviews with members of the Roma community, and stakeholders in Săcuieni, Bihor county, Romania
- Conducting focus group interviews with the members of the community, observing and analyzing an ethnocultural event, observing and analyzing the Roma community in terms of labor force issues, economic strategies within the community, interethnic relations, resources and social capital in the Roma community, political mobilization;
- Carrying out a case study about the Roma minority from Săcuieni, Bihor, based on the empirical data gathered in the project.

## **ROMANIAN INSTITUTE FOR RESEARCH ON NATIONAL MINORITIES** – CLUJ NAPOCA

### **SOCIOLOGIST** – 10/2013 – 12/2013

- Research scholarship regarding multiculturalism and interculturalism in ethnically mixed cities in Transylvania,
- Conducting focus group interviews and stakeholder interviews to provide an empirical basis for the Multicultural Component of the Cluj-Napoca Strategy for 2013-2020;
- Drafting the main results together with members of the research team.

## **KODOLÁNYI JÁNOS HIGH SCHOOL** – SZÉKESFEHÉRVÁR, HUNGARY

### **SOCIOLOGIST** – 07/2013 – 08/2013

- Coordinating and organizing a survey and conducting interviews with local stakeholders in 5 counties in Transylvania
- Processing the collected data, elaborating synthesizing documents.

## **TRANSILVANIA SUMMER UNIVERSITY** – CLUJ NAPOCA

### **COORDINATOR** – 07/2013 – 07/2013

- Coordinating the team of sociological students in the Summer University program, coordinating research and analyzing the results regarding restoration of urban places in Cluj Napoca.

## **INTERNATIONAL BRAND CONSULTANTS**

### **SOCIOLOGIST** – 01/2013 – 02/2013

- Social Monitoring of the CESAR Project (pilot project for the introduction of modern cadastral systems) in three communities, aiming to evaluate the participation of vulnerable groups at all stages of the systematic registration process;
- Understanding the local social environment and assessing the protection of vulnerable persons during the systematic cadastral project by focus group interviews;
- Drafting of proposals to improve the systematic registration process.

## **CLUJ NAPOCA**

### **SOCIOLOGIST** – 03/2012 – 06/2012

- Coordinating the "Civil Kurazsi" research project of sociological students from Babes-Bolyai University (a team of 25 students);
- Drafting the research design, the applying of the questionnaires, data introduction and writing the project reports.

## **CLUJ COUNTY COUNSEL FOR HUNGARIAN STUDENTS** – CLUJ NAPOCA

### **CHIEF EXECUTIVE** – 03/2008 – 04/2009

- Financial management of the organization
- Event planning and coordinating
- Fundraising and project management, coordinating projects financed by Communitas Foundation, Cluj Napoca City Council, etc.

## **EDUCATION AND TRAINING**

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09/2005 – 06/2009 Cluj Napoca

### **TECHNICIAN IN COMMERCIAL AND FINANCIAL ACTIVITIES** Apáczai Csere János High School

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Accounting (Primary), Business Economics (with a part of management), Quality of Goods, Marketing (with a very successful professional practice), Commercial Contracts, etc.

09/2009 – 06/2012 Cluj Napoca

**SOCIOLOGIST** Babes Bolyai University, Faculty of Sociology and Social Assistance

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10/2012 – 06/2014 Cluj Napoca

**APPLIED SOCIOLOGY IN LOCAL DEVELOPMENT** UBB, Faculty of Sociology and Social Assistance

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10/2016 – CURRENT Cluj-Napoca

**PHD STUDENT** Doctoral School of Sociology - Babeş-Bolyai University

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## ● LANGUAGE SKILLS

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Mother tongue(s): **HUNGARIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ROMANIAN</b>	C2	C2	C2	C2	C2
<b>ENGLISH</b>	C2	C2	B2	C1	C1
<b>GERMAN</b>	A2	A2	A1	A1	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

## ● PUBLICATIONS

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### Publications

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Publications:

Author:

*Imázsépítés rendezvényszervezésen keresztül*, in *Közmag*, VII, 1-4, Cluj Napoca, 2009.

*Kolozsvár szocio-demográfiai elemzése*, Conferința Științifică Studentească din Transilvania, Cluj Napoca, 2010.

*Kolozs megyei civil szféra finanszírozási lehetőségei*, Conferința Științifică Studentească din Transilvania, Cluj Napoca, 2011.

*A társadalmi vállalkozások fő jellemvonásai. Esettanulmány a Székelygyümölcs társadalmi vállalkozásról*, in *Magyar Kisebbség*, Új sorozat, XIX. évf., 2014/3-4. (73-74.) sz., 7-31., [https://www.jakabffy.ro/magyarkisebbsseg/pdf/2014\\_3\\_4/001Gabora%20Attila.pdf](https://www.jakabffy.ro/magyarkisebbsseg/pdf/2014_3_4/001Gabora%20Attila.pdf)

*Történelem és emlékezet Erdélyben*, in *Nemzeti és etnikai konfliktusok - megbékélési lehetőségek*, Kodolányi János Főiskola, Székesfehérvár, 2015 - ISBN 978-615-5075-31-5, <https://www.kodolanyi.hu/images/tartalom/File/kiadvanyok/nemzeti-es-etnikai-konfliktusok-megbekeles-i-lehetosegek.pdf>

Coauthor:

*Turizmus, mint a régiófejlesztés lehetséges eszköze: Kőrösrév határmenti kistérség példája*, with Pásztor Gyöngyi, Péter László, in *Erdélyi Társadalom*, XI. nr. 2, 2013/2, Cluj Napoca. , <https://www.erdelyitarsadalom.ro/17-hungarian/korabbi-szamok/xi-evfolyam-2-szam-2013-2/44-gabora-attila-pasztor-gyoengyi-peter-laszlo-a-turizmus-mint-a-regiofejleszt-es-lehetsleges-eszkoeze-koeroesrev-hatarmenti-kisterseg-peldaja.html>

*Pull Factors Attracting Romanian Students to Babeş-Bolyai University*, with Simona Mălăescu, Sonia Pavlenko, in *Jurnal of Research in Higher Education*, Vol. I, nr. 2, 2017., Cluj Napoca. , <http://jrehe.reviste.ubbcluj.ro/index.php/2016-2/2017-vol-i-no-2/>

## ● DRIVING LICENCE

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Driving Licence: B

## ● CONFERENCES & SEMINARS

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### Conferences

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Annual Conference of the Society of Hungarian Sociologists, Cluj Napoca 2014.

Presentation titled: Representations of Ethnic Issues in Cluj media (Etnikai reprezentációk a kolozsvári napilapokban)