




Welcome to VIMINIO, the premier destination for research and analysis. Make no mistake, we leave scientific research to the experts in the lab. At VIMINIO, it's more of a service to help you better understand the sociopolitical environment in which you operate.

For example, we conduct research and analysis to gather information about the state of the community, the needs of employees, the issues facing businesses, and more. The sky's the limit when it comes to finding out what matters to you.

This information is gold because it allows you to discover the hidden gems that make your community thrive, identify and solve employee and business problems, or advance important sociopolitical issues.



With the information provided by our services, you can not only meet challenges, but also innovate and offer entirely new and unique services.



Sociopolitical research and analysis allow us to take a close look at how society works. VIMINIO uses a variety of methods to study social, economic, and political issues. This helps us understand why certain problems exist and what kinds of solutions might solve them. And it also helps people who have been excluded to make their voices heard in policymaking. Through this kind of research and analysis, we can ensure that everyone is included in society.



OUR MISSION

Promote the success of Francophone organizations in Atlantic Canada by providing customized sociopolitical research and analysis services.

OUR VISION

Provide reliable research and analysis for informed decision-making.

OUR VALUES

Reliability: Provide trusted research and analysis. We want you to be able to make informed decisions with confidence.

Creativity: Dare to think outside the box. It allows us to research and analyze the facts with confident yet creative approaches and have fun doing it.

Listening: Listen carefully to everyone we work with. Our understanding allows us to provide you with the best possible research and analysis.

Encouraging diversity of ideas: Respect and value the ideas of everyone with whom we interact. As a result, we are able to provide you with much more robust research and analysis.



Does VIMINIO only provide services to Francophone organizations in Atlantic Canada?

Yes, but research and analysis services are available to clients from all walks of life, provided they have the desire and the means to work with VIMINIO.



What can VIMINIO's research and analysis do for me?

VIMINIO's research and analysis are designed to help you:

- Find out what your community, users, or customers really need to succeed and stay engaged so you can understand their needs, advocate on their behalf, and deliver the best service or product possible!
- Evaluate how your services and products are contributing to the success of your community, users, or customers is the key to knowing that you are making a real difference!
- Determine exactly which products and services need to be improved for maximum impact, ensuring that you always offer the best solutions to your community, users, or customers!
- Stay ahead of the needs of your community, users, or customers means gathering their suggestions, testing new services and products, and representing their interests!





How does VIMINIO conduct its research?

For VIMINIO, relentless exploration, meticulous digging and in-depth analysis of information are not just tasks, but a true driving passion.

- **Online surveys:** At VIMINIO we work closely with you to design the questions and test the survey. And we don't like long, drawn-out questionnaires! We create short, concise surveys to get as many responses as possible.
- **Virtual discussion groups:** Surveys are great, but sometimes you need additional feedback to validate the results. Virtual focus groups make this easier than ever. VIMINIO's online sessions make it possible to gather information from all around the Atlantic without anyone having to leave home.
- **In-person discussion groups:** Whenever possible, we get together! Instead of just exchanging answers to questions, VIMINIO brings people together in creative, interactive discussion groups.
- **In-depth individual interviews:** Our one-on-one interviews last only half an hour, but the information VIMINIO gathers from them is invaluable; you would be amazed at how a single conversation can reveal remarkable details about a subject!
- **Current situation:** We strive to understand the full complexity of the information, which is why we take a multifaceted approach. Our research can include examining on-the-ground experiences in your community and beyond to assess results in a regional and global context.



Chantal N.-Losier

Passionnée de recherche
et d'analyse sociopolitiques

www.viminio.ca

Cellulaire et texte : (506) 899-1723

What to do with the results?

Here are VIMINIO's suggestions:

- Raise awareness and financial support to meet the current and future needs of your community, users, or customers.
- Offer products and services that meet the needs of your community, users, or customers.
- Streamline your year-end reporting.
- Write compelling briefs, press releases, letters, and other public relations communications.
- Use data to influence decision makers and public policy.