



Ministerul Economiei  
și Infrastructurii  
al Republicii Moldova



## First National Workshop on the Eco-Innovation Methodology and EU Case Studies for Moldova

Co-organised by the Organisation for Small Medium Enterprises Sector Development (ODIMM) and the United Nations Environment Programme (UNEP), as part of the EU-funded EU4Environment Programme

*4th of February 2021*  
*14:00 – 16:15 Chișinău time*  
*13:00 – 15:15 Geneva/Paris time*

Workshop to be held via the Zoom online platform

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## Background

Recent studies and the evolution of public policies in the Republic of Moldova highlight the need to take further action to encourage small and medium-sized enterprises (hereafter SMEs) to adopt more environmentally friendly business practices. While SMEs generate about 64% of industrial pollution in the European Union, only 16% of them are engaged in environmental actions (*OECD Green Growth Studies, 2018: Environmental Policy Toolkit for SME Greening in Eu Eastern Partnership Countries*). There is thus still significant potential to promote tools and good practices to encourage the "greening" of SMEs in the country. Many of these tools are already implemented by Member States of the European Union and can be adapted to the needs of SMEs in the Republic of Moldova, thereby encouraging sustainable development and international economic competitiveness of businesses and the country's economy at large.

The United Nations Environment Programme (hereafter UNEP) is one of five partner agencies implementing the EU-funded EU4Environment programme from 2019 to 2023 (hereafter "EU4Environment"). This regional programme supports 6 countries (Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova and Ukraine) in making policy planning and investment greener, stimulating the uptake of innovative products and technologies, and raising awareness about the benefits of environmental action. As part of the EU4Environment programme, UNEP is leading a component on promoting ecological value-chains and product innovation (hereafter eco-innovation) among SMEs in Moldova and other Eastern Partnership (hereafter EaP) countries. This includes capacity development and provision of technical assistance to enhance the sustainability of SMEs value chains, production processes and overall lifecycle of the products/services they offer.

UNEP has agreed to partner with Moldova's Organisation for Small Medium Enterprise Sector Development (hereafter ODIMM) to deliver awareness-raising and capacity-building activities on eco-innovation for Moldovan SMEs. ODIMM is a public, non-commercial, non-profit institution which works in close coordination with the Ministry of Economy and with other central and local authorities, business associations, business support providers and SMEs in Moldova. ODIMM's overall mission, extensive SME networks and training expertise provide an invaluable asset for the implementation of EU4Environment Output 2.6 on eco-innovation in Moldovan SMEs.

ODIMM is also one of the key agencies responsible for implementing Moldova's „Greening Programme for Small and Medium Enterprises”, approved by Government Decision No.592 on 27-11-2019. The main purpose of the Greening Programme is to promote, support and develop the entrepreneurial capacities of SMEs, in order to adapt their production processes and services towards social and environmental sustainability. The vision and aims of this programme are well aligned with UNEPs and EUs vision on eco-innovation for SMEs.

Greening SMEs will also provide the Republic of Moldova with a range of opportunities to take advantage of its Deep and Comprehensive Free Trade Area (DCFTA) Agreement with the EU, as well as to achieve goals under the 2030 Agenda for Sustainable Development. Elements of greening SMEs can also be found in Moldova's Environmental Strategy for 2014-2023; the Strategy for Low Emission Development of the Republic of Moldova until 2030; the National Energy Efficiency Programme for 2011-2020; the Energy Strategy of the Republic of

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Moldova until 2030; the Strategy for waste management in the Republic of Moldova for 2013-2027 and; the country's Strategy for water supply and sanitation (2014-2028). This underlines also a favourable political landscape for stimulating eco-innovation among enterprise in Moldova.

## Meeting objectives

- Present UNEP's (and EU's) eco-innovation approach and methodology;
- Share experiences of EU and other countries' enterprises on eco-innovation; and
- Discuss what SME sectors in Moldova show the greatest potential for uptake and implementation of eco-innovation strategies and practices.

## Participants

The participants will include national stakeholders that are involved in or may contribute to implementing the eco-innovation component of EU4Environment in Moldova. This includes the Organization for Small and Medium Enterprises Sector Development (ODIMM); EcoVisio; Moldovan Technology Transfer Network (RTTM); State Agency on Intellectual Property (AGEPI); National Agency for Research and Development (ANCD); National Institute for Economic Research (INCE); as well as national government authorities/institutions and business representatives from diverse sectors.

## Practical information

Simultaneous translation in English and Romanian will be provided throughout the workshop.

To register for the workshop, please send an email to Mr. Igor Afteniuc at ODIMM:  
[igor.afteniuc@odimm.md](mailto:igor.afteniuc@odimm.md)

Only registered participants will receive an email link to join the workshop.

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**EU4Environment**  
Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, Ukraine



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## Provisional Agenda

<b>13:40-14:00</b>	<b>Connection of participants, selection of translation channel</b>
<b>14:00-14:05</b>	<b>Opening and moderation</b> <ul style="list-style-type: none"> <li>Ms. Iulia Costin, General Director, Organization for Small and Medium Enterprise Sector Development (ODIMM)</li> </ul>
<b>14:05-14:15</b>	<b>Welcoming remarks</b> <ul style="list-style-type: none"> <li>Mr. Dorin Andros, State Secretary, Ministry of Regional Development, Agriculture and Environment of Moldova, EU4Environment National Focal Point</li> <li>Mr. Vasile Lupu, Head of the Economic Policy and Business Environment Department, Ministry of Economy and Infrastructure</li> <li>Mr. Alex Leshchynskyy, Technical Officer, United Nations Environment Programme (UNEP)</li> </ul>
<b>14:15-15:00</b>	<b>The eco-innovation approach</b> <ul style="list-style-type: none"> <li>Mr. Alex Leshchynskyy, Technical Officer, United Nations Environment Programme (UNEP)</li> <li>Mr. Vardan Melikyan, International Eco-innovation expert, EU4Environment programme</li> </ul> <b>Eco-innovation policies and enabling conditions</b> <ul style="list-style-type: none"> <li>Ms. Bettina Heller, Eco-innovation expert, UNEP</li> <li>Mr. Constantin Țurcanu, Head of Financing for Growth and Internationalization Department Organization for Small and Medium Enterprises Sector Development (ODIMM)</li> </ul> <b>Round of questions (including via written chat)</b>
<b>15:00-15:45</b>	<b>Case studies of eco-innovation from EaP countries and EU Member States</b> <ul style="list-style-type: none"> <li>Ms. Bettina Heller, Eco-innovation expert, UNEP</li> <li>Mr. Samuel Mayer, Director and Executive manager, Pole Eco-conception and Life Cycle Management</li> </ul>
<b>15:45-16:15</b>	<b>Next steps in the framework of the EU4Environment programme</b> <ul style="list-style-type: none"> <li>Mr. Alex Leshchynskyy, Technical Officer, UNEP</li> </ul> <b>Discussion on eco-innovation potential (and priority sectors) in Moldova</b> <ul style="list-style-type: none"> <li>Mr. Andrei Moisei, trainer in the field of Intellectual Property Protection (IP), principal consultant, Diffraction communication and international relations, State Agency for Intellectual Property (AGEPI)</li> <li>Ms. Natalia CAISIM, interim head of the Patents Directorate, State Agency for Intellectual Property (AGEPI)</li> </ul> <b>Closure of the webinar</b>

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