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**EU4Environment**

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

# Market Assessment and Policy Analysis of Eco-innovation Landscape in the Republic of Moldova

## Agenda

16 March 2022, 10:00 - 11:30 (MD time, EET), Chişinău

**Location:** Zoom conference

Action implemented by:



## Market Assessment and Policy Analysis of Eco-innovation Landscape in the Republic of Moldova

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### Background

SMEs play a crucial role in the EU's Eastern Partnership (EaP) countries' economies, and their collective environmental footprint often exceeds that of large enterprises. To mitigate their socio-environmental impact, while also improving SMEs' competitiveness and resilience to risk, the United Nations Environment Programme (UNEP) and the European Union (EU) have been supporting SMEs across the globe in the development and application of "eco-innovation" - a business model that incorporates sustainability and life cycle thinking throughout all business operations and value chain partners. Eco-innovation entails a coordinated set of modifications or novel solutions to products (goods / services), processes, market approach and overall organizational structure of a company.

As part of the EU-funded EU4Environment programme, UNEP, the EU, and the Organization for Small and Medium Enterprises Sector Development (ODIMM) will be assisting SMEs in the Republic of Moldova to develop new business strategies/models that are aligned with the eco-innovation approach. In collaboration with the individual expert, UNEP and ODIMM have carried out a market assessment and policy instrument analysis of the eco-innovation landscape in the Republic of Moldova. The report aims to identify priority sectors for further engagement with the SMEs in the country. Based on the analysis of different public documents and reports, two sectors were identified as most promising to upscale eco-innovation measures among SMEs: a) Agriculture b) Industry. Therefore, following the market-level analysis template of UNEP's Eco-innovation Manual was identified a market in each of the two sectors: Wine production market and Apparel market. The report also shows that there are already existing regulations as well as upcoming reforms that will encourage eco-innovative approaches in these sectors.

The aim of this working meeting is to consult the findings of the report among key governmental agencies in the Republic of Moldova. Based on their feedback and recommendations, the report will be validated and finalised. It will then form the basis for UNEP's and ODIMM's further engagement with Moldovan SMEs in assisting them to develop new business strategies/models that are aligned with the eco-innovation approach.

### Meeting objectives

- Gather relevant governmental agencies to discuss the findings of the draft eco-innovation market assessment and policy analysis, and to collect their feedback/suggestions; and
- Inform participants about the next steps that UNEP and the ODIMM will undertake under the EU4Environment programme to assist Moldovan SMEs to develop eco-innovation business strategies/models.

### Participants

The meeting will gather the following participants: State secretaries of Ministry of Economy, Ministry of Environment, Ministry of Agriculture and Food Industry, representatives of governmental agencies, environmental and ecological NGOs, Delegation of the EU in RM, representatives of Implementing Partners (ODIMM, UNEP, UNIDO), Business Associations, Business incubators.

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### Practical Information

The meeting will take place virtually via the Zoom platform. The meeting can be accessed at the following link: <https://us02web.zoom.us/j/87297277036> from **10:00** to **11:30** (Chişinău time, EET) on **16 March 2022**.

For further information about the event please contact: [vardan.melikyan@gmail.com](mailto:vardan.melikyan@gmail.com) or [igor.afteniuc@odimm.md](mailto:igor.afteniuc@odimm.md)

### Languages

The meeting will be conducted in Romanian, with simultaneous interpretation into English.

### About EU4Environment

The “European Union for Environment” (EU4Environment) aims to help the six partner countries: Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, Ukraine to preserve their natural capital and increase people's environmental well-being, by supporting environment-related action, demonstrating and unlocking opportunities for greener growth, and setting mechanisms to better manage environmental risks and impacts.

The Action is funded by the European Union and implemented by five Partner organisations: OECD, UNECE, UNEP, UNIDO and the World Bank based on a budget of some EUR 20 million. The Action implementation period is 2019-2022.

For further information about the programme please contact: [bettina.heller@un.org](mailto:bettina.heller@un.org)

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## Agenda

### 10:00 – 10:10 Opening

- **Mr. Dumitru Pîntea**, Interim Director, ODIMM

### 10:10 – 10:35 Welcoming remarks

- **Mr. Sergiu Gaibu**, Minister of Economy
- **Ms. Iuliana Cantaragiu**, Minister of Environment
- **Mr. Viorel Gherciu**, Minister of Agriculture and Food Industry
- **Mr. Gintautas Baranauskas**, Deputy Head of Operations Section, Delegation of the European Union in the Republic of Moldova
- **Ms. Bettina Heller**, Program Officer, United Nations Environment Program

### 10:35 – 11:10 Presentation of the research

- **Mr. Vardan Melikyan**, International eco-innovation expert, EU4Environment

*What is eco-innovation?*

- **Mr. Vitalie Moraru**, Consultant, Moldovan Technology Transfer Network

*Market Assessment*

*Identification of priority sectors for eco-innovation*

### 11:10 – 11:25 Discussion

*Moderator:* **Mr. Igor Afteniuc**, Senior specialist, Green Economy and Sustainable Development Division, ODIMM

### 11:25 – 11:30 Next steps and closing remarks