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**EU4Environment**  
Green Economy in Eastern Partner Countries

## Media breakfast on Green Economy in the Republic of Moldova

### DRAFT AGENDA

**Saturday, 1 October 2022**  
**10:00 – 12:00 (Chisinau, EEST)**

Action implemented by:



## Background

In 2014, the Republic of Moldova signed an Association Agreement with the European Union (EU) demonstrating its commitment and readiness to reform and harmonise different sectors' policies aligned with the EU approaches. Several of the Agreements' articles foresee the transformation towards Green Economy principles, Sustainable Consumption and Production patterns, Sustainable Public Procurement (SPP), as well as promotion of eco-labelling and eco-innovation. The Republic of Moldova has since made significant steps to harmonize its laws with EU legislation.

The United Nations Environment Programme (UNEP) is one of the five partner agencies implementing the EU-funded EU4 Environment (2019-2022) Action. This regional programme supports 6 Eastern Partnership (EaP) countries, including the Republic of Moldova, in making policy planning and investment greener, stimulating the uptake of innovative products and technologies, and raising awareness about the benefits of environmental action. More specifically, within EU4Environment's component on "circular economy and new growth opportunities", UNEP supported the Republic of Moldova in assessing and promoting Green Economy approaches. In particular, the following areas were assessed: i) with support from the Organisation for Entrepreneurship Development (ODIMM) an assessment of key sectors with potential for eco-innovation among SMEs was conducted; ii) with support from PA EcoContact an assessment of eco-labelling systems and their application was prepared and the Roadmap on Eco-labelling and the Regulation on Eco-labelling (aligned to the EU Regulation on Eco-labelling 66/2010) were drafted and prepared for public hearings; iii) in close cooperation of the Public Procurement Agency under the Ministry of Finance of the Republic of Moldova the SPP principles were promoted and work is on-going to review companies'/small and medium enterprises' (SMEs) readiness to respond to public procurement tenders with sustainability criteria.

This work and assessments have demonstrated that Moldova has made significant progress towards implementing Green Economy activities and principles.

This media breakfast, with involvement of journalists, media experts and social influencers, will help to distribute information on the findings, achievements and future plans of the EU4Environment programme in Moldova, also leveraging the attention of different stakeholders to contribute, learn from and/or apply eco-labelling, SPP and eco-innovation approaches.

## Objectives of the press tour

The Media breakfast aims at gathering entrepreneurs, business owners, start-ups, marketing professionals, decision makers and other national actors to exchange their views and plans on sustainable business practices and the overall Green Economy transition in Moldova.

## Participants

The Media breakfast will be attended by representatives of Moldova governmental organisations, SMEs, business associations, national and local experts on mass media, social media influencers, as well as representatives of UNEP and other implementing partners of EU4Environment.

### **Practical information**

The Media breakfast will be held on the 1 October 2022 (10:00-12:00) at Jolly Alon hotel complex, Sala Orion (floor 6), Republic of Moldova, Chisinau, MD – 2012, 37 M. Cebotari str. The event will be held in English and Romanian languages, with simultaneous interpretation. The moderator of the media breakfast: Ms. Natalia Postolache, Public Procurement Agency.

### **Format and suggested questions to the enterprises**

The Media breakfast will be organized as an informal discussion between the journalists, media experts, social influencers and the representatives of the governmental organizations, entrepreneurs, SMEs' representatives etc.

The moderator in his/her introductory speech will present the key achievements and plans in the Republic of Moldova towards Green Economy models application, key findings of recent assessments supported by the EU4Environment project (as mentioned above), followed by journalists' questions.

The moderator will guide the discussion with the following questions, inter alia:

Q1: How do you see the role of SMEs in contributing to Moldova' national goal of economy transformation into greener models, including in the framework of post-COVID green recovery? What role does the media have in leveraging a shift to sustainable lifestyles and consumer choices?

Q2: What are the economic, social, and environmental benefits of the application of eco-innovation? How do tools such as eco-labelling and SPP contribute?

Q3: How would you evaluate the level of knowledge of eco-innovative approaches and access to new, greener technologies among national companies? What challenges to the promotion of eco-innovation in Moldova do you see? Are any financial risks involved?

Q4: What steps can be taken to raise the profile/increase public visibility of the Moldavian government's and international organisations' efforts to promote Green Economy/Sustainable Consumption and Production in the country? What support is needed to improve national/local media's capacity to report on environmental issues?

### **About EU4Environment**

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

EU4Environment is funded by the European Union and implemented by five organisations: OECD, UNECE, UNEP, UNIDO and the World Bank. The implementation period is 2019-2022.

For more information visit [www.eu4environment.org](http://www.eu4environment.org) or contact [EU4Environment@oecd.org](mailto:EU4Environment@oecd.org). Contacts at UNEP: Mr. Alex Leshchynskyy, UNEP Programme Management Officer, at [alex.leshchynskyy@un.org](mailto:alex.leshchynskyy@un.org)