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**EU4Environment**  
Green Economy in Eastern Partner Countries

**Press Tour of Small and Medium Enterprises  
implementing Eco-innovation in the Republic of Moldova**

**DRAFT AGENDA**

**Monday, 3 October, 2022  
9:00 – 17:00 (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.

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, alongside the Organisation for Entrepreneurship Development (ODIMM) supported the Republic of Moldova to assess key sectors for eco-innovative potential using national statistics, reports and data, in accordance with UNEP's Eco-innovation methodology. The assessment concluded that the agriculture and industry sectors, in particular the Wine Production and Apparel markets, in Moldova show high potential for eco-innovation, and also are in need of support to overcome challenges caused by the COVID-19 pandemic.

Among enterprises, small and medium enterprises (SMEs) are more amenable to apply eco-innovations; introduce initiatives on greening, environmental and innovative approaches. Furthermore, the greening elements of SMEs have been included in the following national strategic documents, inter alia, "The low-emission development strategy of the Republic of Moldova until 2030 and the Action Plan for its implementation"<sup>1</sup>; "The National Program for Energy Efficiency 2011-2020"<sup>2</sup>; "Energy Strategy of the Republic of Moldova until 2030"<sup>3</sup>; "Waste management strategy in the Republic of Moldova for the years 2013-2027"<sup>4</sup>; "Water supply and sanitation strategy (2014-2028)"<sup>5</sup> etc.

Another EU4Environment project component, implemented by UNEP in close cooperation with the Public Procurement Agency under the Ministry of Finance of the Republic of Moldova and the PA EcoContact, is focussed on promotion of SPP and eco-labelling. This work aims to promote companies'/SMEs' readiness to respond to public procurement tenders with sustainability criteria. The promotion of SPP and eco-labelling should in turn also help to motivate companies to produce/offer greener and environmentally friendly products/services, thus contributing to the overall greening of the Moldova economy and market.

## Objectives of the press tour

<sup>1</sup> [https://www.legis.md/cautare/getResults?doc\\_id=114408&lang=ro](https://www.legis.md/cautare/getResults?doc_id=114408&lang=ro)

<sup>2</sup> [https://www.legis.md/cautare/getResults?doc\\_id=110334&lang=ro](https://www.legis.md/cautare/getResults?doc_id=110334&lang=ro)

<sup>3</sup> [https://www.legis.md/cautare/getResults?doc\\_id=68103&lang=ro](https://www.legis.md/cautare/getResults?doc_id=68103&lang=ro)

<sup>4</sup> [https://www.legis.md/cautare/getResults?doc\\_id=114412&lang=ro](https://www.legis.md/cautare/getResults?doc_id=114412&lang=ro)

<sup>5</sup> [https://www.legis.md/cautare/getResults?doc\\_id=109692&lang=ro](https://www.legis.md/cautare/getResults?doc_id=109692&lang=ro)

This press tour aims to raise the awareness of SMEs, and that of the broader population, on the benefits of eco-innovation and sustainable production. It will do so by bringing journalists to visit at least 5 enterprises who have already taken steps towards greening their value chains, thereby providing examples, best practices and lessons learned for other interested businesses. These visits and interactions with company representatives will enable to produce newspaper articles and social media content, while also improving the overall capacity of journalists and influencers on communicating about topics related to the green economy. The study tour will also share additional experiences from SMEs outside of the Republic of Moldova. The tour will also be an opportunity for national and local authorities to highlight what measures they have in place/in the pipeline to further motivate businesses to seek green, innovative solutions that will strengthen their market position and competitiveness in the long-term.

### Participants

The press tour will be attended by representatives of Moldova small and medium enterprises, business associations, national and local experts on mass media, social media influencers, as well as representatives of UNEP.

### Practical information

The press tour will be held on the 3 October 2022 (9:00-17:00) with visits to 5 enterprises.

No.	Name EO	The type of activity	Contacts	Teme
1.	PALIN CONSTRUCT SRL	Truck tire retreading production company, Chisinau	069137366 Str. Lunca Bîcului 26/1 Email: <a href="mailto:repres@tehnoprofil.md">repres@tehnoprofil.md</a> <a href="http://tehnoprofil.md/rom/about">http://tehnoprofil.md/rom/about</a>	9:30-11:00
2.	EcoVillage Moldova	Ecotourism, Community center, Râșcova	<a href="mailto:ecovillage@ecovisio.org">ecovillage@ecovisio.org</a> (078) 901 543 S. Rîșcova, rn. Criuleni	12:00-12:30
<b>Lunch break</b>				<b>12:30-13:00</b>
3.	Rascovean potato	Eco potato producer	S. Rîșcova 069357895 <a href="https://ecolocal.md/comerciant/bugneac-aurelia/">https://ecolocal.md/comerciant/bugneac-aurelia/</a>	13:30-14:30
4.	Katalyst, FOOD BUSINESS INCUBATOR	Business with agricultural food products	S. Rîșcova <a href="https://katalyst.md/">https://katalyst.md/</a> 060900077	14:30- 15:00
5.	Vasile Niculiță Ecolocal	Producer of beans and other legumes, dried fruit & vegetables and derived products, fresh fruit, organic fresh vegetables	<a href="https://ecolocal.md/comerciant/niculita-vasile/">https://ecolocal.md/comerciant/niculita-vasile/</a> + 373 60084229 <a href="mailto:vasileniculita0@gmail.com">vasileniculita0@gmail.com</a> rn. Hîncești	16:30-17:00

The press tour will be held in English and Romanian languages, with consecutive interpretation provided. The moderator of the press tour is under selection.

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

During the press tour the representatives of the enterprises will present their approaches to eco-innovation and of the application of Green Economy principles. The journalists will follow with clarifying questions. These questions might include, but are not limited to:

Q1: What are the policy prerequisites in the Republic of Moldova to create a favourable environment for eco-innovation and new technologies? Does the EU Association Agreement play a role in such transformation?

Q2: How would you evaluate the level of knowledge of eco-innovative approaches and access to new technologies among national companies? What challenges to the promotion of eco-innovation in the Republic of Moldova do you see? Are any financial risks involved?

Q3: What benefits would the use of eco-innovation and green technologies bring to the companies in the Republic of Moldova (for instance, access to national and international markets/customers, financial savings, optimization of own resources etc.)?

Q4: What approaches could be used by the government (as procurers) to motivate businesses to apply eco-innovating approaches and participate in SPP tenders?

Q5: 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?

### **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)