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**EU4Environment**  
Green Economy in Eastern Partner Countries

**Media lunch and press tour on the feasibility of implementing Eco-Industrial  
Parks (EIP) in the Republic of Moldova**

**DRAFT AGENDA**

**Date: 9 November 2022**  
**Time: 13:00 – 16:00 (EET)**

**Venue: Digital Park, Mihai Viteazul St. 15,  
Chişinău, the Republic of Moldova**

**Registration link**

**Format: in-person event**

**Working language: English and Romanian (with simultaneous interpretation)**

Action implemented by:



## AGENDA

**Moderator: Mr. Vitalie Condratchi**

**Format:** moderated discussion, followed up by a press tour to Industrial Park Tracom

<b>Time</b>	<b>Item</b>	<b>Speaker</b>
<b>13:00-13:15</b>	<b>Opening remarks and a brief introduction of the activities related to resource efficiency in industries under the EU4Environment Action</b>	<b>Ms. Rodica Iordanov</b> , State Secretary, Ministry of Environment <b>Ms. Aurelia Salicov</b> , Director of IP Tracom
<b>13:15-13:30</b>	<b>Presentation of the EIP pre-feasibility activities</b>	<b>Ms Veronica Ghetu</b> , Project Manager IP Tracom
<b>13:30-14:00</b>	<p><b>Moderated discussion</b> <i>With media representatives, journalists, participants</i></p> <p>Q1: How do you see the role of RECP/EIP contributing to Moldova's greener development? What are some well-known facts, and what is completely new information?</p> <p>Q2: What are the economic, social, and environmental benefits of EIPs? How is the impact of EIPs related to business communities and industrial zones?</p> <p>Q3: How would you evaluate the level of knowledge on resource efficiency, waste management, and industrial symbiosis among Moldovan companies? What barriers can you spot in the promotion of an efficient use of resources?</p> <p>Q4: What role does the media have in informing and promoting resource efficiency and EIP practices? What steps can be taken to raise awareness and visibility of the Government's and international organizations' efforts to promote a Circular and Green Economy?</p> <p>Q5: What support is needed to improve the local/national capacity of the media to report on resource efficiency and circular economy?</p>	<i>All participants</i>
<b>14:00-14:40</b>	<p><b>Press tour of Industrial Park Tracom</b> <i>Q&amp;A session and discussion (IP and media representatives, journalists, and other participants)</i></p> <p>Q1: How do you see the role of Industrial Parks (clusters of different businesses and industries) contributing to the national goals to achieve a green economy?</p> <p>Q2: What is understood by Resource Efficient and Cleaner Production? What is understood by Circular</p>	<i>Moderated discussion</i> <i>All participants</i>

	Economy? Are these concepts similar or interrelated? Q3: What government efforts could further motivate manufacturers to turn to RECP? What would further incentivize free economic zones or parks to switch and become Eco-Industrial Parks? Q4: What benefits would RECP and EIPs bring to manufacturers in Moldova (enhanced competitiveness, resource optimization, access to international markets (such as the one for green products), economic savings)?	
<b>14:40-15:00</b>	<b>Visit to ARAMA R SRL</b>	<i>Unmoderated discussion All participants</i>
<b>15:00-15:20</b>	<b>Visit to CartNord SRL</b>	<i>Unmoderated discussion All participants</i>
<b>15:20-15:40</b>	<b>Coffee break at 4u Coffee</b>	<i>Unmoderated discussion All participants</i>
<b>15:40-16:00</b>	<b>Visit to Alphaterm</b>	<i>Unmoderated discussion All participants</i>

### Practical information

This event is divided into two sections:

- a discussion and networking session with media outlets in the Republic of Moldova (with a buffet lunch included), followed by
- a press tour to the tenant companies of Industrial Park Tracom, which was designated as a pilot area for the Eco-Industrial Parks (EIPs) pre-feasibility assessment under the EU4Environment Action

The meeting will take place at the Digital Park, Mihai Viteazul St 15, Chişinău, Republic of Moldova

To attend the event, please register here: <https://bit.ly/3Ugnock>

#### 1. The media lunch session: meeting objectives, expected outputs, and outcomes

- Gather local and national media outlets, entrepreneurs, business representatives, decision-makers, civil society members, and other relevant stakeholders to exchange views and discuss the path towards green growth in the Republic of Moldova
- A general introduction to Industrial Park Tracom and the key findings/lessons it has obtained from the EIP pre-feasibility exercise; discuss the goals and options for industrial resource efficiency and the implementation and promotion of Eco-Industrial Parks (EIPs) in the Republic of Moldova

#### 2. Press tour of IP Tracom: meeting objectives, expected outputs, and outcomes

The press tour aims to raise awareness of the representatives from national media outlets, journalists, businesses, and professionals on the benefits of Resource Efficient and Cleaner

Production (RECP) and Eco-Industrial Parks (EIP) for Small and Medium-sized Enterprises (SMEs) in the Republic of Moldova. The tour will consist of visits to three enterprises to provide examples, best practices, potential applications of RECP and the transformative path of the IP to an EIP. The visits encourage open interactions and discussions with company representatives and can be used as source materials to produce newspaper articles and social media content, while also improving the overall capacity of journalists to communicate on topics related to RECP, EIPs, and green growth in the country.

### **Participants**

The media lunch session welcomes participants from local and national media outlets, journalists, members of academia, business representatives, environmental professionals and other relevant stakeholders working in or interested in the topic of resource efficiency, circular economy, and green growth.

The same participants are invited to the press tour of IP Tracom, accompanied by the representatives of the tenant companies and the administration of IP Tracom.

Both sections will be held in English and Romanian, and interpretation will be provided.

### **About EU4Environment**

The meeting is organized within the framework of the EU-funded regional programme, “European Union for Environment” (EU4Environment – Green Economy) Action, which helps the EU’s Eastern Partnership countries 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.

It is funded by the European Union and implemented by five Partner organisations - OECD, UNECE, UNEP, UNIDO, and the World Bank – over the 2019-2024 period, with a budget of EUR 20 million.

For more information about the Action, please visit [www.eu4environment.org](http://www.eu4environment.org)

For more information about the RECP activities led by UNIDO in Moldova, please visit: <https://odimm.md/en/home-recp>