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EU4Environment
Green Economy in Eastern Partner Countries

**Training workshop event on ecolabelling for business community
in the Republic of Moldova**

DRAFT AGENDA

**Friday, 3 February 2023
10.00 – 12:00 (Chisinau, EET)**

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 harmonize different sectors' policies aligned with the EU approaches. Several Agreements' articles foresee the transformation towards Green Economy principles, more specifically, it calls for setting up eco-labelling systems. Ecolabelling is also one of the sustainability criteria and tools for Sustainable Public Procurement (SPP) that the EU promotes in the Republic of Moldova.

Development of ecolabels contributes to meeting important requests of society:

- General increase of concern in the population on the sustainability attributes of their products.
- Coherence between SPP and ecolabeling as tools for public procurement procedures (in case when the use of sustainability criteria in public procurement becomes mandatory in a country, companies which participate in public tenders would be strongly motivated to obtain eco-labels for their products as an eco-label will prove that the product meets certain criteria).
- Increase of the EU market access sustainability-marketed products grew more than twice as fast as conventionally marketed products in the past 6 years (Centre for sustainable business, 2021).

The regulatory framework of the Republic of Moldova currently does not transpose the provisions of Regulation (EC) No. 66/2010 of the European Parliament and of the Council (EEC) of 25 November 2009 on the EU Eco-label. At the same time, the national legislative basis includes a number of laws and policy documents that indirectly regulate the aspects of eco-labelling: Environmental Strategy for 2014–2023; Law on Ratification of the Association Agreement; Law on Labelling of Energy-Related Products; Law on Eco-design Requirements for Energy-Related Products; Law on Organic Agri-Food Production, etc. The Republic of Moldova committed to implementing the 2030 Sustainable Development Agenda by the end of 2030 (where ecolabels significantly contribute to accomplishing Goal 12 on Responsible Consumption and Production). Finally, the numerous international treaties, to which the Republic of Moldova is a party, directly or indirectly formulate requirements on eco-labelling development and access to environmental information.

United Nations Environment Programme (UNEP) is one of the five partner agencies implementing the EU-funded EU4 Environment (2019-2023) Action. This regional programme supports 5 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 supports the Republic of Moldova in promoting activities related to SPP issues and its complementary tools, such as eco-labelling.

UNEP, in close cooperation with the PA EcoContact and Ministry of Environment as beneficiary, implements a set of activities for promotion of eco-labelling system development in the Republic of Moldova. In particular, a comprehensive assessment of the legal framework of Moldova was prepared, identifying the current state related to eco labelling, and existing laws

facilitating the regulation and later implementation of eco labelling in the country. The assessment is available in [Romanian](#) and [English](#). The only existing and functioning environmental labelling system in Moldova is organic labelling in the agriculture sector.

The Roadmap to align an eco-labelling system in Moldova was drafted to determine the objectives and measures to be taken to facilitate the transposition of the provisions set out in the EU Regulation on the Ecolabel (Regulation (EC) No 66/2010) in the Republic of Moldova. Largely, the roadmap is an action plan for successfully creating and implementing a voluntary national eco-labelling scheme. The Roadmap is available in [Romanian](#) and [English](#).

The most valuable progress is the elaboration of the draft Regulation on Ecolabelling, which transpose Regulation (EC) No 66/2010 of the European Parliament and of the Council of 25 November 2009 on EU Ecolabel and develop all supportive documents (Note, RIA, Draft of Governmental Decision, Regulation). At the end of the year 2022, the draft Regulation was presented and consulted with key stakeholders; comments addressed, and the final version was submitted to the Ministry of Environment.

In December 2022, EcoContact supported the Ministry of Environment in elaborating the design for the future “mark” of the national ecolabel as per request and recommendation of Agency of Intellectual Property. The request to register the mark was submitted successfully. It is needed approximately one year for the mark to be verified at the national and international level after will be registered and the right for use is issued.

Awareness raising plays an important role in further promotion of eco-labelling in Moldova. In order to better understand the ecolabel mechanism and explain how the procedure will function, the EcoContact will organize a special session dedicated on ecolabel during the National EXPO Day “Green Economy: Made in Moldova” on the 3rd of February 2023.

Objectives of the training workshop on ecolabelling

- Present and explain the provision of the Regulation on establishing the ecolabel in Moldova;
- Leverage the discussion on the ecolabelling mechanism which is under development in Moldova now;
- Explain to stakeholders and SMEs the functionality and benefits of ecolabel that will be put in place;
- Collect opinions and feedback from the relevant stakeholders on the ecolabelling mechanism in order to understand the needs and potential challenges;
- Understand the needs of economic entities/SMEs towards greening their products and processes;
- Promote ecolabelling as an efficient tool for access to information to individuals, as well as a tool for SPP;
- Promote ecolabelling as a strategic tool to increase access to national and international markets (i.e., the EU market).

Participants

The training workshop will bring the responsible stakeholders for the implementation and application of ecolabelling mechanism as is foreseen in the draft Regulation on ecolabelling,

economic entities both the SMEs and big enterprises that are producing, supplying products and providing services in Moldova, touristic agency representatives, NGOs.

Practical information

The training workshop will be held on 3rd of February 2023 (10:00-12:00) in person in frame of Moldexpo facility. The event is a blended one that aims to promote economy greening through applying different tools, such as eco-labelling, and other instruments that will promote sustainable use of resources and protect the environment.

The working language of the event will be Romanian.

Format and questions to the panellists

The event will be organized as an informative training workshop. The high-level representatives of various Ministries and organizations will highlight the need for greening the economy and what programs are available, particularly important information for SMEs. The second part of the event will be dedicated to presenting the current situation on development of eco-labelling in Moldova, bringing answers and explanations to the SMEs, and trying to collect opinions, needs, and possible challenges that economic entities will face.

Moderator of the event: Mr. Andrei Isac, National Action Coordinator, EU4Environment in Moldova.

About EU4Environment

The “European Union for Environment” (**EU4Environment**) aims to help the five partner countries: Armenia, Azerbaijan, Georgia, the Republic of Moldova, and Ukraine 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 manage environmental risks and impacts better.

The Action is funded by the European Union and implemented by five Partner organizations: OECD, UNECE, UNEP, UNIDO, and the World Bank, based on a budget of some EUR 20 million. The Action implementation period is 2019-2023.

For further information, contact: EU4Environment@oecd.org.

For more information, please visit our website: www.eu4environment.org.

Training workshop on ecolabelling in the Republic of Moldova, 3rd of February 2023

10:00 -12:00

The event will take place in conference room of Moldexpo

Moderator of the event: Mr. Andrei Isac, National Action Coordinator, EU4Environment in Moldova

Time	Item
09.30 -10.00	Registration of participants, distribution of available materials
10:05- 10:45	<p>Opening statements</p> <ul style="list-style-type: none"> • Mr. Sergiu HAREA, President of Chamber of Commerce and Industry from Moldova • Ms. Ina COSERU, Deputy chair of Parliamentary Commission for Environment and Regional Development • Ms. Iordanca -Rodica IODANOV, Minister of Environment • Mr. Dumitru ALAIBA, Minister of Economy • Mr. Janis MAZEIKS, Ambassador, Delegation of EU in the Republic of Moldova • Embassy of Sweden (TBC) • Mr. Dumitru PINTEA, Director of the Organization for Development of Entrepreneurship in Moldova (ODA)
10.45 – 10.50	Break
10:50-11:50	<p>Special session: Eco-labelling as one of the Greening tools in Moldova</p> <p>Moderator: Mr. Andrei ISAC, National Action Coordinator EU4Environment project Moldova</p> <ul style="list-style-type: none"> • Ms. Natalia GURANDA, PA EcoContact <i>“Presentation of the future ecolabel mechanism that will be established in the Moldova: current progress and potential challenges.”</i> • Ms. Justina GRIGARAVICIENE, European Union High-Level Advisor in Moldova on Environment and Green Transition <i>“EU Experience on ecolabel: benefits and application. How two labels can be combined”</i> • Eco Certificate (TBC) <i>“Certification of agri-food products. Current interest and needs.”</i> • Representative HORECA association (TBC) HORECA’s potential needs and interest in eco-certification. • Representative of the Tourism Association (TBC) <i>“Certification of tourism services in the Republic of Moldova”</i>

	<ul style="list-style-type: none">• Representatives of SMEs (TBC), Interest of SMEs to certify the products and services. Current practices and future needs.
11:50-12:00	Q&A session, collection of feedbacks and recommendations Closure of the event and following steps
12.00 -12.30	Coffee Break/Networking