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EU4Environment
Green Economy in Eastern Partner Countries

**Introducing the EU Single Market for Green Products (SMGP) initiative in
Moldova under the “EU4Environment” Action**

Draft agenda

Date: 31 March 2023

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AGENDA

Moderator: Tatiana ECHIM, PA EcoContact Environmental Expert

Time (EET)	Item
13:00-13:20	Welcoming remarks Mr. Petru TATARU , State Secretary, Ministry of the Environment, National focal point for EU4Environment Program Mrs. Veronica ARPINTIN , State Secretary, Ministry of Economic Development and Digitalization Mr. Gérald AUDAZ , Team Leader, DG NEAR, European Commission Ms. Tatiana CHERNYAVSKAYA , EU4Environment Project Manager, Circular Economy and Resource Efficiency Unit, UNIDO
1	Promoting greener products at the national/international level
13:20-13:35	Greener product instruments to support the transition to greener economic growth Ms. Tatiana CHERNYAVSKAYA
13:35-13:50	Enhancing Sustainable Public Procurement and ecolabels as key tools to promote greener production Ms. Lesya NIKOLAYEVA, International Expert, UNEP Europe Office
13:50-14:10	The EU policy landscape on green products <ul style="list-style-type: none"> ● Introduction to the EU Single Market for Green Products ● Main objectives of the Product Environmental Footprint (PEF) ● The link between SMGP and PEF and Organization Environmental Footprint (OEF) ● The EU Green Deal Ms. An DE SCHRYVER, UNIDO International Expert (PRé Sustainability)
14:10-14:40	Preliminary results of assessments on green products initiatives in Moldova <ul style="list-style-type: none"> ● Description of the current situation in Moldova ● Legislative background in Moldova ● Benefits for each target group ● Conclusions and further steps Ms. Irina PUNGA, Legal Consultant PA EcoContact
2	Applying PEF at the company level
14:40-15:00	Establishing a comparable baseline environmental performance system for products and organizations Ms. An DE SHCRYVER
15:00-15:15	Break
15:15-15:25	PEF application example from the EU-funded SwitchMed project <ul style="list-style-type: none"> ● Target stakeholder benefits ● Lessons learned from project experience ● Possible follow-up actions by the manufacturing company (e.g., improvement suggestions that were adopted) Ms. Dalia NAKHLA, Environmental Management Consultant
15:25-15:45	The potential impact of the PEF system on enterprises exporting to the EU market

Ms. An DE SCHRYVER

15:45-15:55 Question and Answer Session

15:55-16:00 Closing remarks

Tatiana ECHIM and Tatiana CHERNYAVSKAYA

Meeting objectives expected outputs, and outcomes

The event aims to introduce stakeholders from the Republic of Moldova to the potential impact of the Product Environmental Footprint (PEF) methodology on the national economy by focusing on industries wishing to export to the European Union (EU) market. The main objectives of the event are:

- Raising awareness among participants and key stakeholders on the EU Single Market for Green Products (SMGP) initiative, Product Environmental Footprint (PEF), and Organization Environmental Footprint (OEF);
- Demonstrate the application of the PEF initiative and its relationship to the Circular Economy and the EU Green Deal package;
- Presenting the benefits and opportunities of SMGP and PEF for manufacturing enterprises;
- Discussing the potential for introducing the PEF pilots to Moldovan companies and experts.

The expected outcomes are to better understand the processes related to Moldova's green products and principles, and focus on the potential benefits of implementing the PEF methodology in the country. This will help export-oriented enterprises to evaluate their production processes and consider practical steps to access the EU market.

Participants

The event is open to all stakeholders interested in and working on issues related to a green economy, circular economy, resource-efficient and cleaner production, and environmental protection. The target audience for this event consists of representatives from national organizations, industrial enterprises, local authorities and agencies, business associations, and NGOs. These include sector or product experts, sustainability professionals, researchers, policymakers, and other stakeholders from Moldova. The event is organized by UNIDO in collaboration with PRé Sustainability and the consortium led by CIVITTA Armenia, in collaboration with EcoContact.

Practical Information

The meeting will take place on 31 March 2023 in an online format (via Zoom). Simultaneous interpretation in Romanian and English will be provided. For joining online event, please fill out [this form](#).

Background

Product Environmental Footprint (PEF) is an approach based on Life Cycle Assessment (LCA) to quantify the environmental impacts of goods or services. It was developed by the European Commission to harmonise and improve the information on the quality and sustainability of products for consumers, encouraging, thus, the consumption and production of sustainable products in the EU Single Market. The PEF methodology defines how a producer can calculate and communicate an environmental score of a product by covering its entire life-cycle. The PEF methodology makes it possible to determine a wide range of environmental, health, and resource-related impacts related to a product in a single assessment. PEF also enables enterprises to improve the sustainability of their supply chain effectively. A PEF study will provide valuable insights into the most impactful ingredients, processing steps, or life cycle stages of a product; and is, therefore, the perfect starting point for reducing the environmental impact of products. The introduction and promotion of the concept and tools of the EU Single Market for Green Products (SMGP) initiative is one of the EU4Environment's components led by UNIDO. It includes mapping existing practices and barriers for current labelling schemes, raising awareness and understanding of opportunities and benefits of SMPG, and piloting product environmental footprint (PEF) in selected industries.

Read more about the PEF methodology and its introduction in the EU Eastern Partnership (EaP) countries [here](#).

About EU4Environment

The “European Union for Environment” (EU4Environment – Green Economy) Action helps the 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 ca EUR 20 million.

For further information, visit www.eu4environment.org and <https://odimm.md/en/home-recp>

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