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EU4Environment
Green Economy in Eastern Partner Countries



Promoting Eco-innovation among SMEs in the Republic of Moldova

Final National Workshop

Agenda

Date: 30th March 2023

Time: 10:00 - 12:30 (Chișinău time, EET)

Location: Artcor, 137, str. 31 August 1989

Action implemented by:



Background

SMEs play a crucial role in the EU's Eastern Partnership (EaP) countries' economies, and their collective environmental footprint often exceeds that of large enterprises. In order to mitigate their socio-environmental impact, while also improving SMEs' competitiveness and resilience to risk, the United Nations Environment Programme (UNEP) and the European Union (EU) have been supporting SMEs across the globe in the development and application of "eco-innovation" - a business model that incorporates sustainability and life-cycle thinking throughout all business operations and value chain partners. Eco-innovation entails a coordinated set of modifications or novel solutions to products (goods / services), processes, market approach and overall organizational structure of a company.

As part of the EU-funded EU4Environment programme, UNEP, the EU, and the Organization for Entrepreneurship Development (ODA) assisted eight SMEs in the Republic of Moldova in developing new business strategies/models that are aligned with the eco-innovation approach. The companies represent priority sectors identified through a market and policy assessment of the eco-innovation landscape, developed by ODA in collaboration with UNEP. Based on the analysis of sector-specific statistics, as well as existing policy documents, two sectors were identified as most promising to upscale eco-innovation measures among Moldovan SMEs, namely Textile and Wine production. Following a national call for SMEs from these sectors interested in developing the eco-innovation approach, eight SMEs were selected to receive advisory services from ODA and UNEP. The companies are SOFDAR, ROMANIȚA, MACOVEI TEXTILE, CHERANG, ȘALTOIANCA, FAMILIA MEA, JAVGURVIN GROUP and VINDICUM - representatives of which will be present throughout this event.

The aim of this final workshop is to present the work that has been undertaken with these eight SMEs to help them adopt the eco-innovation approach in their management systems and operations, while also discussing key challenges, opportunities, and the potential for applying the eco-innovation approach among other SMEs in the country.

Meeting objectives

- Hear from the programme participant SMEs on their experiences and lessons learned in adopting the eco-innovation approach
- Review experiences and lessons learned from promoting eco-innovation in other EaP countries; and
- Gather relevant stakeholders and discuss further prospects of applying/promoting the eco-innovation approach among Moldovan SMEs. .

Practical Information

The meeting will be organized in **hybrid format** - in person at **Artcor**, 137, str. 31 August 1989, and virtually at the following Zoom link:

<https://us06web.zoom.us/j/82604372506?pwd=UHVOTXBURDZGRG85UHVqSk83WmNIZz09>

The meeting will take place from **10:00 to 12:30** (Chișinău time, EET) on **Thursday the 30th of March 2023**.

The meeting will be conducted in Romanian and English. Simultaneous interpretation will be available.

For further information about the event please contact: igor.afteniuc@oda.md

About EU4Environment

The EU-funded "European Union for Environment" (EU4Environment) programme aims to help the EU's Eastern Partnership (EaP) countries - Armenia, Azerbaijan, Georgia, Republic of Moldova and Ukraine - to preserve their natural capital and increase people's environmental well-being. It does so by supporting environment-related action, demonstrating and unlocking opportunities for greener growth, and setting mechanisms to better manage environmental risks and impacts. The programme is implemented by five partner organisations: OECD, UNECE, UNEP, UNIDO and the World Bank.

For further information about the programme please contact: Mr. Alex Leshchynskyy, UNEP Programme Management Officer, alex.leshchynskyy@un.org

Agenda

10:00 – 10:05 Opening

Mr. Dumitru PÎNTEA – Director, Organization for Entrepreneurship Development

10:05 – 10:30 Welcome Remarks

Adam GRODZICKI - Deputy Head of Cooperation at the EU Delegation to the Republic of Moldova

Iordanca-Rodica IORDANOV - Minister of Environment of the Republic of Moldova

Veronica ARPINTIN – State Secretary, Ministry of Economic Development and Digitalization of the Republic of Moldova

Sergiu GHERCIU - State Secretary, Ministry of Agriculture and Food Industry of the Republic of Moldova

Bettina HELLER - Programme Management Officer, United Nations Environment Programme

Andrei ISAC - National Action Coordinator, EU4Environment, Republic of Moldova

10:30 – 11:00 Eco-innovation prospects in Moldova

Rodica CRUDU - Deputy Director, Organization for Entrepreneurship Development

Introduction of the project and a short overview of its achievements.

Vardan MELIKYAN - Eco-innovation Expert, EU4Environment

Prospects for eco-innovation in EaP countries

Nino KVANTRISHVILI - Senior Manager, UN Global Compact Network Georgia

Eco-Innovation landscape in Georgia: key findings and lessons learned

11:00 – 11:45 Presentation of company assessments

Moderator: Rodica CRUDU, ODA deputy director, project coordinator

Key findings and strategies of assessed companies (Cherang Ltd, Familia Mea Ltd, Javgurvin Group company, Sofdar Ltd, Romanita JSC)

Anatolie PALADE - Expert

Igor AFTENIUC - Senior specialist, ODA

Cristina TOMSA - Junior specialist, ODA

Finodora MARCU - Senior specialist, ODA

11:45 – 12:15 Experiences and perspectives of companies involved on the project

Tatiana MARANDIUC - Founder, Sofdar

Aiona NAZARIA - Cofounder, Javgurvin Group

Dan PRISACARU - Founder, Familia Mea

Sergiu MALAI - Founder, Cherang

Maria LICA - Director, Romanita

Adrian MINCIUC - Director, Vindicum

Ina MACOVEI - Director, Macovei Textile

Margareta CUȘNIR - Director, Saltoianca

12:15 – 13:00 Q&A

Closing remarks & Networking