



Funded by
the European Union

EU4Environment
Green Economy in Eastern Partner Countries

EU4Environment National Conference in Moldova: Resource efficiency is putting Circular Economy in motion for Small and Medium-sized Enterprises

DRAFT AGENDA

Date: 1 February 2024

Start: 08:30 - 16:30 (EET)

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

Registration link

Format: hybrid (online and in-person event)

Language: English and Romanian (with simultaneous interpretation)

Action implemented by:



AGENDA

TIME	ITEM
08:30-9:00	<p>Registration and product display</p> <p><i>Display of products and business cases from the SMEs that participated in the EU4Environment RECP Demonstration activities led by UNIDO</i></p> <ul style="list-style-type: none"> • Monicol (dried fruits/nuts, spirit bottles) • Cahulpan (bakery) • Vinaria Hincesti (wine bottles) • Fratii Frunze (pasta) • Fabrica de sanatate (juice) • Tromigou (wooden souvenirs) • Biyaz Salkim (fruits) • Petru Balan (fruits) • Coval&co (canned food) • Flavorya (fruits, snacks, crackers)
09:00 – 09:40	<p>High-level joint panel discussion: Circular Economy as a driver for competitiveness and wellbeing</p> <p><i>Moderator: Tatiana Chernyavskaya, EU4Environment Project Manager, United Nations Industrial Development Organization (UNIDO)</i></p> <p>Mrs. Iordanca – Rodica Iordanov (TBC) Minister, Ministry of Environment National Focal Point, EU4Environment</p> <p>Mrs. Veronica Arpintin (TBC) State Secretary, Ministry of Economic Development and Digitalization</p> <p>Mr. Sergiu Harea President, Chamber of Commerce and Industry of the Republic of Moldova</p>

	<p>Mrs. Ilona Gruenewald</p> <p>Programme Manager for Rural Development and Agriculture, Delegation of the European Union to the Republic of Moldova,</p> <p>Director of Organization for the Development of Entrepreneurship (ODA) (TBC)</p> <p>Kick-off questions:</p> <ul style="list-style-type: none"> - What is the current landscape for Circular Economy in Moldova (policies, programmes, strategies, plans, support systems)? - What are the future perspectives on Circular Economy for the manufacturing sector?
09:40 – 10:10	<p>Award ceremony for the participants of the RECP Demonstration Project under EU4Environment</p> <p><i>Moderator: Ion Lică, Head of Program Implementation Unit, Organization for the Development of Entrepreneurship</i></p> <p>The RECP Experts and the representatives from the RECP Demonstration Companies and the RECP Clubs will receive certificates of participation and recognition for their involvement in the EU4Environment RECP Demonstration project, acknowledging their genuine efforts and involvement.</p>
10:10 – 10:30	<p>Media briefing and networking break</p> <p>Short, semi-structured interviews with RECP company representatives and high-level speakers about the RECP experience under EU4Environment</p> <p><i>Moderator: Aurelia Sarari, UNIDO National Coordinator</i></p>
10:30 – 11:15	<p>Session 1: Key elements to ensure a just transition to Circular Economy: focusing on sectors and policies</p> <p><i>Moderator: Tatiana Chernyavskaya, EU4Environment Project Manager, United Nations Industrial Development Organization (UNIDO)</i></p> <p>Dr Johannes Fresner, UNIDO Senior Technical Advisor</p>

	<p>REPC legacy as a stepping stone for circular economy</p> <p>Mr. Daniel Tentiuc (TBC), Ministry of Environment, Circular Economy Policies and Economic Instruments Unit</p> <p>National policy to support the green transition of Moldovan enterprises</p> <p>Kick-off questions:</p> <ul style="list-style-type: none"> - What benefits do resource efficiency measures bring for enterprises? - What are the next steps to ensure a just and transition to Circular Economy? <p>Questions and answers</p>
11:15 – 12:00	<p>Session 2: The RECP mindset as a tool for greening value chains</p> <p><i>Moderator: Ion Lică, Head of Program Implementation Unit, Organization for the Development of Entrepreneurship</i></p> <p>Mrs. Larisa Tcaci, RECP expert, Technical University of Moldova</p> <p>RECP assessments: examples from different sectors and value chains</p> <p>Mr. Ivan Omelchuk, RECP Clubs Facilitator, RECP Centre Ukraine</p> <p>RECP Clubs as means of business-to business cooperation</p> <p>Mr. Ion Lică, Head of Program Implementation Unit, Organization for the Development of Entrepreneurship</p> <p>RECP training and Demonstration Companies</p> <p>Kick-off questions:</p> <ul style="list-style-type: none"> - What fresh perspectives can resource efficiency bring on materials energy? - How can data and support companies on improve their efficiency? <p>Questions and answers</p>

12:00-12:45	<p>Section 3. Sectoral Focus: Examples of resource and energy efficiency of production processes in Moldovan enterprises (<i>display of the RECP presentation</i>)</p> <p><i>Moderator: Aurelia Sarari, UNIDO National Coordinator</i></p> <p>Mrs. Victoria Sevcenco CAHULPAN SA, BONS office (TBC) representative of Demonstration Company, EaP GREEN (2013-2017), (TBC)</p> <p>Demonstration Company specialised in wine/alcohol production from EU4Environment Action (2019-2024): VINĂRIA HÎNCEȘTI (TBC), MONICOL (TBC)</p> <p>Demonstration Company specialised in the construction sector from EU4Environment Action (2019-2024): ART GRANIT (TBC)</p> <p>Demonstration Company specialised in textile production from EU4Environment Action (2019-2024): CUNAC (TBC), KRISS GRUP (TBC)</p> <p>RECP Clubs specialised in textile production (2019-2024): ICS STEAUA REDS (TBC), ANRAI GRUP (TBC), CEBOTARU DOINITA (TBC), MY DENIM FACTORY (TBC)</p> <p>Kick-off questions:</p> <ul style="list-style-type: none"> - What were the benefits and experiences of RECP for enterprises? - What greening plans do enterprises wish to pursue in 2024 and beyond?
12:45 – 13:30	Networking Lunch
13:30 – 14:10	<p>Session 4: Greening strategies and tools: implementing eco-industrial parks and zones</p> <p><i>Moderator: Mr. Vadim Iațchevici, UNIDO EIP expert</i></p> <p>Director, Industrial Park “TRACOM” (TBC)</p>

	<p>Mr. Mihail Şalvir (TBC) FEZ Valkanes, Administrator</p> <p>Mr. Klaus Tyrkko, UNIDO Senior Advisor on EIPs (TBC) Next steps in EIP introduction in Moldova</p> <p>representative of Demonstration Company IP Tracom, CARTNORD SRL (TBC), ARAMA R (TBC)</p> <p>Representative of Demonstration Company FEZ Valkanes (TBC)</p> <p>Ankit Kapasi (TBC) UNIDO EIP Expert</p> <p>Kick-off questions:</p> <ul style="list-style-type: none"> - What opportunities for potential synergies exist within IP Tracom and FEZ Valkanes? - What examples of industrial symbiosis can become a long-term process within parks? <p>Questions and answers</p>
14:10 – 14:30	<p>Session 5: Greening products and unlocking new export opportunities <i>Moderator: Ion Lică, Head of Program Implementation Unit, Organization for the Development of Entrepreneurship</i></p> <p>Mr. Armen Alaverdyan, UNIDO PEF Partner, Civitta (TBC) First steps for introducing SMGP/PEF in Moldova</p> <p>Mr. Alex Leshchynskyy, UNEP Eco-labelling/eco-innovation and Green Public Procurement</p>

	<p>Mrs Cristina Casian</p> <p>EU project- Supporting EU SMEs in the field of circular economy to participate in public procurement in Eastern Countries, Chamber of Commerce and Industry of the Republic of Moldova</p> <p>Kick-off questions:</p> <ul style="list-style-type: none"> - What are the practical drivers for investing in a Life Cycle Assessment? - What are the needs and necessary steps to ensure the readiness of enterprises to the EU Single Market for Green Products? <p>Questions and answers</p>
14:30-15:10	<p>Session 6: Facilitating green support for Moldovan enterprises</p> <p>Building supply chains for Circular Economy – the partnership between municipalities and the private sector</p> <p><i>Moderator: Aurelia Sarari, UNIDO National Coordinator</i></p> <p>Covenant of Mayors representative (TBC)</p> <p>Association for Small and Medium Enterprises (TBC)</p> <p>Organization for the Development of Entrepreneurship (TBC)</p> <p>European Business Association (TBC)</p> <p>Centrul de instruire și consultanță E-Circular (TBC)</p> <p>Kick-off questions:</p> <ul style="list-style-type: none"> - What are the benefits for collaboration between the public and private sector? - What are the current opportunities for green support?
15:10 – 16:20	<p>Session 7: Accessing finance for a green transition in Moldova</p> <p><i>Moderator: Dona Scola, National Country Program Coordinator, UNIDO</i></p> <p>Ms. Lucia Usurelu, ProEntranse, Investment Expert</p> <p>Overview of financing opportunities for resource efficiency: specific examples of business planning</p>

	<p>Mr. Ion Lică, Head of Program Implementation Unit, Organization for the Development of Entrepreneurship</p> <p>The SME Greening programme conducted by ODA</p> <p>Alexandru Bologa, Local Project Coordinator, EU4Business programme</p> <p>Helping moldovan companies to improve their efficiency and competitiveness.</p> <p>EU/UNDP Green Transition (TBC)</p> <p>EU legislation and the Circular Economy Action Plan</p> <p>Embassy of Sweden in Moldova (TBC)</p> <p>Mrs. Doina Nistor (TBC)</p> <p>Future Technologies Activity Project funded by USAID and Sweden, Director (TBC)</p> <p>Kick-off questions</p> <ul style="list-style-type: none"> - What is the current landscape on financing a green transition for Moldovan enterprises? - What are the prerequisites to ensure the continuity of green support?
16:20-16:30	Closing Remarks

Event objectives, expected outputs, and outcomes

The national conference in the Republic of Moldova will highlight and promote resilience and green growth among Moldovan enterprises by showcasing the benefits of Resource Efficient and Cleaner Production (RECP) in the transition to a

green economy. Additionally, the event will provide an opportunity to share experiences on implementing the RECP methodology in Small and Medium Sized Enterprises (SMEs), providing examples of eco-innovation in target sectors (wine making, construction, and textile production) and present means to access support tools and services (both national and from the European Union). Additionally, the event will provide a platform discuss potential synergies and collaborations within other national and international initiatives, and advance the national policy on the green transition of SMEs.

The high-level discussion on the challenges and opportunities for green and circular economy introduction in the Republic of Moldova as drivers for competitiveness and sustainability, will focus on the EU legislation and Circular Economy Action Plan, as well as the EU support initiatives such as the EU LIFE Programme. This will be continued with the award ceremony dedicated to the SMEs and experts who took part in the EU4Environment demonstration activities in 2020-2023. The ceremony will be followed by a short media briefing and networking break to facilitate experience sharing between the SME representatives and local and national journalists.

The event will be then divided into seven sessions: the first session will focus on resource and energy efficiency, building on the RECP legacy in Moldova and the national policies and strategies needed to support a green transition. Here, discussions will also focus on the new draft Environmental Strategy for 2023-2030 and its contribution to achieving the European environmental objectives. It is recognized that one of the most directly relevant approaches to improve production and reduce waste within industries is the introduction of RECP. Concretely, the second session will delve into business-to-business cooperation and greening value chains with concrete examples from the RECP Demonstration Companies and Clubs members. These will further feed into the discussion of the third session, which will

reflect concrete resource efficiency examples from specific sectors. The fourth session will shift discussion into practical examples and underline greening strategies used by two Moldovan pilots where feasibility of Eco-Industrial parks application was assessed, Industrial Park Tracom and Free Economic Zone Valkaneş. Their experience will be supplemented by the awareness-raising experience of introducing the Product Environmental Footprint (PEF) methodology to Moldovan enterprises wishing to access the European Union Single Market for Green Products at the fifth session. This discussion will also be focused on eco-labelling and green public procurement practices experience in the country. Further, at the sixth session, the national and international partners will present their perspective on building supply chains for Circular Economy and investing in partnerships between municipalities and the private sector. Lastly, the seventh session will be future-oriented and present plans and opportunities to engage support and provide access to green finance in Moldova.

Participants

The target audience is comprised of stakeholders engaged in green economic development in Moldova (including Government agencies and relevant institutions), as well as representatives of industrial enterprises, businesses, experts in the fields of engineering and energy, members of academia, NGOs, and representatives of the SMEs taking part in different components of the EU4Environment Action. The tentative number of participants is about 60 persons.

Practical information

The event is organized by the United Nations Industrial Development Organization (UNIDO), as an implementing partner of the EU4Environment Action, and supported in Moldova by its National Implementing Partner, the Organization for the Development of Entrepreneurship (ODA). The event is hosted in a hybrid format, in

English and Romanian (with simultaneous interpretation). To attend the event, please [register in advance here](#)

Background

Resource Efficient and Cleaner Production (RECP) is an umbrella term used for the application of preventative environmental strategies to processes, goods, and services to improve production and lower risks to people and the environment. The RECP methodology was developed by UNIDO to assist enterprises in identifying, evaluating, and reducing their resource usage while eradicating losses, increasing resilience, and enhancing productivity and competitiveness. In Moldova and other Eastern Partnership (EaP) countries, the UNIDO RECP methodology is introduced under the regional programme funded by the European Union, "EU4Environment" Action.

About EU4Environment

The EU4Environment Action aims to help 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 implemented by five partner organizations: OECD, UNECE, UNEP, UNIDO, and the World Bank over the 2019-2024 period, with a budget of EUR 20 million.

For further information, visit: www.eu4environment.org

For more information about RECP in Moldova, visit:

<https://www.oda.md/ro/suport-antreprenorial/proiecte/recp>