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**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
<b>08:30-09:00</b>	<p><b>Registration, welcome coffee, and product display</b>  <i>Display of products and business cases from three SMEs (Monicol, Cahul Pan, and Frații Frunze) that participated in the EU4Environment RECP Demonstration activities led by UNIDO</i></p>
<b>09:00-09:20</b>	<p><b>Opening Remarks</b>  <i>Moderator: Tatiana Chernyavskaya, UNIDO</i></p> <p><b>Mrs. Iordanca – Rodica Iordanov</b>  Minister, Ministry of Environment  National Focal Point, EU4Environment</p> <p><b>Mrs. Veronica Arpintin</b>  State Secretary, Ministry of Economic Development and Digitalization  National Focal Point, EU4Environment</p> <p><b>Mr. Adam Grodzicki</b>  Deputy Head of Cooperation, Delegation of the European Union to the Republic of Moldova</p> <p><b>Mr. Sergiu Harea</b>  President, Chamber of Commerce and Industry of the Republic of Moldova</p>
<b>09:20 – 10:00</b>	<p><b>Award ceremony for the participants of the RECP Demonstration Project under EU4Environment</b>  <i>Moderator: Ion Lică, Head of Program Implementation Unit, Organization for Entrepreneurship Development</i></p> <p>The RECP Experts and the representatives from the RECP Demonstration Companies and 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>
<b>10:00 – 10:30</b>	<p><b>High-level joint panel discussion: Circular Economy as a driver for competitiveness and wellbeing</b>  <i>Moderator: Tatiana Chernyavskaya, UNIDO</i></p> <p><b>Kick-off questions:</b></p> <ul style="list-style-type: none"> <li>- <i>What is the current landscape for Circular Economy in Moldova (policies, programmes, strategies, plans, support systems)?</i></li> <li>- <i>What are the future perspectives on Circular Economy for the manufacturing sector?</i></li> </ul> <p><b>Mrs. Iordanca – Rodica Iordanov</b>  Minister, Ministry of Environment  National Focal Point, EU4Environment</p> <p><b>Mrs. Veronica Arpintin</b>  State Secretary, Ministry of Economic Development and Digitalization  National Focal Point, EU4Environment</p> <p><b>Mr. Gheorghe Iudin</b>  Director, Organization for Entrepreneurship Development (ODA)</p>

	<p><b>Mr. Sergiu Harea</b> President, Chamber of Commerce and Industry of the Republic of Moldova</p>
<b>10:30 – 10:45</b>	<p><b>Media briefing and networking coffee break</b> Short, semi-structured interviews about the RECP experience under EU4Environment with RECP company representatives and high-level speakers</p> <p><i>Moderator: Aurelia Sarari, UNIDO National Coordinator</i></p>
<b>10:45 – 11:15</b>	<p><b>Session 1: Key elements to ensure a just transition to Circular Economy focusing on sectors and policies</b> <i>Moderator: Ms. Tatiana Chernyavskaya, UNIDO</i></p> <p><b>Kick-off questions:</b></p> <ul style="list-style-type: none"> <li>- <i>What benefits do resource efficiency measures bring for enterprises?</i></li> <li>- <i>What are the next steps to ensure a just and transition to Circular Economy?</i></li> </ul> <p><u>REPC legacy as a stepping stone for circular economy</u> <b>Dr Johannes Fresner</b>, UNIDO Senior Technical Advisor (online)</p> <p><u>National policy to support the green transition of Moldovan enterprises</u> <b>Mr. Daniel Tentiuc</b>, Ministry of Environment, Circular Economy Policies and Economic Instruments Unit</p> <p><b>Questions and answers session</b></p>
<b>11:15 – 12:00</b>	<p><b>Session 2: The RECP mindset as a tool for greening value chains</b> <i>Moderator: Mr. Ion Lică, Head of Program Implementation Unit, Organization for Entrepreneurship Development</i></p> <p><b>Kick-off questions:</b></p> <ul style="list-style-type: none"> <li>- <i>What fresh perspectives can resource efficiency bring in the use of materials?</i></li> <li>- <i>How can data help companies improve their efficiency?</i></li> </ul> <p><u>RECP assessments: examples from different sectors and value chains</u> <b>Mrs. Larisa Tcaci</b>, RECP expert, Technical University of Moldova</p> <p><u>RECP Clubs as means of business-to business cooperation</u> <b>Mr. Ivan Omelchuk</b>, RECP Clubs Facilitator, RECP Centre Ukraine</p> <p><u>RECP capacity building</u> <b>Mr. Ion Lică</b>, Head of Program Implementation Unit, Organization for Entrepreneurship Development</p> <p><b>Questions and answers session</b></p>
<b>12:00-12:45</b>	<p><b>Session 3. Sectoral Focus: Examples of resource and energy efficiency of production in Moldovan enterprises</b> <i>Moderator: Ms. Aurelia Sarari, UNIDO National Coordinator</i></p> <p><b>Kick-off questions:</b></p> <ul style="list-style-type: none"> <li>- <i>What were the benefits and experiences of RECP for enterprises?</i></li> <li>- <i>What greening plans do enterprises wish to pursue in 2024 and beyond?</i></li> </ul>

	<p><b>Demonstration companies under EU4Environment (2019-2024):</b></p> <ul style="list-style-type: none"> <li>• <b>food production:</b> Ms. Victoria Sevcenco, CAHULPAN SA</li> <li>• <b>construction sector:</b> Mr. Marcel Vutcariov, ART GRANIT</li> <li>• <b>textile production:</b> Mr. Gheorghe Ursu, CUNAC</li> <li>• <b>wooden production:</b></li> </ul> <p><b>RECP Clubs company (2019-2024):</b> Ms. Maria Babii, Tromigou Print SRL</p> <p><b>Demonstration Company under EaP GREEN (2013-2017):</b> Mr. Valeriu Sarco, BONS office</p> <p><b>Questions and answers session</b></p>
12:45 – 13:30	<b>Networking lunch</b>
13:30 – 14:20	<p><b>Session 4: Greening strategies and tools: implementing eco-industrial parks and zones</b>  <i>Moderator: Mr. Vadim Iațhevici, UNIDO National Industrial Parks expert</i></p> <p><b>Kick-off questions:</b></p> <ul style="list-style-type: none"> <li>- <i>What opportunities for potential synergies exist within IP Tracom and FEZ Valkaneș?</i></li> <li>- <i>Which examples of industrial symbiosis can become a long-term activity within parks?</i></li> </ul> <p><u>Introducing EIP in Moldova: first lessons</u>  <b>Mr. Ankit Kapasi</b>, UNIDO International EIP Expert</p> <p>The experiences of the pilot Park/Zone</p> <ul style="list-style-type: none"> <li>• <b>Mr. Zamir Gbadov</b>, Interim Director, Industrial Park “TRACOM”</li> <li>• <b>Mr. Mihail Șalvir</b>, FEZ Valkanes, Administrator</li> </ul> <p>Feedback from companies</p> <ul style="list-style-type: none"> <li>• <b>Mr. Vitali Erulevici</b>, CARTNORD SRL, resident of IP Tracom</li> <li>• <b>Mr. Igor Arama</b>, ARAMA R, resident of IP Tracom</li> <li>• <i>Company, resident of FEZ Valkanes (TBC)</i></li> </ul> <p><u>Next steps in EIP introduction in Moldova</u>  <b>Mr. Klaus Tyrkko</b>, UNIDO Senior Technical Advisor on EIPs</p> <p><b>Questions and answers session</b></p>
14:20 – 15:00	<p><b>Session 5: Greening products and unlocking new export opportunities</b>  <i>Moderator: Ion Lică, Head of Program Implementation Unit, Organization for the Development of Entrepreneurship</i></p> <p><b>Kick-off questions:</b></p> <ul style="list-style-type: none"> <li>- <i>What are the practical drivers for investing in a Life Cycle Assessment?</i></li> <li>- <i>What are the needs and necessary steps to ensure the readiness of enterprises to the EU Single Market for Green Products?</i></li> </ul>

	<p><u>First steps for introducing SMGP/PEF in Moldova</u>  <b>Mr. Hovhannes Atabetyan</b>, UNIDO National PEF Partner, Civitta</p> <p><u>Eco-innovation among SMEs in Moldova</u>  <b>Mr. Alex Leshchynskyy</b>, Programme Management Officer, UNEP</p> <p><u>P2GreenEast, the EU project supporting EU SMEs in the field of circular economy to participate in public procurement in the Eastern Countries</u>  <b>Ms. Cristina Casian</b>, Chamber of Commerce and Industry of the Republic of Moldova</p> <p><b>Questions and answers session</b></p>
<b>15:00-15:20</b>	<b>Networking coffee break</b>
<b>15:20-16:00</b>	<p><b>Session 6: Facilitating green support for Moldovan enterprises</b>  Building supply chains for Circular Economy – the partnership between public and the private sector  Moderator: <i>Aurelia Sarari, UNIDO National Coordinator</i></p> <p><b>Kick-off questions:</b></p> <ul style="list-style-type: none"> <li>- <i>What are the benefits for collaboration between the public and private sector?</i></li> <li>- <i>What are the current opportunities for green support?</i></li> </ul> <p><b>Mr. Larcus Pickett</b>, Project Manager for the Moldova Energy Security Activity MESA/USAID funded Grant Program  <b>Mr. Petr Comarov</b>, Development Director AEER</p> <p><b>Ms. Eugen Cozmulici</b>, Policy &amp; Advocacy Manager European Business Association</p> <p><b>Ms. Aurelia Bahnaru</b>, Administrator NGO Training and Consulting Center E-Circular</p> <p><b>Questions and answers</b></p>
<b>16:00 – 16:40</b>	<p><b>Session 7: Accessing finance for a green transition in Moldova</b>  Moderator: <i>Ms. Dona Scola, National Country Program Coordinator, UNIDO</i></p> <p><b>Kick-off questions</b></p> <ul style="list-style-type: none"> <li>- <i>What is the current landscape on financing a green transition for Moldovan enterprises?</i></li> <li>- <i>What are the prerequisites to ensure the continuity of green support?</i></li> </ul> <p><u>Overview of financing opportunities for resource efficiency: specific examples of business planning</u>  <b>Ms. Lucia Usurelu</b>, ProEntranse, Investment Expert</p> <p><u>The SME Greening programme conducted by ODA</u>  <b>Mr. Ion Lică</b>, Head of Program Implementation Unit, Organization for the Development of Entrepreneurship</p> <p><u>Helping Moldovan companies improve their efficiency and competitiveness</u>  <b>Alexandru Bologa</b>, Local Project Coordinator, EU4Business programme</p>

	<p>Support for green investments through the GEF in Moldova</p> <p><b>Mr. Artur Bulat</b>, GEF Moldova</p> <p><b>Questions and answers session</b></p>
<b>16:40-17:00</b>	<p><b>Wrap up and Closing Remarks</b></p> <p><i>Ms. Tatiana Chernyavskaya, UNIDO and Ms. Ilona Gruenewald, EUD (TBC)</i></p>
<b>17:00-19:00</b>	<p><b>Networking Cocktail</b></p>

### 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](http://www.eu4environment.org)

For more information about RECP in Moldova, visit: <https://www.oda.md/ro/suport-antreprenorial/proiecte/recp>