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the European Union

EU4Environment
Green Economy in Eastern Partner Countries



THE WORLD BANK
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EU4Environment

Overview of key communication
products and visibility activities



Website
www.eu4environment.org



Digital channels



Websites

EU4Environment
website
EU Neighbours
EU Delegations
World Bank

01

2 million
impressions
in 2025



Social media

Partners/consultants
World Bank country
offices channels, EU
Neighbours, EU
Delegations
EU4Environment
Facebook account:
880 followers

02



Newsletters

EU4Environment
newsletter
(900 subscribers)

WB ECA newsletter

03

Our work by countries

The "European Union for Environment" (EU4Environment) Programme aims at greening economies in six Eastern Partnership countries :



Armenia



Azerbaijan



Belarus



Georgia



Republic of
Moldova



Ukraine

The World Bank's Activities Under the EU4Environment



Panorama view of the Dniester river between Moldova and Ukraine
Photo: Shutterstock/ trabantos

[Overview](#) [Insights & Events](#) [Publications](#)



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EU4Environment
EU4GREENRECOVERYEAST

Newsletter #March 2025



Programme's communications materials



The European Union for Environment (EU4Environment) programme

Funded by the EU, overall budget – EUR 20 mln (with EUR 6 mln allocated to the World Bank for the activities to enhance ecosystem services and rural jobs)

Partner Countries: Armenia, Azerbaijan, Georgia, Republic of Moldova, and Ukraine

Objective: Help the partner countries preserve their natural capital, increase people's environmental well-being, and foster economic growth while reducing environmental impacts.

Implementing partners: OECD, UNECE, UNEP, UNIDO, the World Bank

Four work areas

1

Protected areas

- Advancing new and managing existing Emerald Network and sites
- Building capacity for effective management of the Emerald Network sites
- Raising awareness, advancing regional collaboration and knowledge exchange with EU member states.

2

Community action on ecosystem services

- Assessing barriers, and identifying opportunities for sustainable forest and natural resource management in 30+ partner communities
- Developing guidelines and tools to enhance local community engagement in NRM
- Promoting knowledge exchange and disseminating lessons learnt

3

Preventing illegal logging and promoting legal wood trade

- Evaluating the impact of the EU Deforestation Regulation on the partner countries
- Enhancing timber and wood trade control systems
- Promoting innovative technology to strengthen timber exports

4

Funding for natural capital conservation

- Advisory support to identify investment and financing opportunities for forest and relevant natural resource management sectors
- Developing guidelines for assessing ecosystem services and identifying potential financing mechanisms
- Sharing regional/international experience on green finance instruments



EU4Environment in Armenia

Sustainable Growth through Nature Conservation, Community Engagement, and Economic Development

In Armenia, under the European Union (EU)-funded EU4Environment Program, the World Bank works to strengthen the management of Emerald Network sites to protect vital habitats and species. It promotes sustainable resource use, balancing conservation with local economic growth. Efforts also target illegal wood trade through better law enforcement and traceability while boosting long-term forest investments. Altogether, these initiatives aim to contribute to Armenia's transition toward a greener, more resilient, and inclusive future.

The program works with the Ministry of Environment to develop guidelines and tools to boost local community involvement in managing natural resources, particularly in wild plants and mushroom value chains and ecotourism. It also develops recommendations for funding natural capital conservation in four work areas:

4 WORK AREAS

Protected areas

- Recommendations for a National Action Plan to advance the Emerald Network in Armenia (2024–2030)
- Recommendations for the review of the candidate Emerald sites in
- Guidelines for Emerald sites management plans
- Management plans for Armash and Jjevan Emerald sites;
- Capacity building for the effective management of the Emerald Net

Community action on ecosystem services

- Guidelines and tools to enhance local community engagement management (NRM) with a focus on wild-growing plants and mushrooms as ecotourism development
- Knowledge exchange and dissemination of lessons learned.

Prevention of illegal logging and promotion of legal wood trade

- Recommendations for the development of sustainable forest management (SFM) and certification guidelines
- Recommendations for introducing innovative timber trade control technology
- Assessment of the impact of the introduction of the EU Deforestation Regulation.

Funding for natural capital conservation

- Baseline assessment of forests and ecosystem services' values and financing needs and recommendations for country investment and financing opportunities
- Guidelines for assessing ecosystem services and introducing payment for ecosystem services (PES)
- Recommendations for the strategic financing plans for the two Emerald Network sites.



EU4Environment in Georgia

Sustainable Growth through Nature Conservation, Community Engagement, and Economic Development

In Georgia, under the European Union (EU)-funded EU4Environment Program, the World Bank aims to strengthen the sustainable management of natural resources through strategic measures across forest habitats, community engagement, and sustainable trade. In protected areas, it promotes sustainable forest management (SFM) within the Emerald Network, compliance with the Bern Convention requirements, and capacity building of Georgian foresters to implement forest management and conservation plans. Community action is centered on developing site-specific ecotourism plans and building local capacity for supporting sustainable tourism. To combat illegal logging and promote responsible trade, the program analyzes SFM certification practices and assesses the implications of the EU Deforestation Regulation.

Finally, the program evaluates the role of forests and ecosystems in achieving Georgia's climate goals under its Nationally Determined Contribution (NDC), laying the groundwork for sustainable investment in the country's natural capital. The work revolves around four work areas:

4 WORK AREAS

Protected areas

- Developing guidelines for forest management in Georgia's Emerald Network
- Providing clear solutions to the challenges in meeting the requirements and aligning forestry practices with Emerald Network
- Building capacity of the Georgian foresters in implementing plans and planning conservation actions.

Community action on ecosystem services

- Evaluating ecotourism potential of priority sites in Imereti and Samegrelo, including community, economic, environmental, legal aspects
- Elaborating the ecotourism development plans
- Building capacity in sustainable tourism and promoting a share among communities, forestry agencies, and tourism operators.

Prevention of illegal logging and promotion of legal wood

- Developing analysis on SFM certification implementation
- Illustrating successful strategies for introducing and operating based on the results of the case studies from other countries
- Assessing the impact of the introduction of the EU Deforestation Regulation.

Funding for natural capital conservation

- Assessing the role of forests and ecosystems in achieving climate adaptation targets outlined in the NDC.



EU4Environment in the Republic of Moldova

Sustainable Growth through Nature Conservation, Community Engagement, and Economic Development

In the Republic of Moldova, under the European Union (EU)-funded EU4Environment Program, the World Bank's work focuses on strengthening biodiversity conservation, sustainable forest management (SFM), and community-based natural resource governance. Key priorities include advancing the implementation and management of the Emerald Network through the development of site-specific management plans, legal and institutional assessments, and capacity-building efforts. The activities also support local communities in managing ecosystem services, particularly through guidelines and tools promoting silvo-pastoral practices and assessing restoration potential in forests and wetlands. The program delivers strategic recommendations to combat illegal logging and foster sustainable wood trade. Additionally, the work secures long-term funding for natural capital conservation by strengthening Moldova's institutional capacity, supporting forest extension programs, and enhancing biodiversity offset mechanisms. The work revolves around four work areas:

4 WORK AREAS

Protected areas

- Developing guidelines to advance Emerald site management plans and recommendations on strengthening institutional capacities to establish the Emerald Network
- Evaluating a legal and institutional framework for Emerald species and habitats
- Preparing management plans for the three selected Emerald sites
- Building capacity of the Moldovan stakeholders for effective management of the Emerald Network sites
- Identifying high conservation value forests (HCVF) to support the protection and preservation of critical ecosystems.

Community action on ecosystem services

- Developing guidelines and tools to enhance local community engagement in natural resource management (NRM) with a focus on silvo-pastoral land use
- Assessing and formalizing Moldova's nature restoration potential, particularly in forests and wetlands
- Promoting knowledge exchange and disseminating lessons learned.

Prevention of illegal logging and promotion of legal wood trade

- Formulating recommendations for the development of SFM and promoting legal trade
- Designing a digital platform to support the market placement and sustainable trade of forest products
- Elaborating the recommendations for technical specifications for forest products
- Assessing the impact of the introduction of the EU Deforestation Regulation.

Funding for natural capital conservation

- Preparing recommendations for the National Forest Extension and Rehabilitation Program (NFERP) for 2023–2032
- Enhancing the capacity of the Moldovan authorities in securing and managing funding for NRM reforms with a focus on the forestry sector
- Enhancing biodiversity offset systems in Moldova by assessing biodiversity loss and evaluating existing mechanisms.



EU4Environment in Ukraine

Sustainable Growth through Nature Conservation, Community Engagement, and Economic Development

In Ukraine, under the European Union (EU)-funded EU4Environment Program, the World Bank works on strengthening the management of protected areas, enhancing community engagement in ecosystem services, preventing illegal logging, and promoting sustainable forest financing. These activities directly contribute to Ukraine's approximation to the EU by aligning national environmental policies and practices with EU standards and requirements.

The key activities include the assessment of socio-related and anthropogenic impacts and the development of practical guidelines and restoration strategies for Emerald Network sites, as well as capacity building for national stakeholders.

The initiative includes actions to enhance the competitiveness of the national woodworking industry and evaluate the effects of the EU Deforestation Regulation. Finally, the initiative explores innovative financing mechanisms for natural capital conservation including climate finance, carbon pricing, and economic analysis of sustainable forestry practices, paving the way for resilient environmental governance in Ukraine.

The work revolves around four work areas:

4 WORK AREAS

Protected areas

- Developing guidelines for Emerald sites management plans and recommendations for three pilot sites
- Assessing anthropogenic and military impacts on the Emerald Network sites and devising strategies for site restoration and management
- Building capacity of the Ukrainian stakeholders for effective management of the Emerald Network sites.

Community action on ecosystem services

- Developing recommendations to enhance community engagement in natural resource management (NRM) with a focus on forest resources, self-forested areas, and management by territorial communities (TCs)
- Identifying strategies to integrate NRM innovations into the development strategies and TCs' other socioeconomic development plans
- Promoting knowledge products through capacity building (guidelines, training courses) to assist TCs in enhancing community engagement.

Prevention of illegal logging and promotion of legal wood trade

- Strengthening the competitiveness of the national woodworking industry
- Assessing the impact of the introduction of the EU Deforestation Regulation.

Funding for natural capital conservation

- Developing recommendations for country investment and financing opportunities and integrating ecosystem services into national legislation
- Conducting comparative economic analysis of traditional forest management practices and forest conservation measures at the oblast level
- Identifying climate finance and carbon pricing opportunities in the forestry sector.

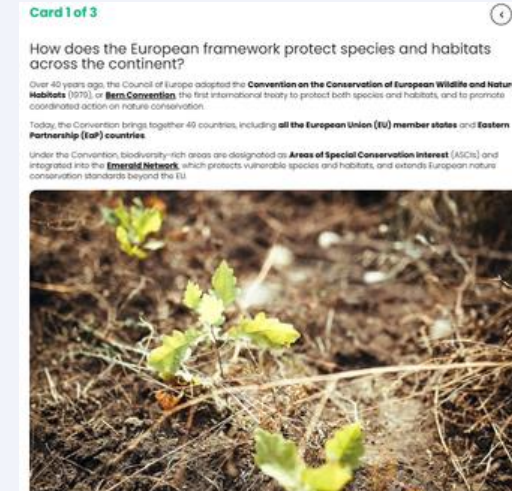
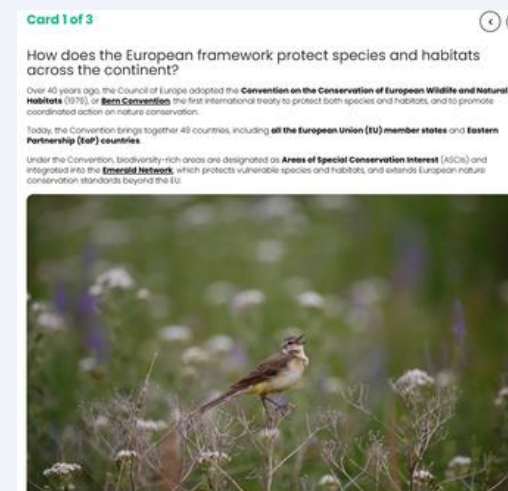
Communications materials - Emerald Network



Flyers on the Emerald Network



‘Explainers’



Feature stories

Nature Pays Off: Conserving Georgia's Lakes Grows Local Economies

How Investing in Armenia's Wetlands Supports Rural Economic Growth

Preserving Moldova's Forests Is Boosting Rural Economic Opportunity



Paula Ragul (Beech Land). Photo by Vasy Production.



Birds of Armas. Photo credit: Berta Photography.

+ Restoring Ukraine's Tarutynskiy Steppe from a military training ground into a model for nature restoration

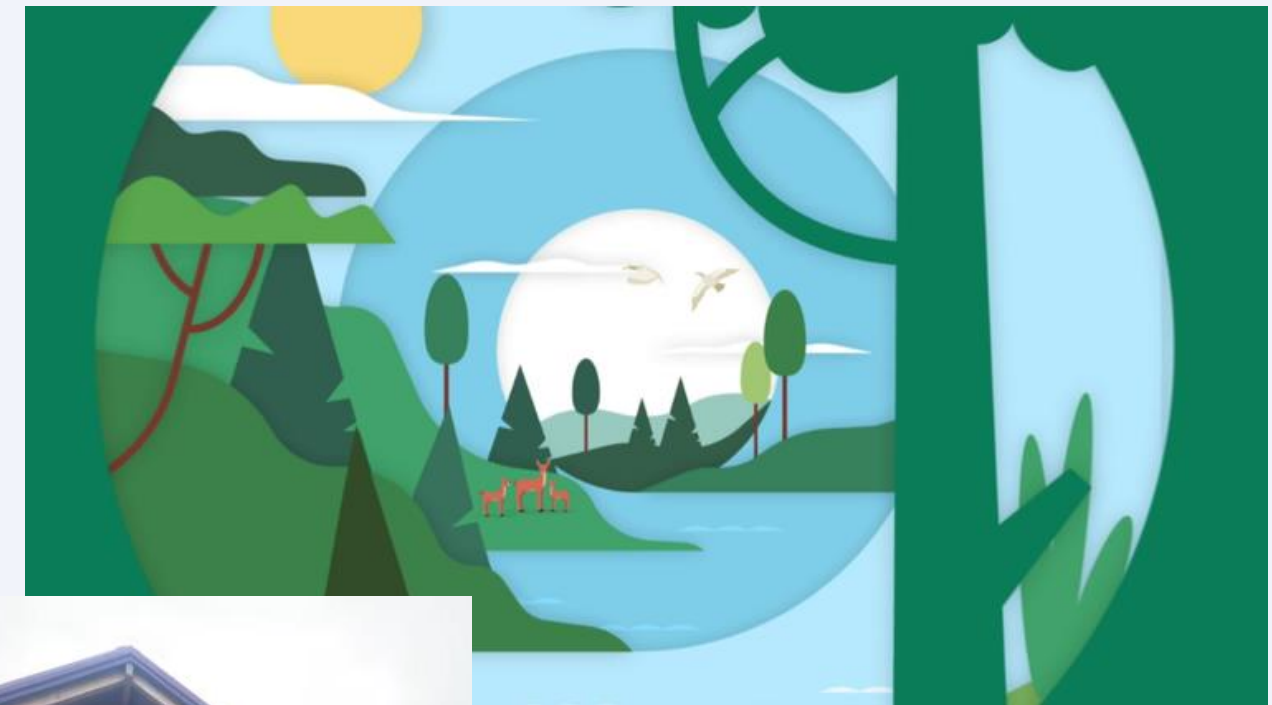


Communications materials - Emerald Network

Videos

Emerald Network

Areas of Special Conservation Interest (ASCIs)



Reel on the reserve
Plaiul Fagului

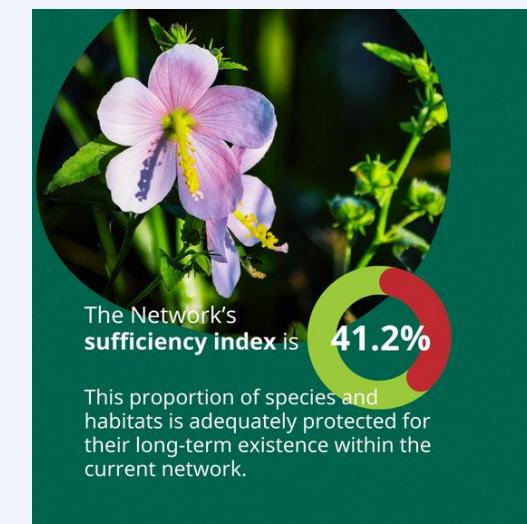




Armenia

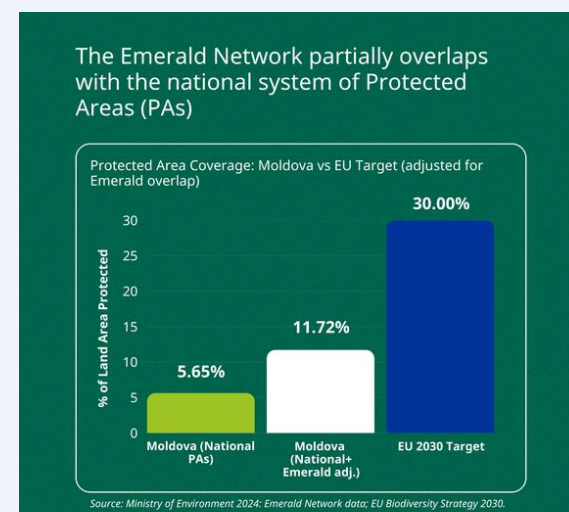


Approximately **30%** of Georgia's
forests are included in the Emerald
Network



In Moldova, the Emerald Network protects

163 species of animals & plants
& **27** habitats



The Network's **sufficiency index** is

This proportion of species and habitats is adequately protected for their long-term existence within the current network.

40%

The infographic features a light blue background. On the left, a faint, large-scale image of a dolphin's head and tail is visible. In the center-right, there is a circular chart with a green outer ring and an orange inner ring. The text '40%' is prominently displayed in the center of the chart. Below the chart, a circular inset shows a close-up of a dolphin's head and tail, swimming in blue water. The text 'The Network's sufficiency index is' is positioned above the chart, and 'This proportion of species and habitats is adequately protected for their long-term existence within the current network.' is positioned below it.



March 21, 2023

International Day of Forests: EU helping Moldova to develop sustainable forests

Share: [X](#) [f](#) [in](#)

On the International Day of Forests, 21 March, the EU4Environment programme has highlighted the EU's support for Republic of Moldova in developing its new National Forest Extension and Rehabilitation Programme 2023-2032.

In an [article](#) published today, EU4Environment explains how the newly adopted plan, developed in collaboration with the World Bank as part of the [EU4Environment](#) programme, aims to support Moldova's needs in forest products and services and increase resilience to climate change through conservation and sustainable development of national forests.



EU helps safeguard forest resources in Georgia

21/03/2025

Georgia possesses significant forest resources, with approximately 44.5% of its land area covered by forests (3,100,500 ha). Georgia boasts up to 400 species of trees and shrubs. 98.5% of the country's forests are of natural origin with the remaining 1.5% being artificial stands mostly made up of various pine species. Nevertheless, between 2000-2022, the annual loss of the natural forest in Georgia was 500 ha, and in 2023 estimated to be 785 ha. This has been caused by illegal harvesting, soil erosion and desertification, and uncontrolled grazing in forest areas.

The European Union has been a long-standing partner with Georgia in environmental protection. Enhanced biodiversity conservation and promotion of sustainable resource management are part of the European Union (EU)-Georgia Association Agreement signed on August 30, 2014.

Communications materials - Emerald Network & Forestry

News items/articles

 © Erekle Sologashvili

June 3, 2025

World Environment Day: EU and Emerald Network help protect Georgia's lakes and wildlife

celebrated every year as a day of collective action for a better world.

One of the main efforts is the [Emerald Network](#), which aims to protect Europe's biodiversity and ensure the sustainable use of its natural resources.

In Georgia's Samtskhe-Javakheti region, the Emerald Network is helping to protect the natural resources of the Samtskhe-Javakheti Biosphere Reserve, including the Khanchali National Park.

BRIEF | MAY 25, 2022

The Emerald Network in Armenia: Progress, Challenges, and the Future



Dusky large blue is a habitat specialist butterfly, protected under Resolution 6.

Photo: Karen Aghababayan

RELATED

[Version in Armenian](#)

Over the past few decades, populations of Europe's many wild species and natural habitats have significantly [declined](#). This trend is likely to continue if no action is taken to preserve the continent's biodiversity. And such a decline in wildlife and habitats ultimately impacts ecosystem services and jeopardizes food security, water supply, and economic livelihoods.

Armenia, along with other Eastern Partnership countries, has committed to preserving biodiversity through the [Emerald Network](#) of protected areas. Established under the 1979 [Bern Convention on the Conservation of European Wildlife and Habitats](#), the Emerald Network of legally recognized and protected areas with high biodiversity seeks to ensure long-term conservation of wildlife and its natural habitats and promote sustainable interaction between people and nature.

FEATURE STORY | MAY 22, 2024

Investing in Moldova's Forest Biodiversity to Build a More Sustainable Future



NEWS | LATEST NEWS



March 21, 2025

International Day of Forests: EU4Environment supporting sustainable forestry in the Eastern Partnership

Share: [X](#) [f](#) [in](#)

The [International Day of Forests](#), celebrated annually on 21 March, reminds us of the vital role of forests in sustaining life on Earth. Forests are home to over 80% of the world's land-based species of animals, plants, and insects. They provide food, protect water resources, and contribute to soil fertility.

In the Eastern Partnership countries forestry plays a critical role in the region's economy, climate resilience, biodiversity conservation, carbon sequestration, and water regulation. However, challenges such as illegal logging, deforestation, unsustainable land use, and climate change threaten the sustainability of forest resources.



Communications campaigns



A wetland full of life in Armenia!

On [#WorldWetlandsDay](#), we're spotlighting the Armash Wetland - one of Armenia's richest biodiversity hotspots and home to more than 200 bird species. Thanks to local conservation efforts and support from the [#EU](#) through the [#EU4Environment](#) programme, Armash is becoming a model for [#eco-tourism](#), [#community](#) development, and sustainable wetland [#restoration](#). EU initiatives are helping strengthen [#habitat](#) protection and create new [#opportunities](#) for nature-based [#livelihoods](#).

Discover how Armenia is safeguarding this unique ecosystem and building a greener future. <https://bit.ly/44FB1sV>

[#StrongerTogether](#) [#EUGreenDeal](#) [#Biodiversity](#) [#Armenia](#) [#Wetlands](#) [#Birdwatching](#) See less

See translation



EU4ENVIRONMENT.ORG

Ինչպես են Հայաստանի ջրաճահճային տարածքներում ներդրումները խթանում գյուղական տնտեսական աճը - EU4ENVIRONMENT

45

1



Home / News / Preserving Moldova's forests offers new economic benefits for rural areas



Preserving Moldova's forests offers new economic benefits for rural areas



Communications campaigns



INTERNATIONAL
DAY FOR BIOLOGICAL
DIVERSITY
MAY 22



EU neighbours east

May 22 at 2:23 PM · 🌐

From 🇷🇺 Lake Sevan's critically endangered trout to 🇧🇪 Georgia's ancient Imeretian oak forests, 🇺🇦 Ukraine's vast biodiversity corridor, and 🇲🇩 Moldova's 5,000-year-old wetlands, the Eastern Partnership region holds some of Europe's most valuable and vulnerable ecosystems.

🌿 On World Biodiversity Day, we're shining a light on the Emerald Network - the pan-European system of protected sites that safeguards these habitats and species, and 🇪🇺 the EU-funded work that helps 🇷🇺 Armenia, 🇧🇪 Georgia, 🇲🇩 Moldova, and 🇺🇦 Ukraine strengthen it.

Not sure what the Emerald Network actually is? We've put together explainers to break it down, and if you want to go deeper, the EU4Environment programme has just launched a free online course covering everything from legal frameworks to community engagement.

Learn more on our website 📄 <https://bit.ly/3PFCQij>

#EU4Environment #EmeraldNetwork #EUOpportunities #WorldBiodiversityDay #StrongerTogether See less



World Bank Ukraine

May 22 at 12:38 PM · 🌐

🌿 On the International Day for Biological Diversity, we highlight the importance of Acting locally for global impact.

! Did you know? Ukraine covers less than 6% of Europe's land area but is home to around 35% of its biodiversity, more than 70,000 species of animals and plants.

📌 To protect this unique natural heritage, Ukraine is part of the #EmeraldNetwork, a pan-European network of protected areas established under the #BernConvention. It helps safeguard vulnerable species and habitats of European importance.

👉 Learn more about the Emerald Network and how it helps preserve Ukraine's nature and

📄 <https://bit.ly/3PFCQij>

161
Additional
protected sites in Ukraine



In Ukraine,
the Emerald Network protects
300 species of animals & plants
& **118** habitats



World Bank Armenia - Համաշխարհային բանկ Հայաստան

May 22 at 12:30 PM · 🌐

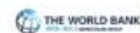
Հայաստանի տարածքի 36%-ը ընդգրկված է «Էմերալդ ցանցում» (Emerald Network), որին անդամակցելու օրվանից ի վեր մեծ ջանքեր են գործադրվել բնաշխարհի պահպանության համար: 🌿... See more

See translation



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Վայրի բնության
մնացել
25
հազարական



World Bank Group Moldova

May 22 at 10:03 AM · 🌐

📅 22 mai este Ziua Mondială a Biodiversității.

📌 Știați că #RepublicaMoldova face parte din #EmeraldNetwork, o rețea pan-europeană de arii protejate în 16 țări, care conservă #biodiversitatea de importanță europeană?

📌 Pe măsură ce 🇲🇩 Moldova avansează spre aderarea la 🇪🇺 UE, Rețeaua Emerald ajută la alinierea eforturilor naționale cu rețeaua Natura 2000 a Uniunii Europene.

📌 Descoperă cum sprijină protecția naturii în Moldova și cum Grupul #BancaMondială, prin #EU4Environment, ajută la extinderea și consolidarea acesteia: <http://wrl.dg/apqe50Z2KmP>
#ziuamondialaabiodiversității See less

See translation



În Moldova, Rețeaua Emerald protejează
163 de specii de plante și animale
și **27** de habitate

Indicele de suficiență al
rețelei Emerald este de

35.2%

Această proporție de
specii și habitate
protejează în mod
adecvat existența lor,
pe termen lung, în
cadrul rețelei
actuale.



World
Environment
Day
June 5th



European Union in Armenia

28m · 🌐

Գիտե՞ք, որ Հայաստանը պահպանվող տարածքների համակարգի մասն է (որը 16 երկիր է ընդգրկում)՝ «Էմերալդ ցանց»-ի մասն է, որը ստեղծվել է Բեռնի կոնվենցիայի շրջանակում...
See more

See translation



Էմերալդ ցանցը
Հայաստանում.
Բնության և կենսաբազմազանության
պահպանում կայուն զարգացման
համար

Հայաստանում կա
23 թեկնածու* տարածք, որոնք
դառնալու են երկրի տարածքի
36.4%-ը

European Union in Georgia

7h · 🌐

Իգիտ տա՞րա, რომ საქართველო „ზურმუხტის ქსელის“ (#EmeraldNetwork) ნაწილია? ეს არის ევროპის მასშტაბით დაცული ტერიტორიების ქსელი, რომელიც 16 ქვეყანას აერთიანებს... See more

See translation



საქართველოს ტყეების
დაახლოებით **30%**
ზურმუხტის ქსელში შედის

Visibility within the World Bank



ECA TTLs Share
What you need to know



Jobs Grow on Trees: How to Sell Clients and Peers on the Benefits of Managing Nature Better

Program TTL Fisseha Tessema Abissa shares insights on what the EU4Environment Program means for the region and the Bank.

The World Bank's Activities Under the EU4Environment Program



Panorama View of the Dniester river between Moldova and Ukraine
Photo: Shutterstock/ trabantos

RELATED

EU4Environment Program

Event: Enhancing Biodiversity Protection in the Eastern Partnership Countries: Learning from EU Best Practices

Feature: Investing in Moldova's Forest Biodiversity to Build a More Sustainable Future

Report: Identification of High Conservation Value Forests in the Republic of Moldova

Feature: The Emerald Network in Armenia: Progress, Challenges, and the Future

Feature: Building a Shared Future for All Life — One Protected Area at a Time

Publication: Banking on Protected Areas: Promoting Sustainable Protected Area Tourism to Benefit Local Communities

Overview

Insights & Events

Publications



Internal visibility

- ECA newsletter
- "TTL's share" story



External visibility

- EU4Environment page on the WB domain
- Feature stories

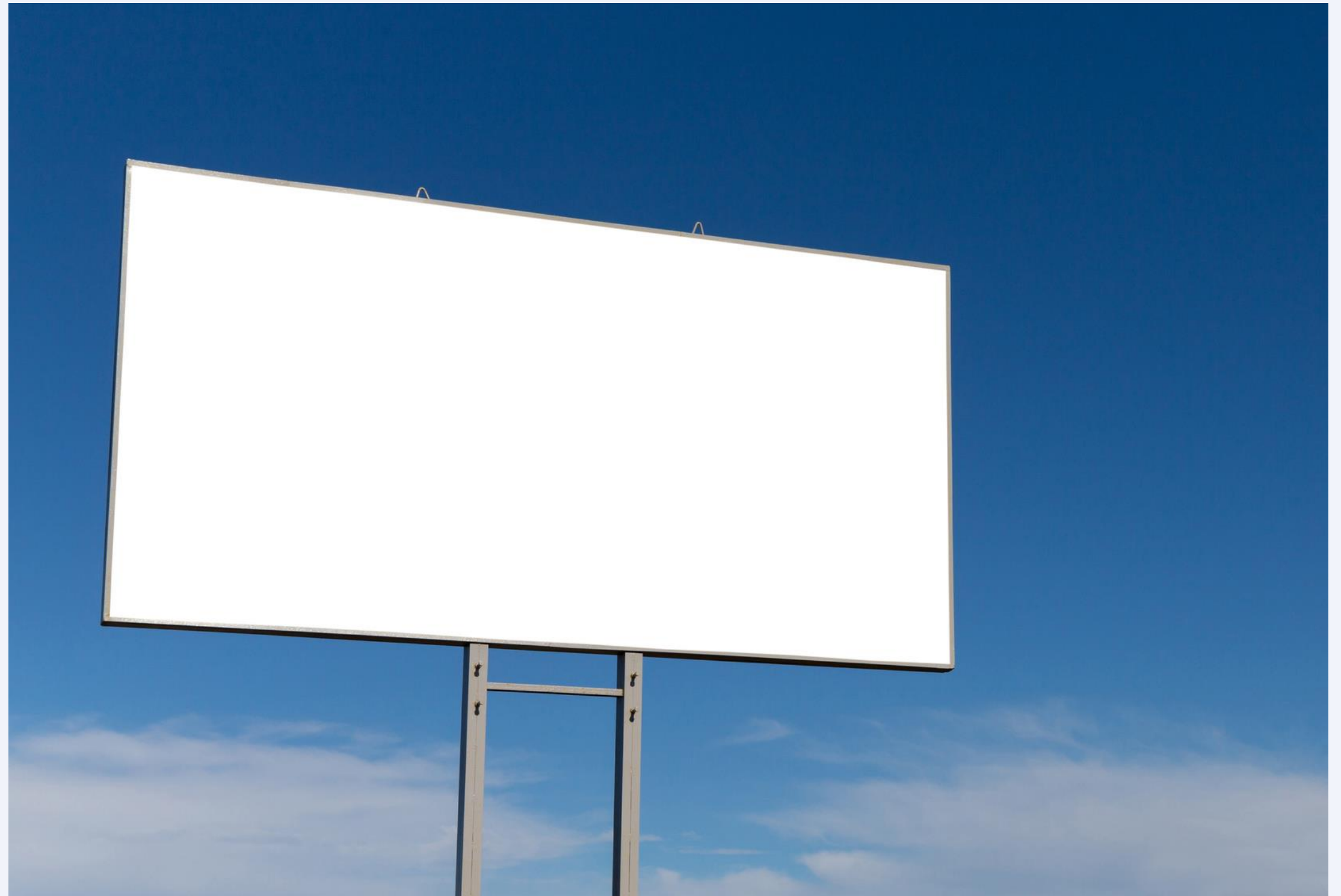


Billboard with social advertising

Republic of Moldova

„Generația Pădurii”
(“Forest Generation”)

The “Forest Generation” campaign is part of the National Program for Forest Expansion and Rehabilitation





Looking ahead...

- **Infographics** for the reports on financing nature
- **Final country profiles** for each partner country in English and national languages
- **Final video** with results and achievements



Thank You For Your Attention



www.eu4environment.org



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