THE PROGRAMME "GREENING ECONOMIES IN THE EASTERN NEIGHBOURHOOD" (EAP GREEN)

KEY ISSUES IN THE CONTEXT OF THE PILOT PROJECT IN MOLDOVA
Survey of small and medium-sized enterprises

European Commission’s initiative “Greening Economies in the Eastern Neighbourhood” (EaP GREEN)

Pilot projects “Promoting better environmental performance of small and medium-sized enterprises” in the Republic of Moldova

Survey of small and medium-sized enterprises
The methodology of the survey of SMEs

Practical (analytical) basis for policy recommendations

- Representative sample of 400 SMEs;
- The survey’s executant – the National Institute for Economic Research of Moldova;
- Objective of the survey – to review the Moldovan SMEs implication to environmental performance and to identify gaps in policy;
- The questionnaire was inspired by Eurobarometer surveys; the similar one was applied for the survey in Armenia.
Main results of the SME’s survey (1)

- **58,6%** SMEs have no environmental permit or license (as they either are not subject to environmental regulation or do not know that they are).

- Main sources of information about environmental requirements for SMEs – **direct contacts with the officials during permitting and inspection visits, internet.** Insufficient proactive dissemination of environmental requirements for SME’s (by e-mail, seminars).

- **54%** of “regulated” SMEs claim to be compliant and want to go beyond requirements; **3,5%** recognize that they have difficulties in complying (actually, **33,7%** of respondents that had been inspected in the last 3 years were found in violation of some environmental requirements).

- **37%** report to be using some sort of Environmental Management System; main motives demand from suppliers or customers and striving for improving performance.
Main results of the SME’s survey (2)

- **Over two-thirds** implement resource efficiency measures in response to changes in prices of resources; the pattern of future actions is similar to the current ones (mainly saving energy and water), but the use of renewable energy is planned to be expanded.

- **23.5%** have entered the market for green products and services (mostly – products with environmental features), **30%** are planning to start in the next 2 years, **46.5%** have no plans to do so.

- **More than a half** offer “green” products or services mostly in response to demand from domestic customers and to raise company’s image or become more competitive.

- Main barriers to environmental actions: **poor access to finance and cost of measures, complex administrative procedures.**

- Lack of support for environment actions (76%) and “green” products/services (56%).
Main conclusions from the SMEs survey

- Insufficient use of information channels by the public authorities to inform SMEs about existing environmental requirements
- Enterprises feel the greatest need for financial incentives and better access to finance, to a less extent – awareness of the need for technical support
- Unawareness of part of SMEs about needs to implement environmental requirements
- Insufficient support of enterprises’ environmental actions from the government

February 2015
Chapter 17 „Climate actions”

Chapter 16 „Environment”

DCFTA

February 2015
SMALL AND MEDIUM-SIZED ENTERPRISE SECTOR DEVELOPMENT STRATEGY FOR 2012 – 2020

ACTION PLAN ON THE IMPLEMENTATION OF THE STRATEGY FOR 2015-2017
Main priorities the strategy

Strategic vision: „Small and Medium Enterprises from the Republic of Moldova serve as a factor of steady economic growth and national competitiveness”

1. Adjustment of the normative and regulatory framework to match SMEs needs
2. Improvement of access to financing for SMEs
3. Development of human capital through promotion of competences and entrepreneurial culture
4. Increase SMEs competitiveness and stimulation of innovation spirit
5. Facilitation of SMEs development in regions
6. Business partnership development

February 2015
Priority I: Adjustment of the normative and regulatory framework to the SMEs sector needs

Harmonization of national standards with EU standards, stipulated in DCFTA


February 2015
Specific Objectives

• Increase of SMEs competitiveness and stimulation of innovation spirit;
• Providing services to support internationalization and technology transfer;
• Creating sustainable business and technology partnerships between companies from Moldova and EU;
• Promoting research and innovative spirit of SMEs;
• Promoting entrepreneurial spirit within research, innovation and technology transfer organizations.

Offered Services

• Informing, business cooperation and international collaboration;
• Promoting initiatives, policies and programs of the European Commission;
• Informing regarding the functioning and opportunities of the European market of goods and services;
• Access to European funds and funding programs;
• Assisting SMEs to identify business partners.

Priority III:

Development of human capital through the promotion of competences and entrepreneurial culture

Facilitating SMEs access to information via the "Enterprise Europe Network" (EEN) – awareness of social responsibilities, including environmental responsibilities

February 2015
Priority IV: 
Increase of SMEs competitiveness and stimulation of innovation spirit

- Promotion and development of proposals on "green" practices within SMEs
- Providing grants to support SMEs in the implementation of energy efficiency projects
- Encouraging the implementation of quality management systems, including those integrated into SME sector according to European and international standards

Improvement and development of technical and innovative SMEs capacity and the implementation of management systems based on international and European standards

February 2015
Priority VI: Business partnership development

Responsibility and engagements to employees

Social integration and support to the community

Improving and protecting the environment

Responsibility to clients, suppliers, business partners and the market in general

National Competition "SME - Social Responsibility Model"

February 2015
Thank you for your attention!

Vacarciuc Anastasia,
Tel/fax.: (+373) 022 25-06-47
e-mail: anastasia.rosca@mec.gov.md

Vinogradova Natalia,
Tel.: (+373) 022 50-11-09
e-mail: natalia.vinogradova01@gmail.com

February 2015