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RECONOMY in Moldova

RECONOMY is supporting Moldova to transition toward circular, green, and inclusive growth. From embedding circular business models in textiles to positioning the country in regional tourism cooperation, systemic efforts in Moldova are generating jobs, building skills, and creating sustainable income opportunities while aligning with international markets.



GREENING TEXTILES AND APPAREL



7,563 **people and** **214** **businesses** engaged, resulting in additional income for 3,394 people.

2,952 **people** got new employment, while 4,154 strengthened their skills through courses in circular design, eco-production, and waste treatment.

New curricula were introduced at the **Technical University of Moldova**, including an offline course, an e-learning program, and a Micro-Masters on circular business models.

The **E-Circular Center** and **ZipHouse** advanced sector-wide advocacy, supporting Extended Producer Responsibility (EPR) regulation and implementation of Moldova's waste law.

These interventions are not only improving competitiveness but also anchoring systemic sustainability through curricula, regulatory reform, and innovation hubs.

Learn more at www.reconomyprogram.com

TOURISM WITH A REGIONAL EDGE



Moldova is strengthening its role in regional tourism by connecting local tourism businesses and destinations to cross-border products and international markets, while improving also in country mobility for visitors.

The Bolt Moldova pilot is introducing a new tourism mobility solution - "Driver by hour" service, connecting Chișinău with tourism destination, including wine, cultural and nature sites and linking rural tourism businesses to more predictable visitor flows.

ANTRIM engaged 174 students and tourism employees, including 158 target-group participants, through market-driven training, with 11 guides certified, strengthening service quality and the capacity of local tourism businesses.

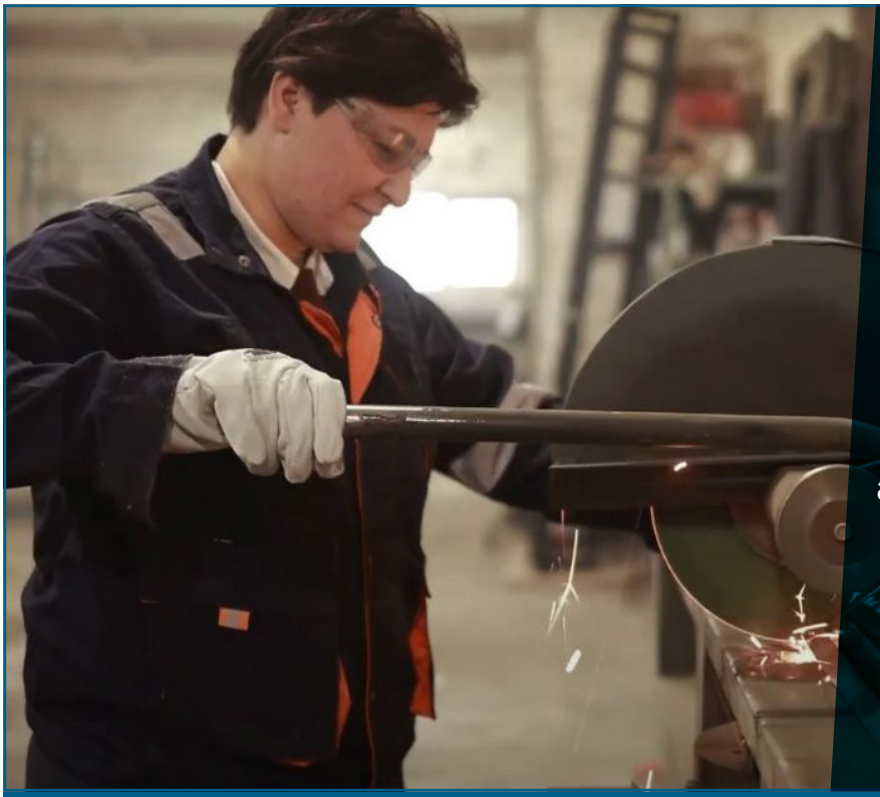
Regional market access was strengthened through FAM and B2B activities, including a Moldova-Armenia familiarization tour for Latin American buyers and engagement of Moldovan tourism actors with international tour operators, supporting the development of multi-country tourism offers.

Public–private dialogue was strengthened through engagement with Moldova's Ministry of Culture and ANTRIM on tourism competitiveness, digitalisation, regional tourism and the development of a more integrated tourism ecosystem.

Future potential lies in scaling digital tourism solutions, strengthening international distribution of Moldovan products, and connecting wine, gastronomy, heritage and rural experiences into bookable regional itineraries.

Learn more at www.reconomyprogram.com

DRIVING INCLUSIVE AND GREEN GROWTH IN ENERGY-EFFICIENT CONSTRUCTION



Partnering with **Zugro LLC**, the project piloted the country's first **quadruple helix platform** on Nearly Zero Energy Building (nZEB) standards, bringing together academia, industry, government, and civil society to accelerate regulation uptake and practical implementation.

Through the Women in Energy Moldova (WEM), RECONOMY is also strengthening the organizational capacity and advocacy role of women's networks in the green construction sector.

- **Two editions of nZEB Days** were delivered in 2024 and 2025, establishing a platform that advances nZEB implementation and regional exchange with Armenia and Georgia.
- Direct contribution to **Moldova's National Plan for Increasing the Number of nZEBs by 2030** and new curricula at Technical University of Moldova, Faculty of Urbanism.
- Zugro's technology expos triggered **early crowding-in**, with new insulation companies entering the market.
- Zugro continues to promote green solutions, specifically polyurethane foam insulation, by engaging sector experts in the development and dissemination of a professional video series.
- **Four Moldovan EE SMEs** launched a joint market campaign (insulation, windows, solar, ventilation), linking EE uptake with inclusive jobs for youth and women.
- Zugro established strong partnerships with local educational institutions to promote greater participation of women in the sector.
- The national campaign **"Girls Learn Energy and Change the World with Every Kilowatt"** was successfully implemented for 2 years in a row, raising awareness among girls and their parents about career opportunities in the sector and contributing to a noticeable increase in the enrolment of young women in relevant university programmes. More than 200,000 users have been exposed to the online campaigns.

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RECONOMY in Moldova

Across the Western Balkan and Eastern Partnership countries, RECONOMY is connecting ideas, markets, and people. With consistent data tracking, systemic ownership, and regional linkages, RECONOMY is amplifying its impact:

Thousands of people across the region with better jobs and incomes

Cutting-edge partnerships with global investors, with training centers, and game-changers, position the region for long-term success

Green jobs and sustainable businesses taking root

With the right support and funding, these models can be scaled not only within Moldova but across the region, amplifying impact and building a greener, more inclusive economic future.

Learn more at www.reconomyprogram.com

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