

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



Moldova is embedding circularity and resource efficiency into its textile and apparel sector.



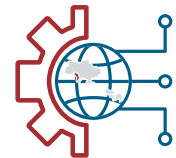
5652
people and
299
businesses
engaged,
resulting in
CHF 814,200 in
additional income
for 2478 people.



2,012
people
improved their
income, while
417 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.

TOURISM WITH A REGIONAL EDGE



Moldova is strengthening its tourism sector by combining workforce upskilling with structured regional cooperation under the EaP Regional Tourism System Strategy.

- ANTRIM formalized trilateral cooperation with Armenia and Georgia, anchoring Moldova within a coordinated regional tourism framework.
- Moldovan destinations were featured in two regional familiarization tours, contributing to the development and improvement of multi-country tour packages linking Armenia–Georgia–Moldova routes.
- ANTRIM delivered two hotel management training sessions (November–December 2025), engaging 46 students and tourism employees (44 from the target group). In total, 89 participants improved their skills, strengthening workforce readiness, and service quality. The hotel management software training module is positioned as a sustainable service offering, enhancing graduate employability while diversifying ANTRIM’s revenue model.
- ANTRIM got support to launch WFTGA international certification training for guides. Training of guides will also support current initiative to promote regional tourism of Moldova (including Armenia and Georgia) for buyers from European and Latin American countries.

Future potential lies in increasing Moldova’s visibility in adventure, cultural, wine, and neighboring markets, while scaling ANTRIM’s demand-driven training model into areas such as digital marketing, guiding, and gastronomy. By linking regional promotion with workforce competitiveness, Moldova is reinforcing its role within the EaP regional tourism ecosystem.

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, establishing a recurring platform that advances nZEB implementation and regional exchange with Armenia and Georgia, with the next edition scheduled to take place this year.

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, 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 campaign.



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.

