Consumer perceptions in the implementation of Deposit Return System



Victoria IORDACHI, PhD., Associate prof.
Academy of Economic Studies of Moldova



Erasmus+ project EDU-2024-CBHE 101179344

"PubCirEco – Critical role of PUBlic employees in CIRcular ECOnomy implementation: Embedding circular economy thinking in HEIs"

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

Why Deposit Return Systems Matter: The EU's 90% Target for 2029

Regulation (EU) 2025/40 sets a 90% separate-collection benchmark for selected beverage packaging — relevant to Moldova's EU-alignment efforts.



77%

EU target for separate collection of single-use plastic beverage bottles (SUP Directive).

80%

PPWR applies from 12 August; 80% collection in 2026 is a condition for a possible DRS exemption.

Plan

By 1 January: eligible states request a DRS exemption and submit an implementation plan.

90%

At least 90% separate collection of covered plastic bottles and metal cans; DRS unless exempt.

10–35%

Recycled-content targets for plastic (10–35%) and design-for-recycling criteria (timing conditional).

25–65%

Higher minimum recycled content in plastic packaging, depending on category.

Sources: Directive (EU) 2019/904, Art. 9; Regulation (EU) 2025/40, Arts. 6, 7 & 50; EC Guidance C/2026/3084.

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

Four decades of DRS in Europe: from Nordic pioneers to the Eastern wave

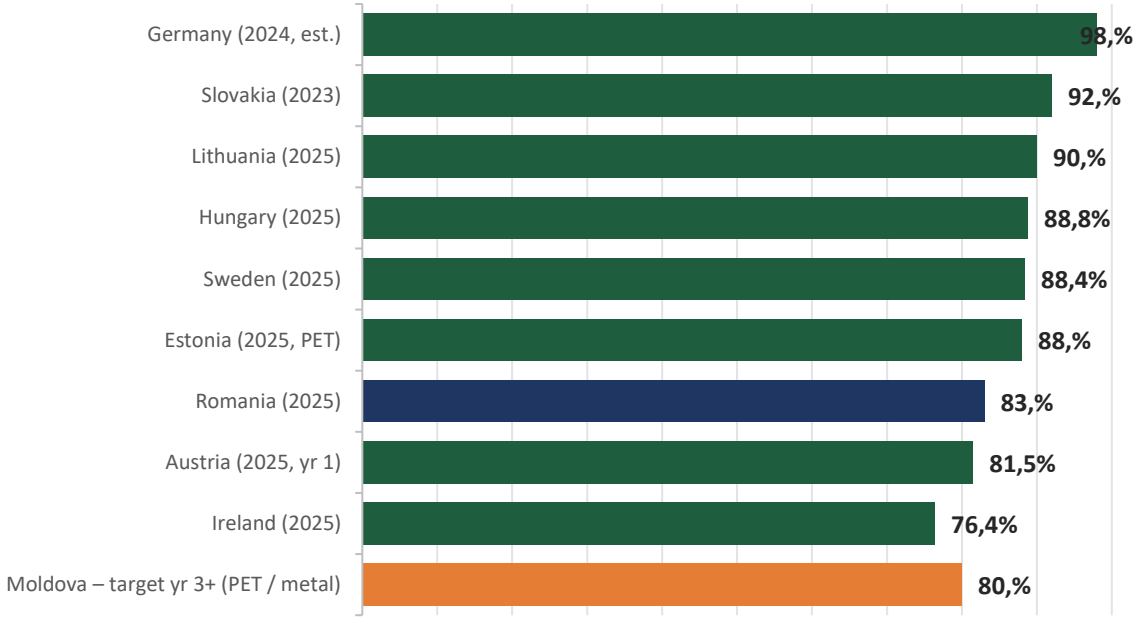
Pioneers 1984–2006	Second Wave 2016–2022	Recent European Expansion 2023–2026	Next 2027+
• Sweden 1984 • Norway 1999 • Denmark 2002 • Germany 2003 • Estonia 2005 • Netherlands 2005 • Croatia 2006	• Lithuania 2016 • Slovakia 2022 • Latvia 2022 • Malta 2022	• Romania 2023 • Hungary 2024 • Ireland 2024 • Austria 2025 • Poland 2025 • Portugal 2026	• **Republic of Moldova 2027** • England & Scotland 2027 • Spain 2027 • Greece, Bulgaria, Cyprus – planned

Source: TOMRA, Deposit Return Schemes in Europe; Sensoneo, Overview of DRS in Europe (2026); GD 379/2025 (Moldova).

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

Co-funded by the European Union

Deposit Return Systems in Europe: Performance and Collection Targets



PPWR benchmark: 90%

Several European systems report return rates at or near 90%. Differences in reference years, packaging materials and measurement methods limit direct comparisons with the EU target.

Moldova's collection targets

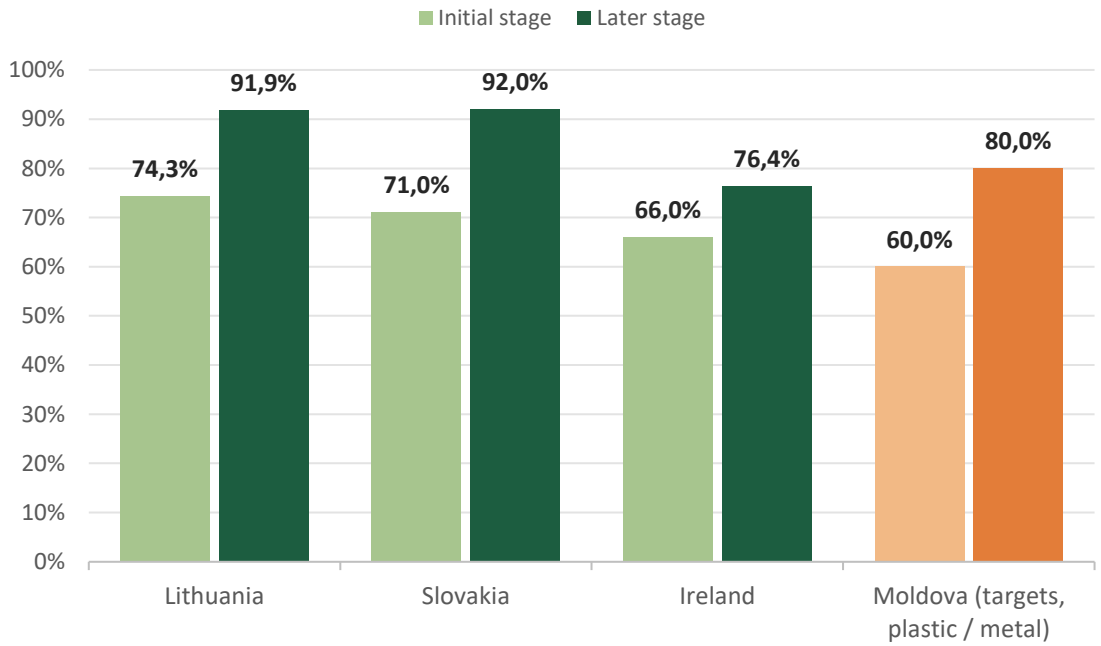
From the third year of operation: 80% for plastic and metal packaging, and 75% for glass. These are future statutory targets, not achieved collection rates.

Note: Country figures differ by year/material/metric; Moldova shows a future target (not an observed rate).

Sources: Reloop (2025); Slovak Min. Env. (2025); TOMRA, MOHU, Pantamera, RetuRO, Re-turn, RPÖ, ERR (2026); Moldova Law 209/2016.

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

Early Performance of Deposit Return Systems: Lessons for Moldova



What the early results show

- Lithuania: 74.3% in 2016, rising to 91.9% in 2017.
- Slovakia: 71% in 2022, rising to 92% in 2023.
- Ireland: 66% (Jun–Dec 2024) to 76.4% in 2025.
- Moldova (statutory targets): 60% in year 1, 70% in year 2 and 80% from year 3 for plastic and metal.

Note: European values cover different reporting periods; Moldova shows future targets, not observed returns.

Sources: TOMRA, Lithuania (2026); Slovakia Ministry of Environment (2025); Re-turn Annual Reports 2024–2025; Moldova Law 209/2016.

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

Deposit levels: Moldova's 2 lei is in line with regional peers

Country	Deposit	≈ EUR	Scope
Germany	€0.25 (one-way PET)	0.25	Plastic, metal, glass
Austria	€0.25	0.25	PET bottles, cans 0.1–3 L
Netherlands	€0.15 / €0.25	0.15–0.25	PET bottles, cans up to 3 L
Ireland	€0.15 / €0.25	0.15–0.25	PET bottles, cans 150 ml–3 L
Hungary	50 HUF	0.13	Plastic, metal, glass 0.1–3 L
Estonia / Latvia	€0.10	0.10	Plastic, metal, glass
Romania	0.50 RON	0.10	Plastic, metal, glass 0.1–3 L
Republic of Moldova	at least 2 MDL	≈ 0.10	Plastic, metal, glass 0.1–3 L

Why it matters

A deposit must be high enough to change behaviour but low enough to keep prices acceptable.

Germany and Austria pair the highest deposits with the highest return rates.

Moldova starts at the regional level of Romania and the Baltics; the survey's financial-motive results can guide later adjustments.

Source: Sensoneo (2026); TOMRA (2025); Moldova 1 (2025), Ecopresa (2026). EUR equivalents approximate.

Co-funded by the European Union

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

Case study: Romania (RetuRO) – the closest benchmark for Moldova

5.2 bn

containers returned in 2025

83%

national return rate in 2025

387 kt

PET, aluminium and glass delivered to recyclers in 2025

8.5 bn+

containers returned since the November 2023 launch

Why Romania is relevant

- Shared language and similar consumption habits; many beverages sold in Moldova are produced or distributed by the same companies.
- Comparable deposit level (0.50 RON ≈ 2 MDL) and the same material scope: plastic, metal and glass.
- A large system built in two years shows the infrastructure can be scaled quickly – but monthly rates still dipped to about 72% in December 2025, showing seasonality and convenience gaps.
- **Lesson for Moldova: plan for retailer readiness and cross-border flows from day one.**

Source: Romania Insider, Romanians returned over 5.2 billion containers in 2025 (Jan 2026); TOMRA (2025).

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

Case study: Lithuania – awareness built in one year

99.8%

of people aware of the system after year 1

89%

had used it at least once

58%

said they recycle more because of the DRS

34% → 92%

return rate before DRS vs. ~2 years later

Connection to the Moldovan survey

In Moldova, before launch, only 20% of respondents consider themselves very well informed and 21% do not know what the system means (slide 17). Lithuania shows that a single, well-funded national campaign can close this gap within the first year – exactly the lever identified by H1.

Source: TOMRA, Deposit Return Schemes in Europe (2025); USAD Lithuania; survey results – original study.

Co-funded by the European Union

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

Beyond collection: less litter and strong public backing

<1%

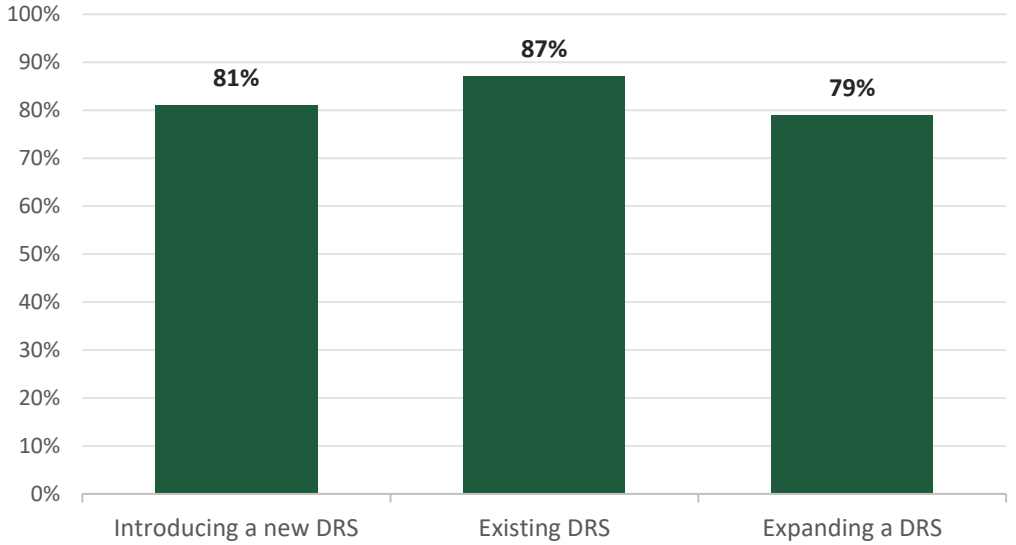
of drink containers littered in Norway

20.5% → 2.2%

share of cans in collected litter in Slovakia after DRS

–61%

plastic containers in Latvian coastline litter after 2 years



Median public support in opinion polls across countries – support grows once people use the system.

Source: TOMRA, Deposit Return Schemes in Europe (2025), citing national operators and Reloop polling compilations.

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

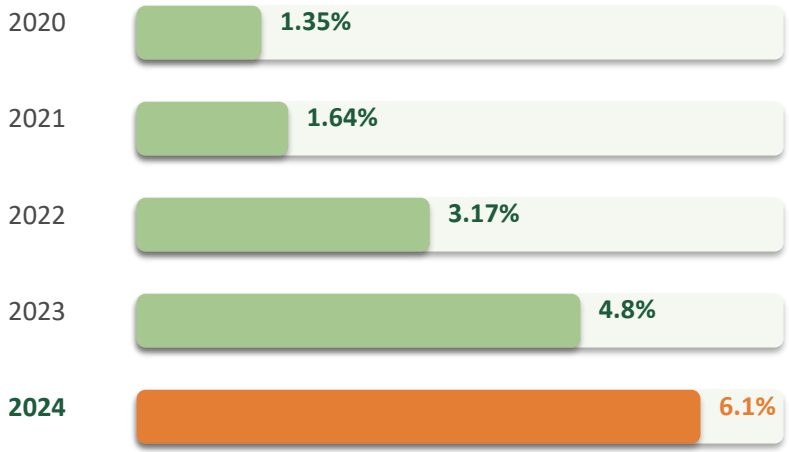
PubCirEco

Co-funded by the European Union

Waste Management in Moldova: Recent Evidence and the Need for DRS

Moldova: estimated plastic waste recovery

Share of plastic waste generated that was recovered (%)



429 kg

municipal waste per inhabitant
Moldova · 2024

1.03 Mt

municipal waste collected
Moldova · 2024

517 kg

municipal waste per inhabitant
EU-27 · 2024

49.4%

municipal waste recycling rate
EU-27 · 2024

Note: Moldova plastic recovery and EU municipal recycling are different indicators; percentages are not directly comparable.

Sources: Republic of Moldova (2026), 7th National Report to the Convention on Biological Diversity, Table 13; Eurostat (2026), Municipal Waste Statistics; Eurostat, Recycling Rate of Municipal Waste (cei_wm011), updated 15 October 2026.

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

Moldova's legal and institutional roadmap towards a deposit system

2016 — **Law 209/2016 on waste**

EU-aligned framework; 30% municipal recycling by 2030

2024 — **Law 97/2024 & GD 409/2024**

Deposit system written into law; Environmental Strategy 2024–2030

Jun 2025 — **GD 379/2025**

Government approves the Packaging Deposit System (SDA)

20 May 2026 — **Administrator selected**

Commission names ECO-RET Moldova; designation contested by part of the industry

Jan 2027 — **System live**

Full launch no later than 25 January 2027

2028 — **Separate collection**

Three-stream separate collection becomes mandatory nationwide

Source: gov.md, draft decision on the SDA administrator (May 2026); UNDP packaging study (2026); Ecopresa (May 2026); Moldova 1 (2025, 2026).

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

How the Moldovan deposit system (SDA) is designed

1 Scope

Single-use glass, plastic and metal beverage containers of 0.1–3 litres

2 Deposit

At least 2 lei per container, refunded on return

3 Return points

Inside the store or within 150 m; stores over 150 m² install reverse vending machines

4 Labelling

Distinctive deposit logo and dedicated barcode; unmarked packaging banned

5 Governance

Producer-run administrator, overseen by the Ministry of Environment and inspectorate

6 Investment

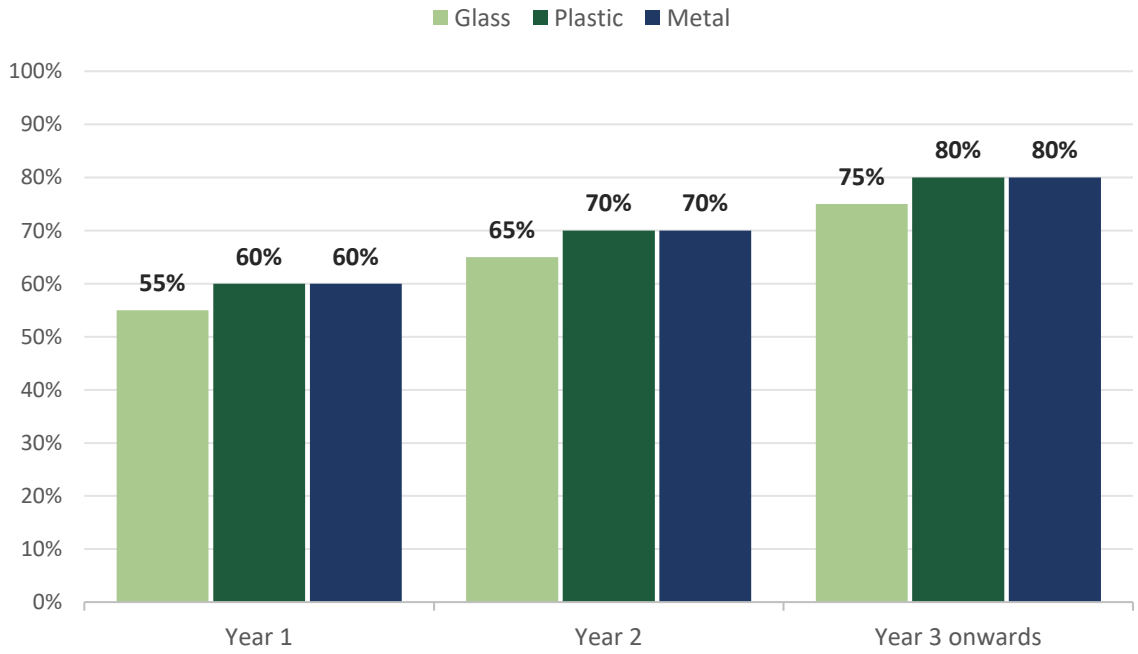
An estimated €15–20 million, financed by producers

Source: GD 379/2025 as summarised in UNDP packaging study (2026); Moldova 1 (Jun 2025); Ecopresa (May 2026).

Co-funded by the European Union

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

Collection targets: Moldova's three-year ramp-up vs. the EU 2029 level



EU reference

PPWR: 90% separate collection of plastic bottles and metal cans by 2029.

Reading

Targets match first-year results of Slovakia (71%) and Ireland (73%) only by year 2 – there is room to aim higher.

Source: GD 379/2025 (as reported in UNDP packaging study, 2026); Regulation (EU) 2025/40.

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

General characteristics of the sample

Consumer perceptions of the Deposit Return System | 2025 survey

N = 608
respondents

Age group × area of residence

Age group	Rural	Urban	Total (n)
18–25	38.8%	61.2%	116
26–35	73.5%	26.5%	117
36–50	64.2%	35.8%	148
51–65	40.9%	59.1%	132
Over 65	37.9%	62.1%	95
TOTAL	**52.0%**	**48.0%**	**608**

Pearson $\chi^2 = 52.668$ · $df = 4$ · $p \approx 1 \times 10^{-10}$

Education level



19.2%
Primary / secondary

44.2%
High school / vocational

36.5%
Higher education

Percentages total 99.9% due to rounding.

Key interpretation

01 Demographic diversity supports rural–urban comparisons.

02 Primary/secondary is slightly below the national average; vocational broadly aligns.

03 Higher education (36.5%) is slightly above the national average.

Source: Original 2025 consumer survey (N = 608). Comparisons with national averages reflect the original study.

Co-funded by the European Union

H1: The current level of consumer awareness about the DRS has a positive and significant effect on the intention to participate in the system

- □ *Do you know the Guarantee-Return System (DRS) for plastic packaging?*
- □ *Do you know how the guarantee return system works*
- □ *Do you know the types of packaging accepted for this system*

- ✓ (59%) have partial knowledge of the GRS
- ✓ 20% of respondents consider themselves very well informed about the GRS
- ✓ 21% of respondents do not know at all what the GRS means
- ✓ 42% of respondents reported an average understanding, 18% indicated no knowledge

➞ **The research results emphasize the importance of educational strategies that focus on the practical aspects of the DRS, especially on familiarizing the population with the types of packaging accepted in the system.**

Descriptive statistics for the main indicators regarding the knowledge of the DRS and the intention to participate

Variable	Average	Median	Min	Max	Standard Deviation
Knowledge of working processes	2.64	3.00	1.00	5.00	1.07
Knowledge of packaging	2.82	3.00	1.00	5.00	1.04
Probability of participation	**3.68**	**4.00**	**1.00**	**5.00**	**1.04**

Regression specification

$$Intention_to_participate = \beta_0 + \beta_1 Knowledge_DRS + \beta_2 Knowledge_work + \beta_3 Knowledge_packaging$$

Source: Original consumer survey (2025). Values and model specification reproduced without changes.

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

H1: Regression results – knowledge and intention to participate

Results of the regression model for determining the factors influencing the intention to participate in the DRS

Variable	Coefficient	Std. error.	*t*-ratio	p-value
const	1.77226	0.0988	17.94	5.52e-058 ***
Knowledge_DRS	−0.289765	0.07923	−3.657	0.0003 ***
Knowledge_functio	0.0962666	0.05589	1.722	0.0855 *
Knowledge_packaging	0.709622	0.05590	12.69	6.79e-033 ***

Unadjusted R-squared	0.567489
Adjusted R-squared	0.565340
F(3, 604)	264.1651
P-value(F)	1.7e-109

Note: *** indicates statistical significance at 0.1% level ($p < 0.001$).

Survey in the European context

Before launch, 21% of Moldovan respondents do not know what the system means and only 20% feel very well informed.

In Lithuania, awareness reached 99.8% after the first year of operation (slide 10).

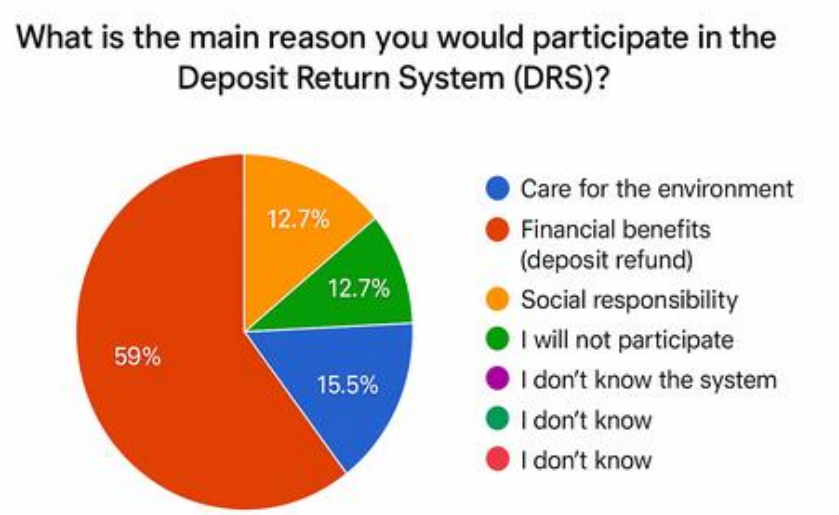
Knowledge of accepted packaging types is the indicator to target in the pre-launch campaign.

β = 0.71, p < 0.001

Knowledge of packaging – strongest predictor

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

H2: Economic motivation has a stronger influence on the intention to participate in DRS compared to ecological motivation



➞ communication strategies for DRS implementation should emphasize ecological benefits, without neglecting the economic aspects that remain important for certain segments of the population.

$$Intention_to_participate = \beta_0 + \beta_1 financial_motiv + \beta_2 environ_motiv + \beta_3 social_motiv + \beta_4 standards_motiv + \beta_5 nonparticip_motiv$$

Results of the regression analysis on the impact of different types of motivation on the intention to participate in the DRS

Variable	Coefficient	Std. Error	t-ratio	p-value
const	1.00000	0.718755	1.391	0.1646
Financial_motiv	2.78273	0.719755	3.866	0.0001 ***
Environ_motiv	3.20213	0.722568	4.432	1.11e-05 ***
Social_motiv	3.14286	0.723407	4.345	1.64e-05 ***
Standards_motiv	3.00000	0.735669	4.078	5.15e-05 ***
Nonpartic_motiv	0.392857	0.725144	0.542	0.5882

Unadjusted R-squared	0.528197
Adjusted R-squared	0.524278
F(5, 602)	134.7912
P-value(F)	9.66e-96

Note: *** indicates statistical significance at the 0.1% level ($p < 0.001$).

- Ecological and social motivation have a stronger influence on the intention to participate in DRS than economic motivation.

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

H2: What people say vs. what drives them

Survey finding

- Ecological and social motivation have a stronger influence on the intention to participate in DRS than economic motivation.
- When respondents are asked directly about their primary motivation, they tend to identify immediate and tangible financial benefit. However, advanced statistical analysis reveals that environmental values exert a deeper influence on their actual willingness to participate.

International evidence

- Deposits trigger the first return; habits and values keep people returning – 58% of Lithuanians said they recycle more after the DRS.
- Public support rises from 81% for a new system to 87% once it exists, signalling that social norms consolidate with use.
- **Implication: frame the Moldovan campaign around environment and community, using the 2-lei deposit as a reminder, not the main message.**

Source: Survey – original study; TOMRA, Deposit Return Schemes in Europe (2025).

Co-funded by the European Union

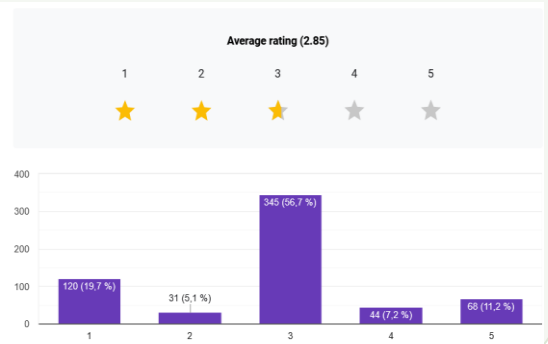
The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

Environmental and social attitudes towards the DRS

1 Do you believe that the Deposit Return System (DRS) will significantly contribute to improving the environment? (1 = Not at all, 2 = A little, 3 = Moderately, 4 = Much, 5 = Very much)



2 To what extent do you consider the use of the Deposit Return System (DRS) to be a social responsibility? (1 = Not at all, it is the responsibility of the state; 2 = Small extent; 3 = Moderate; 4 = Great extent; 5 = Very great extent)



3 How important do you consider your personal contribution to reducing waste? (1 = Not at all, 2 = Slightly, 3 = Moderately, 4 = Important, 5 = Very important)



Average scores sit at the middle of the 1–5 scale (2.97, 2.85 and 3.00): attitudes are favourable but not yet firmly held – leaving room for communication to strengthen them.

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

PubCirEco

Co-funded by the European Union

Beyond environmental concern: what makes people act?

Independent research adds practical context to our 2025 consumer survey

MOLDOVA | GREEN TRANSITION BAROMETER

UNDP · published March 2026 · N = 1,335

70% Concerned about the state of the environment

30% Practice separate waste collection

23% Report packaging returns*

HUNGARY | FIRST-YEAR DRS EXPERIENCE

Modrovics (2026) · survey in 2025 · N = 527

96.6%
used the DRS at least once

72.7%
reported machine malfunctions

Higher environmental awareness was associated with more positive evaluations of the system.

POLICY INSIGHT **Environmental motivation matters, but convenient and reliable return options enable action.**

Sources: UNDP Moldova (2026), Green Transition Barometer; Modrovics (2026), Ecocycles 12(1): 113–127.

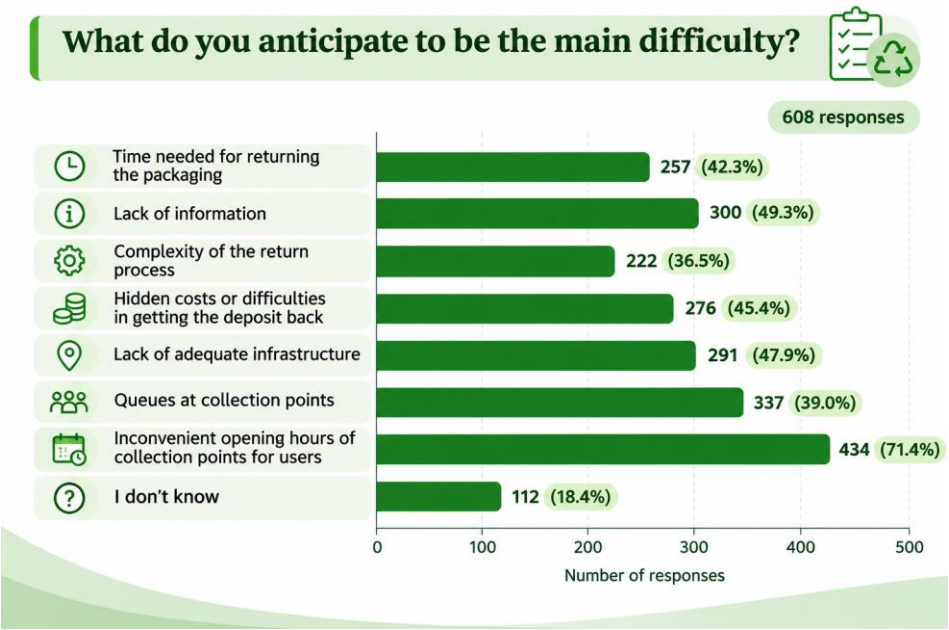
**Self-reported packaging returns are NOT returns through Moldova's future SDA. Independent studies are not directly comparable.*

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

PubCirEco

Co-funded by the European Union

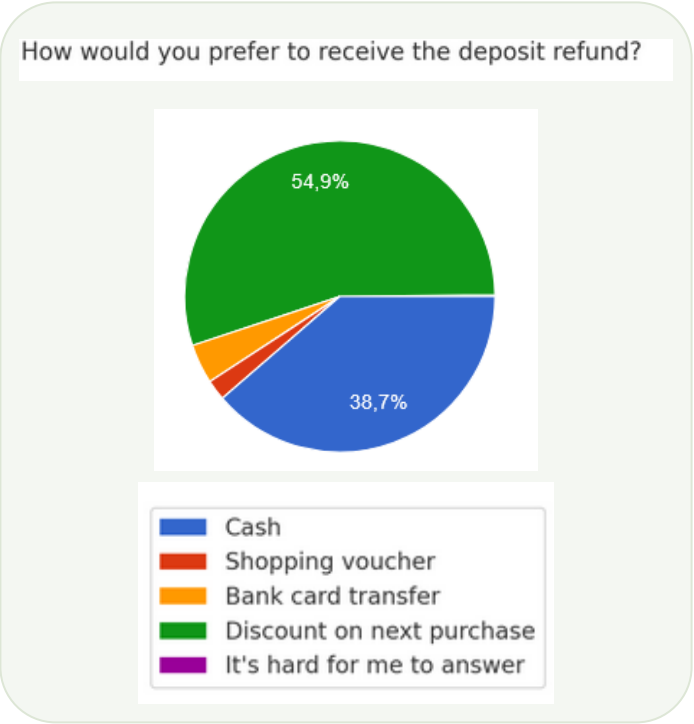
H3: Perception of barriers has a negative and significant effect on the intention to participate in DRS

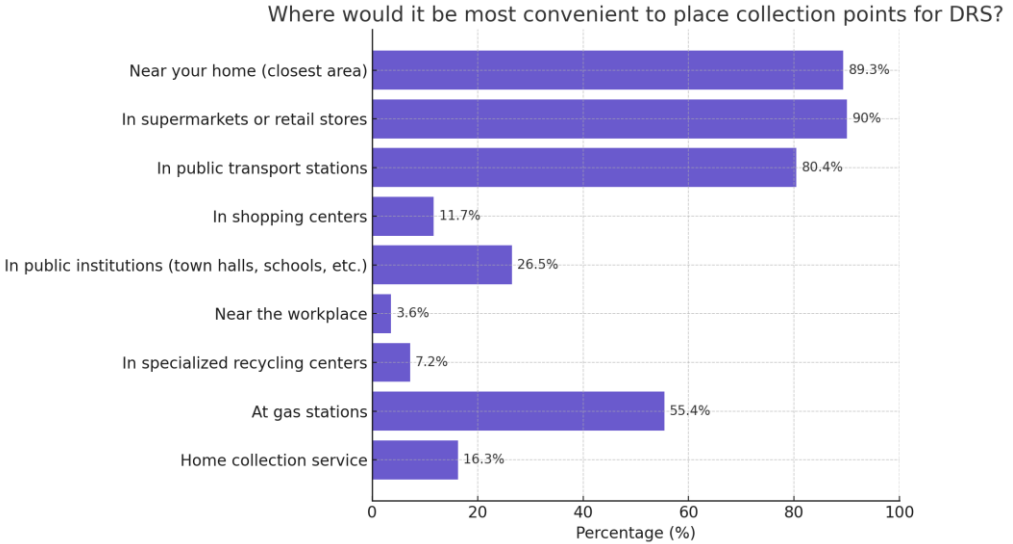




The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

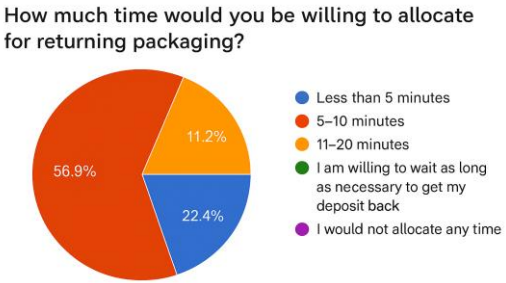
H3: Preferred refund method and collection points





The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

H3: Perception of barriers has a negative and significant effect on the intention to participate in DRS



Results of the regression analysis on the impact of the total number of perceived barriers on the intention to participate in the DRS

Variable	Coefficient	Std. error	t-ratio	p-value
const	3.32220	0.0591282	56.19	1.80e-242 ***
NumbBarriers	0.0971567	0.0119193	8.151	2.07e-15 ***

Unadjusted R-squared	0.098807
Adjusted R-squared	0.097320
F(1, 606)	66.44186
P-value(F)	2.07e-15

Note: *** indicates statistical significance at the 0.1% level ($p < 0.001$).

→ addressing specific barriers, especially those related to hidden costs, time and queue management, could have a significant impact on increasing the intention to participate.

→ transparency in price communication and the development of an adequate infrastructure could capitalize on the already existing interest among people who are aware of these aspects.

→ **the hypothesis that the perception of barriers has a negative and significant effect on the intention to participate in DRS is partially confirmed, being valid for certain specific types of barriers, but not for all and not for the total number of perceived barriers.**

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

Expected efficiency of the DRS and conditions for success

- Convenience and time efficiency are essential for consumer participation in the DRS.
- Accessible infrastructure, clear information and incentives can encourage higher participation rates.

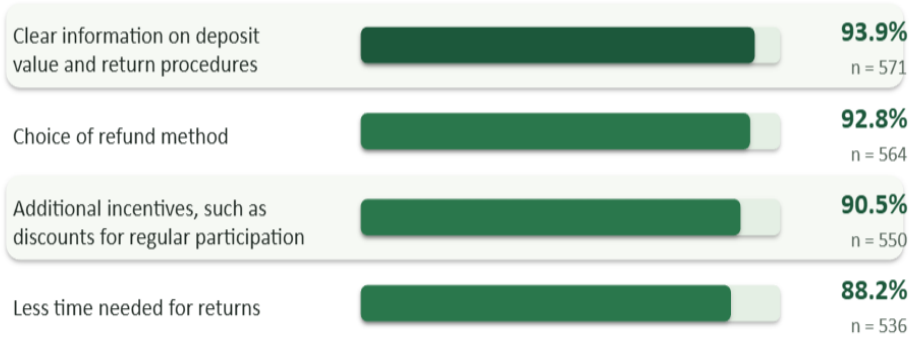
52%

of respondents expect the DRS to be moderately effective

- **Real perception of obstacles**
- **Balance between costs and benefits**
- **Moderate but realistic expectations**
- **The need for compensatory measures**

➞ Moderate expectations do not imply rejection of the DRS. They highlight the need for practical improvements to strengthen consumer confidence and encourage participation.

What would make the DRS more practical for users?



Co-funded by the European Union

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

PubCirEco

Co-funded by the European Union

From Research Findings to Policy Priorities

Three priorities for Moldova, informed by our 2025 survey and European DRS experience.

01 INFORMATION

OUR 2025 SURVEY

Knowing eligible packaging is positively associated with participation intention.

EUROPEAN EXPERIENCE

Lithuania illustrates how rapidly public awareness can grow.

Explain what, where and how to return.

02 ACCESSIBILITY

OUR 2025 SURVEY

Consumers prefer nearby collection points and quick, simple returns.

EUROPEAN EXPERIENCE

Retail-based return networks offer a practical model.

Make returns convenient and time-efficient.

03 TRUST

OUR 2025 SURVEY

Expectations are moderate, while priorities for improvement are clear.

EUROPEAN EXPERIENCE

Operational performance develops as systems mature.

Report results and respond to user feedback.

EUROPE SHOWS WHAT DRS CAN ACHIEVE. OUR SURVEY SHOWS WHAT MOLDOVAN CONSUMERS NEED.

Source: Original consumer survey (2025, N = 608); European case studies presented earlier. Policy implications are the author's synthesis.

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

PubCirEco
Co-funded by the European Union

From perceived barriers to design responses

71.4%	Inconvenient opening hours	→	Return during store hours, in-store or within 150 m; RVMs in stores over 150 m²
49.3%	Lack of information	→	Lithuania-type national campaign focused on accepted packaging and the deposit logo
47.9%	Lack of adequate infrastructure	→	Phased RVM roll-out with manual return points in rural areas
45.4%	Hidden costs / difficulty recovering the deposit	→	Deposit shown separately on price tags and receipts; instant voucher or cash
42.3% / 39%	Time needed / queues	→	Multi-feed and bulk machines in large stores; data on peak hours

Source: Barrier shares – original survey (N = 608); design responses based on GD 379/2025 and European practice.

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

Hypothesis testing: summary

H1

Awareness → intention

Confirmed

Higher levels of information and knowledge stimulate the intention to participate.

H2

Economic > ecological motivation

Not confirmed

Ecological and social motivations have a stronger impact than economic factors.

H3

Barriers → lower intention

Partially confirmed

Valid for certain specific types of barriers, but not for all and not for the total number of perceived barriers.

Co-funded by the European Union

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

Conclusions

1. **Hypothesis testing confirms that a successful DRS implementation in Moldova requires an integrated approach**
2. Higher levels of information and knowledge stimulate the intention to participate
3. Ecological and social motivations have a stronger impact than economic factors
4. Logistical barriers are a major obstacle, highlighting the need to optimize infrastructure and reduce perceived costs
5. Appropriate information strategies, infrastructure development, and incentives are key to successful adoption
6. A well-implemented DRS will contribute to both environmental protection and the development of a sustainable circular economy

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

Recommendations for DRS Implementation in Moldova

Priority actions for the planned 2027 roll-out, informed by the 2025 survey and recent policy developments.

POLICY ALIGNMENT Environment Strategy 2024–2030 • Green & Circular Economy Programme 2024–2028 • Waste Programme 2023–2027

01 Joint launch plan

Agree milestones and roles across the Ministry, ECO-RET, retailers and municipalities.

02 Practical education

Show eligible packaging, return steps and refunds; reach rural communities.

03 Convenient return points

Audit coverage and opening hours; combine automatic and manual returns.

04 Transparent refunds

Make deposit pricing and refund procedures clear, simple and timely.

05 Retailer readiness

Train staff and help smaller shops prepare, especially in rural areas.

06 IT & logistics pilots

Pilot barcode checks, central IT, sorting and payments end to end.

07 Public service KPIs

Publish return rates, location coverage, queues and complaint data.

08 Post-launch research

Compare post-launch use and user experience with the 2025 survey baseline.

MONITOR PROGRESS **Moldova Y3+ targets: 80% plastic & metal; 75% glass | EU 2029: 90% reference**

Sources: 2025 survey; HG 409/2024, HG 495/2024, HG 972/2023, HG 379/2025; Government of Moldova and ECO-RET (2026). Actions are recommendations.

Co-funded by the European Union

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.

FROM CONSUMER INSIGHT TO POLICY ACTION

THANK YOU FOR YOUR ATTENTION!

Questions & discussion

Successful policies begin by listening to the people they are designed to serve

Victoria IORDACHI, PhD., Associate professor • Academy of Economic Studies of Moldova

Erasmus+ project EDU-2024-CBHE 101179344

PubCirEco – Critical role of PUBlic employees in CIRcular ECOnomy implementation: Embedding circular economy thinking in HEIs

The content of this material is the sole responsibility of the authors and the National Agency and the European Commission are not responsible for how the information is used.