

Visibility of EU and EU Assistance in the Republic of Moldova in 2019

Period of implementation: 01.01.2019 - 31.12.2019

EaP countries:
Moldova

EU contribution: € 591 593

Implementing organisation(s):
ECORYS UK LIMITED



Social media account links:

Project website: www.dcfta.md

Project description:

The project focuses on providing practical and useful information to both businesses and citizens of the Republic of Moldova about the opportunities available through the free trade agreement with the EU, how the challenges involved can be overcome and the financial and other support available from a wide range of sources.

The project works closely with a wide range of partners - including relevant government ministries and agencies, local governments, business and sectoral associations, representatives of civil society, media and other donor-funded projects - to ensure their full participation in activities and straightforward, coherent communications about the agreement.

Expected results:

- Together with the key beneficiary of the Project, the Ministry of Economy and Infrastructure, and the stakeholders of AA/DCFTA, the Project team will analyse the progress, impact and concrete results of AA/DCFTA implementation, optimise visibility for these results and redesign some of the communication platforms and tools to increase awareness and understanding of the trade agreement between the European Union and the Republic of Moldova among both the business community and the general public.
- A national opinion survey (1,800 respondents, January-February 2018) to be conducted at the start of the Project to assess the level of awareness and perceptions of AA/DCFTA of the public at large and also specific target groups/regions (including Gagauzia?). The results will be presented to and discussed with beneficiaries and representatives of the EU Delegation, based on which plans and content for 3 National Public Awareness-raising Campaigns will be formulated. The campaigns will target raising visibility for the progress of AA/DCFTA after 4 and 5 years of implementation and the impact on the everyday life of citizens through integrated communications events and materials. Progress in DCFTA implementation was measured in 2 analyses prepared by a think-tank (Expert-Grup).
- Under the platform 'Created in Moldova, Appreciated Worldwide', the benefits of implementation of DCFTA will be explained and showcased for the public and for the Republic of Moldova, such as creating jobs, the chance to remain at home with families, earning better salaries, better choice and access to safer, quality products. The campaigns will