

## PRESS RELEASE

### “Zero Pollution – for Healthier People and Planet” - The Delegation of the European Union to the Republic of Moldova marks EU Green Week 2021 information campaign

Chisinau, 31 May, 2021

Starting 31 May 2021, the Delegation of the European Union to the Republic of Moldova is launching the European Green Week 2021 Campaign under the theme “Zero Pollution for Healthier People and Planet”.

From May 31 to June 5, the EU Green Week 2021 information campaign addressing children, youth and general public will aim to highlight and focus on the importance of the environment and the responsibility that each of us is bearing for humanity's health and future. European Green Week information campaign will cover a series of awareness raising activities, demonstrating success stories and best practices to decrease pollution and promote green economic development in the Republic of Moldova under EU Assistance programmes and projects, as well as other activities through online platforms and media. The campaign will be concluded by marking the World Environment Day which is celebrated annually on June 5, 2021.

*“Climate change and environmental loss are happening at an unprecedented speed before our eyes. They amplify each other. The need to act has never been so clear. That is why the European Union has taken the lead in the global fight against climate change and already today an important part of the EU assistance goes into environment protection to ensure cleaner air, land and waters to the citizens.*

*The European Green Deal presented by European Union in 2019 is a vision and a roadmap for making Europe the first climate-neutral continent by 2050. This strategy is meant not only to reduce the pressure on nature, which is essential to life, but also aims at increasing the competitiveness of the Union's economy by transforming environmental challenges into growth opportunities, where there are no net emissions of greenhouse gases by 2050 and economic growth is fully decoupled from resource use. Such ambitious objectives will require all of us to take responsibility and engage into the Green Transition. Everybody's contribution is necessary, regardless of the magnitude the ownership of the transition is of utmost importance so to ensure also the necessary social acceptance.” stated HE Peter Michalko, the Ambassador of the European Union to the Republic of Moldova.*

In 2021, the **theme of the EU Green Week is “Zero Pollution for Healthier People and Planet”** – a concern that is both urgent and existential. Pollution affects everybody – through the air we breathe, the water we drink or the land we grow our food on. It is the largest environmental cause of multiple mental and physical diseases, and of premature deaths, especially among children, people with certain medical conditions and the elderly. But pollution does not affect everybody equally. People who live in more deprived areas very often live close to contaminated sites or in areas where there is a very high flow of traffic. Pollution is also one of the main reasons for the loss of biodiversity. It reduces the ability of ecosystems to provide services such as carbon sequestration and decontamination.

**World Environment Day** is the most renowned day for environmental action. Since 1974, it has been celebrated every year **on 5 June**, engaging governments, businesses, celebrities and citizens to focus their efforts on a pressing environmental issue.

**The EU is a global leader in environmental protection. Environment also represents one of the key priority areas of EU support in the Republic of Moldova.** Within last years a number of measures have been undertaken in the country with the aim of implementing legislation and relevant policy documents, in line with modern standards and the EU-Moldova Association Agreement (AA) requirements.

The EU Assistance in the Republic of Moldova has been working on the unlocking opportunities for greener growth, improving waste management and water infrastructure, and setting mechanisms to better manage environmental risks and impacts within EU4Environment and EU4Climate regional projects, as well as through initiative under specific environment and energy efficiency related projects.

To follow the EU Green Week activities, please visit:

<https://www.facebook.com/EUDelegationMoldova>

<https://eu4moldova.eu/eu-green-week-2021/>

The message of the EU Ambassador on the occasion of EU Green Week 2021 could be seen here:

Romanian version: <https://www.youtube.com/watch?v=oBLVVm5RsDs>

Russian version:

[https://www.youtube.com/watch?v=kuiJ7T3kVBI&fbclid=IwAR1fp4Pdw4cBbMVoXfqv2qkw33OhykF3bXSEi3-1f2eX-r7\\_0sQt37jz-k](https://www.youtube.com/watch?v=kuiJ7T3kVBI&fbclid=IwAR1fp4Pdw4cBbMVoXfqv2qkw33OhykF3bXSEi3-1f2eX-r7_0sQt37jz-k)

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The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources, and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.