

# Final Narrative Report

Enhancing role of civil society and SMEs from EaP in implementation of  
European standards



**Prepared by**

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## EaP CSF RE-GRANTING 2017

### Final Narrative Report

**Project title:** *Enhancing role of civil society and SMEs from EaP in implementation of European standards*

**Grant Agreement no:** SEC003/2017/WG2/01

**Project duration:** 7 months (May – November 2017)

**Reported period:** 7 months (May – November 2017)

**The Lead organisation:** Center for Innovation and Policies in Moldova (CIPM)

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#### The Partner organisations and contact persons:

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2. Strategic and Security Studies Group (SSSG), Mr. Sergiy Gerasymchuk – e-mail: [s.gerasymchuk@gmail.com](mailto:s.gerasymchuk@gmail.com); phone: +380445280659)

#### 1. Overall description of project implementation, changes in timeline and reasons for change

Center for Innovation and Policies in Moldova (CIPM) together with Georgia's Reforms Associates (GRASS) and Strategic and Security Studies Group (SSSG) succeeded to implement all activities of the "Enhancing role of civil society and SMEs from EaP in implementation of European standards" project funded by The Secretariat of the Steering Committee of the Eastern Partnership Civil Society Forum.

The main outcome of the project is the fact that the project partners have succeeded to establish good and long-term partnerships with the relevant governmental institutions from Moldova, Georgia and Ukraine and due to these partnerships, we managed in an efficient and smooth way to bring the European standardization importance in the attention of the civil society, academia and Small and Medium-sized Enterprises (SMEs). This project implementation contributed to attract the main stakeholders of the European standardization process, namely standardization bodies, regulatory authorities, quality infrastructure bodies, academia and civil society organizations from Moldova,

Ukraine and Georgia on a common ground, namely to promote the EU standards as a prerequisite for European economic integration of the EaP countries.

The main change in the project timeline was its extension with one month more due to the fact that the project beneficiaries, namely Institute for Standardization of Moldova (ISM), Georgian Agency of Standardization (GeoSTM) and Ukrainian Agency for Standardization (UkrDNC) have requested to participate in their Technical Committees and other events in order to disseminate the main outputs of the project (1) the comparative study "EU standards velocity within EaP countries. Evaluation of the progress and challenges in Moldova, Ukraine and Georgia" and (2) the guide "Facilitating transition to European standards in the EaP countries" which provides useful recommendations that will facilitate implementation of European standards in Moldova, Georgia and Ukraine. In this respect, the consortium formed by CIPM, GRASS, SSSG decided to prolong the project with one month more and also to sign an agreement due to which the standardization bodies are committing to disseminate the project outputs within their Technical Committees, with a focus on Small and Medium-sized Enterprises (SMEs).

## 2. Project Activities and Outputs

*Description of implemented project activities and how they translate into achieving the overall aim and specific project objective/s. Please indicated the involvement of the target group/s. Please list and explain changes and reasons for change of project activities, if relevant. Please list the project outputs. Please list the changes and reasons for a change of the project outputs, if relevant.*

Center for Innovation and Policies in Moldova (CIPM) and its partners Georgia's Reforms Associates (GRASS) and Strategic Security Strategic Studies Group (SSSG) started the implementation of the project "Enhancing the Role of Civil Society and SMEs from Eastern Partnership Countries in the Implementation of European Standards" on 1st May 2017. The first month was dedicated to coordination, tasks distribution, project plan and concluding the partnership agreements between project partners.



**First activity** as it is stipulated in the approved project proposal was "Conduct the comparative analysis of the standardization process in the EaP Countries (Moldova, Ukraine and Georgia) in the context of EU integration process. For the implementation of this activity the methodology of study will be drafted and in depth qualitative and quantitative research will be carried on by the experts in each EaP country two per each country). The expected result: the comparative study drafted and launched. 600 exemplars of the study will be printed in English and Russian language".

On 1<sup>st</sup> June 2017 all three partners started the implementation of the first activity, namely field and desk-research for the elaboration of a comparative study on the European standardization process in the EaP countries (Georgia, Moldova and Ukraine) in the context of the EU integration process. In implementing this activity, we decided to engage

the national standardization bodies, namely (1) National Standards Body of Georgia (GeoSTM), (2) Institute for Standardization of Moldova (ISM) and (3) Ukrainian Agency for Standardization (UkrNDNC) so that we prepare an accurate and well-informed research report. CIPM, GRASS and SGG were pleasantly surprised that the national standardization bodies - GeoSTM, ISM and UkrDNC - showed a great interest, openness and collaboration on our project. They provided inputs not only on the study, but also on overall project approach. We could state that GeoSTM, ISM and UkrDNC were also our project partners and we closely cooperate with them. Due to our collaboration with the GeoSTM, ISM and UkrDNC, we concluded that it is necessary to develop a cooperation framework between the civil society and national standardization bodies from EaP countries in order to facilitate an exchange of know-how and expertise that could facilitate the acceleration of the adoption of EU standards in EaP countries. The national standardization bodies would like to receive the support of the civil society in promoting the importance of the adopting EU standards for development and economic growth of the EaP countries. GeoSTM, ISM and UkrDNC have admitted that one of their weaknesses is the fact that is very difficult to reach the beneficiaries of the standards and they would like to count on civil society support in achieving this objective. As result of implementing the first project activity, we can conclude that both, project partners (Center for Innovation and Policies in Moldova, Georgia's Reforms Associates and Security Strategic Studies Group) and national standardization bodies (National Standards Body of Georgia – GeoSTM, Institute for Standardization of Moldova - ISM, and Ukrainian Agency for Standardization UkrNDNC) have benefited from this cooperation. Due to this, the national standardization bodies have acknowledged the supportive role of NGOs in acceleration of adopting EU standards and thus we established a long-term cooperative relationship.

Also within the framework of this project the national standards body from Moldova, in order to ensure a good collaboration with the standards bodies from Georgia and Ukraine within this project, signed Collaboration Agreements (with Georgian standards body on June 21, 2017, at the Annual Meeting of CEN and CENELEC, held in Edinburgh and with Ukrainian standards body on June 2, 2017, in Kiev). The Collaboration Agreement also has the aim to collaborate after the implementation of this project, to organize common activities and to offer support to each other in order to promote the European standardization and the implementation of European standards in these countries.

The outputs of this activity are:

1. the methodology of the comparative study on European standardization in EaP countries elaborated by Inga Savin – EN standards Expert and Radu Moldovanu – EU Affairs Expert.
2. three final version of analyses on European standardization in Moldova, Ukraine and Georgia.
3. one comparative study on European standardization in EaP countries that compiles all three studies, both in English and Russian languages.

This activity has contributed to achieving the objective of raise the awareness of civil society actors from the Republic of Moldova, Georgia and Ukraine regarding standardization and facilitate access to information about standards and related activities.

**Second activity** “Organize information campaigns about the Standardization process in EaP countries (Moldova, Georgia and Ukraine) and the benefits of EU standards.” was kicked off once the comparative study was published. In all three countries, the coordinators organized information



campaigns about the importance of the European standards for further development as well as economic European integration of Moldova, Georgia and Ukraine.

The following information campaigns took place during September – November 2017:

**1. Information campaigns “Benefits of European standards for Moldovan economy” in Chisinau**

Center for Innovation and Policies in Moldova (CIPM) in partnership with Institute for Standardization in Moldova (ISM) have organized an information campaign at Center for Excellence in Energy and Electronics in Chisinau on 18th of September 2017 with participation with more than 100 students. The campaign aims to inform the younger generations of entrepreneurs and potential managers regarding the benefits of the EU standards for a sustainable and inclusive economic growth. Thus, CIPM and ISM representatives discussed with students from Center for Excellence in Energy and Electronics about the advantages of the EU standards for Moldovan economy. Within this event, ISM representative disseminated their brochures and flyers and the project team disseminated the comparative study *“EU standards velocity within EaP countries. Evaluation of the progress and challenges in Moldova”* about the benefits of the EU standards and presented technical information regarding the status of Moldova in adopting EU standards. In addition, the project team showed a ppt presentation about the mission of the ISM to adopt international and European standards versus the GOST standards.

The topics debated with students were:

- (1) priority areas for European standardization
- (2) the involvement of Moldova in development of new standards
- (3) performance measurement of implementation of the EU standards by Moldova.



Students from CEEE were very active and launched a very interesting debate about the EU standards versus GOST standards in Moldova. Some of the questions addressed by students to the speaker were: How many standards should be adopted by Moldova until 2020? Is Moldova part of the European Committee for Standardization? As a businessperson, can I create my own standard? Are the European standards free for universities? etc.

Feedback provided by the students towards the information campaigns was very encouraging.

They pointed out that Moldova should adopt as soon as possible the EU standards in order to increase its visibility on the European market. Aurica Butnari – Development Manager within Institute for Standardization of Moldova– had a speech about the perspectives of young people to have a career in the business sector and the necessity to adopt the EU standards for guaranteed success in this field.

Please see attached **Annex 1** (Power Point Presentation presented at the information campaign that took place on 18<sup>th</sup> of September 2017), **Annex 2** (List of participants of the information campaign on

18<sup>th</sup> of September 2017) and **Annex 3** (Photos of the information campaign on 18<sup>th</sup> of September 2017).

More than that, CIPM has signed a partnership agreement with Institute for Standardization of Moldova (ISM) due to which ISM has committed to distribute 200 copies of the comparative study "EU Standards velocity within EaP countries" among Moldovan small and medium sized enterprises as well as governmental officials. In this respect, the study "EU Standards velocity within EaP countries" developed within this project was uploaded on the ISM official website, the Russian version (149 views) and the English version (114 views). It can be downloaded and consulted by any interested party. Also, the printed version of this study study "EU Standards velocity within EaP countries" was distributed within other events organized by ISM:

1.1 On 24<sup>th</sup> of October, the Institute for Standardization of Moldova organized the meeting of the Technical Committee for Standardization TC 48, "Information Technology and Electronic Communications" and the 10 members of this TC benefited of the study in print version.

1.2 On 1<sup>st</sup> of November, the Institute for Standardization of Moldova (ISM), in collaboration with the standardization body of Latvia (LVS), organized the seminar "Quality assurance in the work of organizations. Benefits and Challenges ", attended by 62 members of TCs and representatives of SMEs. All the representatives received a printed copy of the study "EU Standards velocity within EaP countries"



1.3 On 9<sup>th</sup> of November, the representative of the Institute for Standardization of Moldova (ISM) participated in the scientific symposium dedicated to the Quality World Day, entitled "Celebrating everyday leadership". The event gathered over 80 participants, academics from the Academy of Economic Studies of Moldova

1.4 ISM has donated 20 copies of the study to the Management Department of ASEM that is responsible for teaching the subject of standardization. The study will be used as teaching material for the students and lecturers.

1.5 On 29<sup>th</sup> of November, the Institute for Standardization of Moldova organized the 2nd edition of the event "Standards support the Public Procurement", with the participation of the representatives of the contracting authorities. Within this event were disseminated 30 copies of this study.



1.6 On 21<sup>st</sup> of December ISM organized the training for the Chairs of national TCs (28 Chairs) and the study was included in the list of information materials which were disseminated within this seminar. The event has been attended by 26 chairs and 2 convenors of national TCs.

In order to print more copies of the guide as per request from ISM and UkrDNC we have decided to buy a professional printer which allowed us to reduce the cost by printing in house. In this way, the standardization agencies will continue to disseminate the guide within their future technical committees meetings and other events.

## **2. Information campaigns “Benefits of European standards for Georgian economy” in Tbilisi**

Georgia’s Reforms Associates in partnership with the Agency of Standards and Metrology in Georgia (GeoSTM) organized a series of information campaigns aiming to promote the benefits of European standards for further development of Georgian economy. On 27<sup>th</sup> of October 2017, GRASS organized an information campaign at the University of Georgia. Around 80 students of economy and business were attending the event. During the meeting, Mr. Gogi Zoidze and Mrs. Anna Nadirashvili have introduced our research and discussed standardization process in Georgia, with a focus on EU requirements regarding the technical regulations. The interest of participating students lied on the debate regarding the quality of Georgian products versus European products.

After the meeting, the project team have distributed the study to participants.



Moreover, GRASS has signed a partnership agreement with GeoSTM due to which GeoSTM has committed to disseminate the comparative study during the end of 2017 year among their Technical Committees.

Also, GRASS sent 30 copies of the comparative study “EU Standards velocity within EaP countries” to major CSOs in Tbilisi and several media outlets available to GRASS contacts.

Annexed to this report, please see attached **Annex 4** (Power Point Presentation presented by GRASS representatives at the information campaign that took place on 27<sup>th</sup> of October 2017 in Tbilisi), **Annex**



5 (Photos of information campaign in Tbilisi) and **Annex 6** (Partnership Agreement between GRASS and GeoSTM).

### 3. Information campaigns “Benefits of European standards for Ukrainian economy” in Kyiv

Strategic and Security Studies Group (SSSG) organized the following events aiming to disseminate the importance of adopting the EU standards and discarding the GOST standards:

- briefing at the Vadym Hetman University of Economics
- briefing at the National Academy of Public Administration
- briefing at the Taras Shevchenko University
- briefing at the Parliamentary Library
- presentation at the Kyiv-Mohyla academy
- presenting the books to the National Library of Ukraine



SSSG has signed a Partnership Agreement with Ukrainian Standardization Agency (UkrDNC) due to which the last one has committed to disseminate the project materials within their Technical Committees with Ukrainian SMEs participation.

Annexed to this report, please see attached **Annex 7** (Power Point Presentation presented by Mr. Yaroslav Matiychyk - SSSG representative - at the information campaign that took place on 30<sup>th</sup> of October 2017 in Kyiv), **Annex 8** (Photos of information campaigns in Kyiv) and **Annex 9** (Partnership Agreement between SSSG and UkrDNC).

The implementation of the second activity has achieved the target of 600 informed people from Eastern Partnership countries about the standardization process in the EaP countries and the importance of the European standardization for economic integration and further development.

**Third activity** “Develop the regional Guideline for EaP countries on the transition from old soviet standards (GOST) to European Standards” has started on 1<sup>st</sup> October 2017. The output of this activity is the guide “*Facilitating transition to European standards in the EaP countries*” that provides useful recommendations that will facilitate implementation of European standards in Eastern Partnership countries, especially in Moldova, Georgia and Ukraine, and will contribute to implementation of the European integration agenda by Moldovan, Ukrainian and Georgian governments.



The recommendations are based on the comparative analysis conducted under first activity: *"EU standards velocity within EaP countries. Evaluation of the progress and challenges in Moldova, Ukraine and Georgia"*. This Guide is taken into consideration the constraints faced by these countries in the process of implementation of European standards.

This activity has contributed at achieving the objective of strengthening the capacity of National Standards Bodies from EaP countries for a better dialogue on European standards in the framework of DCFTA and set a proactive approach for civil society actors for participation in standardization process. The identified recommendations boost the awareness regarding adoption of the EU standards as implementation of European standards is carried out by several actors, each with its role in this process. The main conclusion of the guide is that it's important that the efforts of all stakeholders (SMEs, regulatory authorities, quality infrastructure bodies, civil society and academia) are mutually correlated and mutually reinforced. For these reasons, the Guide provides recommendations for each category of stakeholders and is structured so that it is easy to use by each representative them. At the same time, the Guide provides additional recommendations specific to the agri-food, construction and energy efficiency sectors.



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The guide is available in both, English language (**Annex 10**) and Russian language (**Annex 11**) as well as in Romanian language (**Annex 12**).

**Fourth activity** as it is stipulated in the approved project proposal is "Organize in the Republic of Moldova a regional conference on *Opportunities and challenges for Eastern Partnership Countries in the framework of the European standardization*". In this respect, Center for Innovation and Policies in Moldova in partnership with Georgia's Reforms Associates, Strategic and Security Studies Group in Kiyv and Institute for Standardization of Moldova have organized the EaP regional conference: *EU standards boosting economic integration* on 23<sup>rd</sup> of October 2017 in Chisinau.



The conference gathered 63 representatives of SMEs, academia, civil society, Government and national standardization institutions from the EaP countries: Moldova, Georgia, Ukraine, Armenia, Azerbaijan and Belarus, approaching strategies on how to facilitate the implementation of European standards in order to access the European Single Market.

Within the plenary session, the executive director of CIPM, Radu Moldovanu mentioned that "the cooperation and trust

between our countries and the EU are the key elements that facilitate a sustainable and smooth economic growth". Mrs. Renata Vitez – EU High Level Adviser on Economy and Trade in the context of DCFTA – had addressed to present SMEs encouraging them to put up efforts for internationalization as a means for further development, as there is no other alternative for our current context. Moreover, Mrs. Vitez has stated that "Moldova is now entering a challenging phase of DCFTA implementation where the recently adopted legislation will have to be "translated" into the economy. The success will vitally depend on cooperation between responsible authorities and the private sector".

Within the presentation session the research team has presented the main findings of the comparative study *"EU standards velocity within EaP countries. Evaluation of the progress and challenges in Moldova, Georgia and Ukraine"* and presented useful recommendations for civil society on how to involve in promoting the advantages of the implementation of European standards among local SMEs.



The second part of the event was a workshop that focused on developing strategies and recommendations for all stakeholders involved in adoption as well as the implementation of the European standards. Prior to this, the Head of the Institute for Standardization in Moldova presented the guide *"Facilitating transition to European standards in the EaP countries"*. Within this workshop, the delegations from EaP countries had some interventions approaching the next steps in approximation of EU technical regulations in order to

provide a framework for local SMEs to explore European market.

Please see attached **Annex 13** (Agenda of the regional conference "EU standards boosting economic integration"), **Annex 14** (Power Point Presentation on European standardization in Moldova), **Annex 15** (Power Point Presentation on European standardization in Georgia), **Annex 16** (Power Point

Presentation in Ukraine), **Annex 18** (List of participants of the regional conference), **Annex 19** (Photos from the regional conference EU standards boosting economic integration).



### 3. Project Impact and evaluation

*Please describe the project impact, please refer to the project advocacy plan, if relevant. Please list the impact indicators for evaluation*

Our countries, Georgia, Moldova and Ukraine, which have all signed the Association Agreement have as a main concern how to access the European single market. To achieve this, EaP countries need to harmonize their legislation and standards with the EU, as well as convince SMEs to implement those standards. The project “Enhancing the role of Civil Society and SME from Eastern Partnership Countries in the implementation of European standards” funded by EaP CSF regranting scheme was the first step in this direction. aiming to enhance the role of civil society and SMEs in the Eastern Partnership countries in implementation of European Standards. We started with this objective, but during the implementation we’ve realized that the role of civil society in this issue should be to inform and convince SMEs that the implementation of European standards offers a number of competitive advantages to the products and services they offer. This is why the project team has focused on this strategic objective too. In this respect, we, civil society organizations, have conducted a comparative analysis on the progress and challenges in European standardization field in the context of Association Agreement, focusing on three sectors: construction, energy efficiency and agro-food, as they are the most important economic sectors of our countries.

In our interviews with representatives of national standardization bodies in our countries, we’ve noticed that they were very eager to work with us, they all said they need support to address their challenges and help accelerate the transition process. Basically, they became our project partners and we’ve established longer-term partnerships. Our main observation is that all EaP countries have inherited the entire corpus of Soviet Union’s GOST standards and they have been implemented by the private sector, as they were mandatory standards. Since Georgia, Moldova and Ukraine have shifted their political and economic orientation towards the European Union, they began gradually adopting European standards, while replacing GOST standards. Even if the number of adopted standards varies a lot from country to country, the rhythm of adoption is on a good track in all three. However, there is a big gap between the EU standards adoption by standardization bodies and the actual implementation of European standards by SMEs in our countries. For instance, in Moldova, there are now 16500 adopted European standards out of 24500 in total, but the implementation rate is only 50% of those adopted. The main reason behind this is the fact that SMEs are accustomed with GOST standards and are reluctant to transition to European ones. In the analyzed sectors, implementing European standards usually require significant financial resources, expensive technological upgrades and specialized expertise that is hard to find in these countries because most of the expertise is based on Soviet standards.

The GOST standards are mandatory while the European standards are voluntary and SMEs are not entirely aware of the competitive advantages that they would get by implementing them.

This is why we realized that the role of civil society is crucial. We tried to promote the idea that civil society must serve as a communication bridge between national standardization bodies and SMEs on a permanent basis. From the project experience, cooperation with the governmental institutions in the area of standardization does not pose challenges like in some other areas, we were all welcome as partners and we should explore this opportunity as it may have a great impact.

Based on the comparative analysis that project partners have conducted, along with standardization bodies, we’ve developed a guide that provides useful recommendation for all stakeholders, namely: SMEs, regulatory authorities, quality infrastructure bodies, civil society and academia.



We've had an Eastern Partnership Regional Conference in Chisinau, on 23<sup>rd</sup> of October 2017, which was attended by officials, academia, civil society and SMEs from all EaP countries where we've discussed strategies on how to accelerate the implementation of European Standards and how to access the European single market. EU High-Level Advisor on DCFTA, Mrs. Renata Vitez, was a keynote speaker and encouraged all present SMEs to strategize for internationalization as a means for development.

The third component in our project is the information campaigns we are organizing for SMEs as well as academia. Regarding academia, we've encountered a surprising situation: students are still studying GOST standards, while the government has already replaced most GOST standards with European ones. This is why the project team has focused on academia too.

However, the main project impact is the fact that we managed to bring the European standardization domain in the attention of the civil society from our countries. The project team has insisted on the idea that the European standardization process should be explored more by the civil society. For example, in Georgia, Moldova and Ukraine, the civil society actively promotes the objective of European integration, but we don't approach European standardization in an applied manner, by focusing on standards in a specific sector and highlighting the benefits for the SMEs and the general population. We have the tendency to promote the European integration in an abstract, general manner, while people actually need to know how specific aspects of the integration would impact their lives directly: how they would reduce costs from living in an energy efficient building, or why it's healthier and safer to buy food tested according to European standards. Civil society can and should become facilitators for SMEs in relation with stakeholders from the EU. Once economic progress is achieved this way, the general population support for European integration will also increase.

The impact indicators for evaluation were:

*1. The number of governmental institutions involved in project activities;*

In our case all three standardization institutions have actively participated in project activities implementation, being grateful that civil society has come with this initiative;

*2. The number of civil society organizations interested in project activities;*

The regional conference on EU standards boosting economic integration that took place on 23<sup>rd</sup> of October 2017 in Chisinau has been attended by 40 representatives of civil society organizations;

*3. The number of academia representatives interested in information campaigns;*

During the information campaigns 8 educational institutions have showed their interest in our project educational materials.

*4. The number of project proposal written with the purpose to attract funds for current project continuation;*

CIPM in partnership with SSSG and GRASS have applied with 3 project applications at UNDEF, Ministry of Foreign Affairs of Lithuania and Black Sea Trust in order to obtain funds to ensure the sustainability of the project.

#### 4. Gender mainstreaming

*Please describe how gender approach was mainstreamed on the course of project implementation.*

All the project activities conducted by CIPM and its partners fully complied with the provisions of the International Development (Gender Equality) Act and the European Union's new Gender Action Plan 2016-2020 and aims at lessening cultural and structural factors that help produce gender inequality. Within this project, our approach was to engage women researchers, women officials, business women and women civil society representatives as much as possible. Thus, this project focused on engagement, participation and leadership of women in researching, debating and promoting the European standardization.

In this respect, the authors of the comparative study "EU standards velocity within EaP countries. Evaluation of the progress and challenges in Moldova, Ukraine and Georgia" are 6 women (Inga Savin, Aurica Butnari, Ludmila Stuparu, Inga Varvariuc, Olexia Basarab and Ani Nadirashvili) and 5 men (Iurii Socol, Sergiy Gerasymchuk, Georgi Gogvadze, Yaroslav Matiychyk and Gogi Zoidze). The authors of the guide "Facilitating transition to European standards in the EaP countries" are 1 women (Mrs. Inga Varvariuc) and 1 men (Mr. Iurii Socol). 39 women from different sectors and 24 men attended the regional conference "EU standards boosting economic integration" that took place on 23<sup>rd</sup> of October 2017 in Chisinau. At the regional conference there were 3 women speakers (Mrs. Renata Vitez – EU High Level Advisor on DCFTA and Commerce, Mrs. Ludmila Stuparu – Program Coordinator CIPM and Mrs. Hanna Lisina – Director of Ukrainian Agency for Standardization) and 4 men speakers (Mr. Iurii Socol – Head of Institute for Standardization of Moldova, Mrs. Gogi Zoidze – Project Manager GRASS, Sergiy Gerasymchuk – Director of Strategic and Security Studies Group and Sulkhan Tabagua – Head of WTO/TBT National Enquiry Point of Georgia, GeoSTM).

#### 5. Visibility and Outreach

*Please describe the compliance with the Visibility Guide. Please describe the outreach of the project.*

CIPM and its partners fully complied with the EaP CSF visibility rules:

1. In first month of the project, the coordinator conducted the communication plan (**Annex 20**) that was submitted to all project partners;
2. CIPM, GRASS and SSSG respected all specifications for logos, and boilerplate text for publications, media activity and websites stipulated in Visibility Guide;
3. Each country coordinator – Ludmila Stuparu (Moldova), Olexia Basarab (Ukraine) and Gogi Zoidze (Georgia) – had communication responsibilities, including social media.
4. Each project activity have been communicated through our communication channels described in the communication plan.
5. The most outreach of the project was via Facebook posts and their shares as well as information campaigns;

6. The EaP Regional Conference “EU standards boosting economic integration” was live via Facebook;
7. All the communication outputs have been consulted with EaP CSF representatives and approved them by the Communications Manager Darya Mustafayeva (darya.mustafayeva@eap-csf.eu), and Advocacy and Membership Manager Vera Rihackova (vera.rihackova@eap-csf.eu).
8. The project coordinator submitted a press release (Annex 21) to a list of 20 journalists (Annex 22) in order to get a media outreach according to the communication plan (Annex 20). European standardization being a technical subject, there wasn't any follow up of the submitted press release.



9.



Project outputs published on the communication channels identified in the project communication plan:

- 9.1 <https://cipm.md/project/european-standardization-in-eap-countries/>
- 9.2 <https://cipm.md/information-campaign-eu-standards-boosting-economic-growth-of-r-moldova/>
- 9.3 <https://cipm.md/event-eap-civil-society/>
- 9.4 <https://cipm.md/eap-regional-conference-eu-standards-boosting-economic-integration/>
- 9.5 <https://cipm.md/guide-recommendations-european-standards-eap-countries/>
- 9.6 <https://cipm.md/policy-report-european-standardization-eastern-partnership/>
- 9.7 <http://standard.md/libview.php?l=ro&idc=196&id=2796&t=/Resurse-media/Comunicate/Standardele-europene-stimuleaza-integrarea-economica>
- 9.8 <http://standard.md/bibview.php?l=ro&idc=213&id=2844&t=/Biblioteca-on-line/Pentru-business/Ghid-Facilitarea-procesului-de-tranzitie-la-standardele-europene-in-tarile-Parteneriatului-Estic>
- 9.9 <http://standard.md/bibview.php?l=ro&idc=213&id=2809&t=/Biblioteca-on-line/Pentru-business/Guide-Facilitating-transition-to-European-standards-in-the-EaP-countries>
- 9.10 <http://standard.md/bibview.php?l=ro&idc=213&id=2809&t=/Biblioteca-on-line/Pentru-business/Guide-Facilitating-transition-to-European-standards-in-the-EaP-countries>



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2. Ludmila Stuparu – Project Coordinator - participated in the EaP Civil Society Conference and 9th EaP CSF Annual Assembly in Tallinn, Estonia on 25 – 27 October 2017. Ludmila participated in Policy Dialogues Pannel where she presented the project results (**Annex 24**) and approached the challenges of the EaP small and medium enterprises in accessing the EU Single Market as well as prospects of regional and economic integration in the EaP countries. Moreover, within WG2 she proposed specific recommendations on how governments and civil society organisations can work together.



3.



CIPM participated at the adoption of the EaP CSF Strategy 2018-2020, voting online;

4. Also the project, "Enhancing the Role of Civil Society and SMEs from EaP countries in implementing EU standards" was one of the 3 best projects awarded at Eastern Partnership Civil Society Forum.

## 6. Project Sustainability Outlook

The project "Enhancing the Role of Civil Society and SMEs from EaP countries in implementing EU standards" is part of a sustainability plan designed and developed back in 2016, when CIPM team implemented the project "Informing the public and stakeholders about the European standards adopted under DCFTA" funded by FHI 360 through USAID. Each activity was implemented in a such way that enables us to continue to perform and deliver project benefits to the action's target group after the funding from the donor terminates.

Our sustainability plan was based on a long-term vision, involvement of key stakeholders as well as a communication and outreach plan. Moreover, our sustainability plan involved the following aspects: (1) Financial sustainability, (2) Institutional sustainability and (3) Policy level sustainability.

(1) Financial sustainability.

The project team proposed project applications to access funds from ODA (Official Development Assistance) of countries where European integration of EaP countries is a priority, such as ODA Romania, ODA Poland, ODA Czech Republic, ODA Estonia. We will continue to provide assistance to National Standardization Bodies and contribute to the process of European standardization in EaP countries, so that to achieve the target of 10.000 European standards adopted according to the National Action Plans for the implementation of the Moldova-EU Association Agreement in the period 2015-2019.

(2) Institutional sustainability

The National Standardization Bodies, whose missions are to contribute to enhancing the competitiveness of the national economy, growth of population wellbeing and sustainable use of resources, benefited from capacity strengthening activities so that their communication capacities have been enhanced and a better communication with SMEs have been ensured. Therefore, the implemented activities will ensure a long-term impact and will continue to provide benefits to the target groups even after the grant expires.

(3) Policy level sustainability

The proposed project is consistent with the country priority of the Republic of Moldova, Ukraine and Georgia – the European integration and the Government's commitment towards elimination of the GOST standards, established in the action roadmap of the DCFTAs. The sustainability at the policy level is ensured by National Standardization Bodies, which has the will and tools to effectively transpose European and international standards and promote the benefits of standards and standardization among its stakeholders.

## 7. Attachments (if relevant)

Annex 1 – Power Point Presentation CIPM presented at the information campaigns on 18<sup>th</sup> of September 2017

Annex 2 – List of participants of the information campaign on 18<sup>th</sup> of September 2017

Annex 3 – Photos of the information campaign On 18<sup>th</sup> of September 2017

Annex 4 – Power Point Presentation GRASS presented at the information campaigns in Tbilisi, Georgia

Annex 5 – Photos of the information campaigns from Tbilisi, Georgia



Annex 6 – Partnership Agreement between GRASS and GeoSTM for further dissemination of project materials

Annex 7 – Power Point Presentation SSSG presented at the information campaign in Kyiv, Ukraine

Annex 8 – Photos of the information campaigns in Kyiv, Ukraine

Annex 9 – Partnership Agreement between SSSG and Ukrainian Agency for Standardization for further dissemination of the study and guide

Annex 10 – Guide "Facilitating transition to European standards in the EaP countries" in English language

Annex 11 - Guide "Facilitating transition to European standards in the EaP countries" in Russian language

Annex 12 - Guide "Facilitating transition to European standards in the EaP countries" in Romanian language

Annex 13 – Agenda of the EaP regional conference: EU standards boosting economic integration on 23<sup>rd</sup> of October 2017 in Chisinau

Annex 14 – Power Point Presentation presented at EaP regional conference by Mr. Iurii Socol

Annex 15 – Power Point Presentation presented at EaP regional conference by Mrs. Ludmila Stuparu

Annex 16 - Power Point Presentation presented at EaP regional conference by Mr. Gogi Zoidze

Annex 17 - Power Point Presentation presented at EaP regional conference by Mr. Sergiy Gerasymchuk

Annex 18 – List of participants at EaP Regional conference on 23<sup>rd</sup> of October 2017 in Chisinau

Annex 19 – Photos from the EaP Regional conference on 23<sup>rd</sup> of October 2017 in Chisinau

Annex 20 – Project Communication Plan

Annex 21 – Press Releases

Annex 22 – List of journalists

Annex 23 – Power Point Presentation WG 2 presented by Radu Moldovanu

Annex 24 – Project results presented by Ludmila Stuparu at EaP Civil Society Forum