



Institutul pentru
Dezvoltare și Inițative
Sociale (IDIS) „Viitorul”
www.viitorul.org

**The Republic of Moldova promoting agriculture,
women empowerment, youth, knowledge management,
and best practices through Learning Route**

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Project “Strengthening Knowledge Management for Greater Development Effectiveness in the Near East, North Africa, Central Asia and Europe (SKiM)” grant project led by the International Center for Agricultural Research in Dry Areas (ICARDA) and funded by the International Fund for Agricultural Development (IFAD).

The project also collaborates with international partners, such as CIHEAM-Bari, PROCASUR, Virginia Tech as well as National Agricultural Research Systems (NARS), governments, and agricultural extension services in Moldova, Morocco, and Sudan.



The project facilitates and supports the growth of knowledge management (KM) and capacity development activities in the three selected countries (Moldova, Morocco, Sudan), providing practical examples of KM best practices for analysis and adoption by participating institutions.

The overall goal of the project is to develop effective and long-term knowledge management-related capacities in target countries.



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The objectives of this work include:

- assessing capacity and enhancing knowledge management skills of key rural institutions and other stakeholders in Moldova, Morocco, and Sudan.
- fostering and promoting knowledge exchange for in-country and trans-national partners to foster knowledge uptake, transfer, and management.

Learning Routes are a means to exchange knowledge between different participants and countries. The current learning route promotes agriculture, women empowerment, youth, knowledge management, and best practices from the Republic of Moldova. We have used the Learning Route Methodology of the Procasur Corporation ([PROCASUR](#)) that has been recognized, replicated, scaled up, and institutionalized over the years.



Partners from the Republic of Moldova

- Consolidated Programme Implementation Unit (CPIU IFAD)
- State Agricultural University of Moldova (SAUM)
- Research Institute of Field Crops “Selectia”
- The Institute for Development and Social Initiatives (IDIS) “Viitorul”



The Learning Route Methodology (PROCASUR methodology)

Objectives

1. Training the human resources and increasing the social capital of the local organizations and the civil society
2. Creation of an efficient regional market of technical assistance services and exchange of innovative experiences.
3. Add value to the accumulated knowledge of the executing organisms, IFAD projects, and the beneficiaries' organizations.





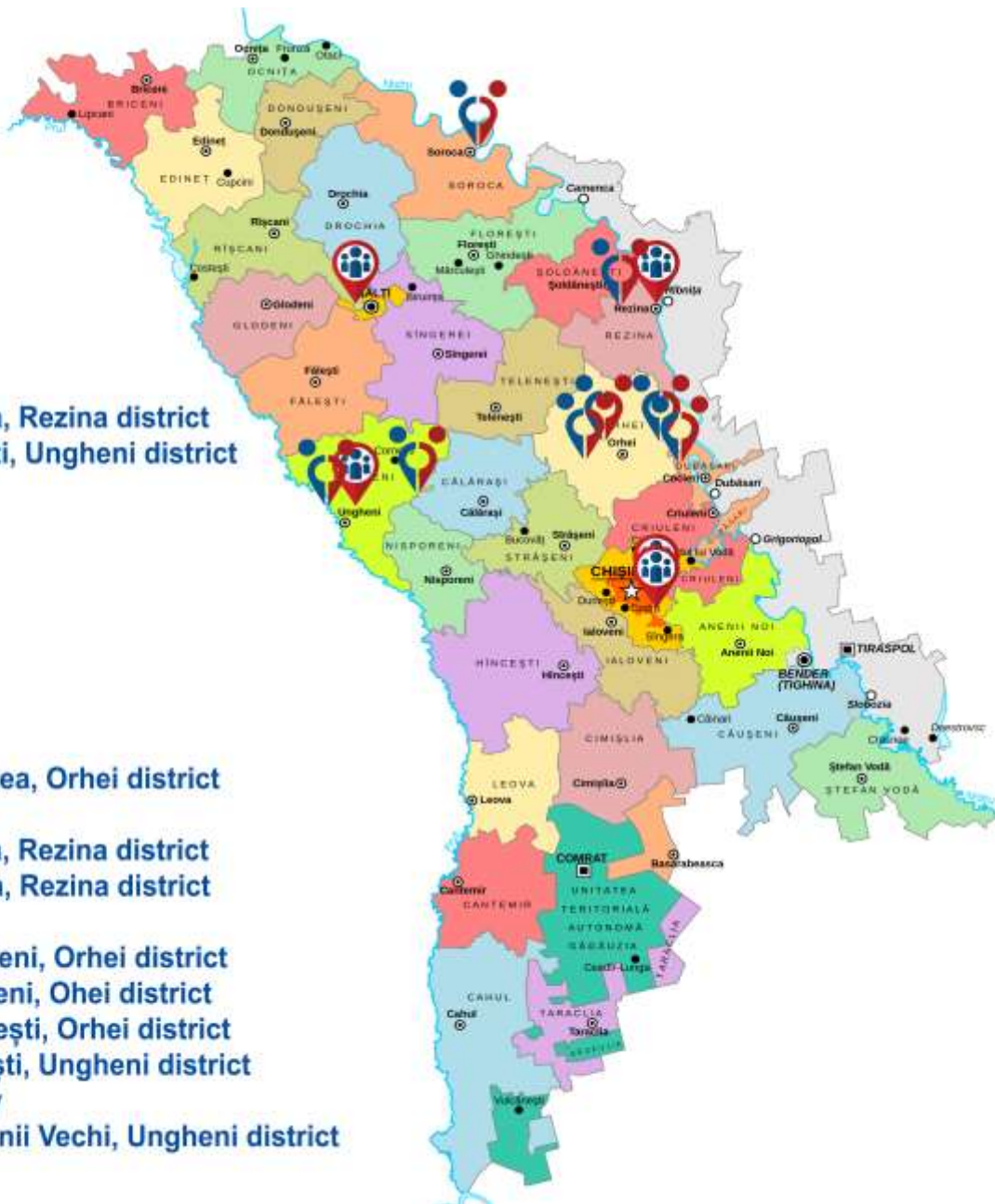
Case studies:

1. Chişinău city
2. Chişinău city
3. Bălţi city
4. village Lalova, Rezina district
5. village Unţeşti, Ungheni district



Visit locations:

1. Chişinău city
2. Chişinău city
3. village Bravicea, Orhei district
4. Bălţi city
5. village Lalova, Rezina district
6. village Țipova, Rezina district
7. Soroca city
8. village Trebujeni, Orhei district
9. village Butuceni, Orhei district
10. village Brăneşti, Orhei district
11. village Unţeşti, Ungheni district
12. Ungheni city
13. village Rădenii Vechi, Ungheni district



Case name	Who presents the case	Domain			
		Agri-culture	Youth	Women empowerment	Knowledge management
Women empowerment and share best practices - Anthology of female success stories/knowledge management	Institute for Development and Social Initiatives (IDIS) Viitorul, Chişinău, Republic of Moldova			X	X
Youth and knowledge management. Open innovations with smart coffee	State Agricultural University of Moldova, Chişinău, Republic of Moldova		X		X
Agriculture. Developing new field crop varieties, producing foundation seed, developing environmentally-friendly technologies, developing new, sustainable agricultural systems.	Selecția Research Institute of Field Crops, Balti, Republic of Moldova	X			
Beekeeping hut, apitherapy, honey collection and processing hall, honey extraction centrifuge, greenhouse	IFAD beneficiary. La Prisaca, Lalova, Rezina, Republic of Moldova			X	
Cattle farm	IFAD beneficiary, Ungheni, Untești, Republic of Moldova			X	

Women empowerment and best practices sharing - Anthology of female success stories and knowledge management (2018 – 2019)

Participants can learn from this experience how to:

- empower women and to promote and encourage women in social, political and economic activities
- evaluate and promote at the regional level women's activity with the best performances in the social and economic areas
- create and develop a regional network with the participation of women leaders and local public administration
- promote the results of women involved in regional development (social and economic)
- raise public awareness on gender balance in the political and business sectors
- support, empower and enable newly elected women
- enhance the capacities of women
- motivate women and minority ethnic groups to participate in social, economic and political life
- strengthen the skills of women leaders from underrepresented groups and to advocate and to promote gender equality
- to identify, appreciate, promote and disseminate the best practices
- inspire and to implement successful and performant models
- share knowledge, skills, and experiences

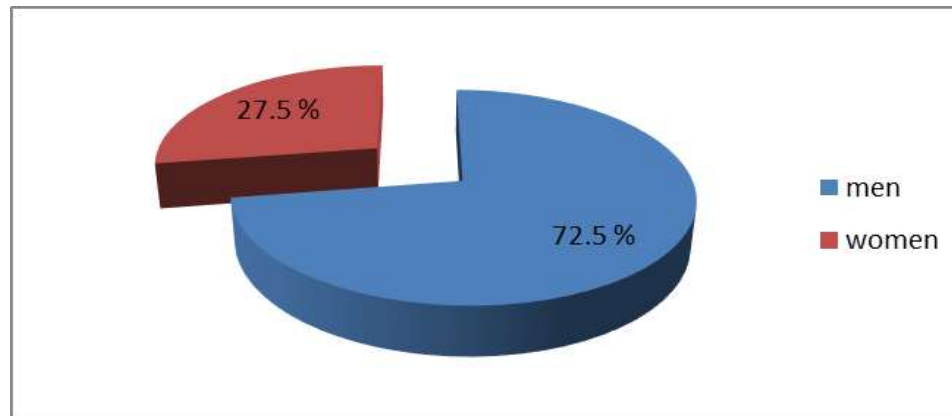
Women empowerment and best practices sharing - Anthology of female success stories and knowledge management

Republic of Moldova ratifying the [Convention on the Elimination of All Forms of Discrimination against Women \(CEDAW\)](#) and various ILO Conventions.

A series of national legislation, strategies and action plans have promoted gender equality. However, implementation lags behind, and women still face discrimination and inequality in social and economic life, lacking effective opportunities for participation in decision-making in public and private sectors.

Women's representation in Moldovan politics and decision-making processes is below international benchmarks. According the national survey, 60.3% of population believes that men are better political leaders than women, or women do not have the same rights as men.

In the case of the leaders of economic and social units the differences in gender aspect are more pronounced. Of the total number of local entrepreneurs, the main share is formed of men (72.5%); the share of women constitutes only 27.5%. Thus, the number of male entrepreneurs is 2.6 times higher than that of the number of female entrepreneurs.



In 2018, women earned, on average, 14.4% less than men (85.6% of men's average salary).

The specific obstacles that stand in the way of female entrepreneurship are:

- Type of education
- Poor social status
- Insufficient knowledge of good practices
- Difficulties in accessing funding
- Lack of access to important technical, scientific, and business networks
- Lack of real role models to send positive messages to women
- Psychological barriers
- Underestimating the profile of women entrepreneurs in the business world
- Discrimination against women in the labor market, etc.

Target group and beneficiaries?

Within this case study, the target group and beneficiaries were women leaders involved in the social-economic activities in the regions, local representatives of municipalities from the Republic of Moldova, including regional development structures, civil society representatives, and the population of the regions, especially women.



Regional development through equal involvement



The aim of the case/project was to support regional development by encouraging women's social and economic activities and integrating gender equality in local communities of the Republic of Moldova.

The specific objectives of the project were to:

- I. Evaluate and promote at the regional level women's activity with the best performances in the social and economic areas.
- II. Create and develop a regional network with the participation of women leaders and local public administration
- III. Promote the results of women involved in regional development (social and economic)

Who were your partners and what networks are you part of?

Our partners were: Embassy of the Republic of Lithuania to the Republic of Moldova, Ministry of Economy and Infrastructure, the network of Women in the Congress of Local Authorities of Moldova (CALM), Chamber for Commerce and Industry, Organisation for Development of Small and Medium Enterprises and donors community (ODIMM), United Nation Development Program (UNDP), UN Women, women, civil society organizations (CSO), mass media, etc.

Creating evaluation board



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Organising the national contest

The announcement and selection criteria (initiative, innovation, efficiency, relevance, partnership, efficient resource management, impact, and sustainability) was delivered using various communication channels, starting with the institutional [website](#), the Facebook page, mass-media (national, regional, and local), e-mail newsletters, being also sent to all 898 local authorities in Moldova, public institutions, regional development agencies, as well to the women's start-up projects

In just 10 days, **53 success stories were collected from women from all regions of the country.**

The sections applied to women entrepreneurs and leaders in the development regions of

Moldova were:

1. Female entrepreneurship;
2. Community leadership.



The examples of successful activities included organic farming, education and counseling, IT services, production, recreation, community involvement and development projects, volunteering, social services, promoting local traditions, and the list goes on.

Organizing the Open days



Designing, developing, and promoting fact sheets / online posters

FEMEI CARE INSPIRĂ

ISTORII DE SUCCES LA FEMININ

LIDERISM COMUNITAR

Rodica Guțu (Ungheni)

Trecând prin sistemul birocratic și defecional informațional în domeniul adopției, Rodica Guțu a decis să ofere o platformă cu informații familiilor care doresc să aibă un copil. Ape a luat naștere Asociația obștească a părinților ce au copii orfani „Adopto și Alinare”. Asociația promovează dezinstituționalizarea copiilor orfani, informarea și instruirea în domeniul adopției naționale.

Ana Donia (Cimișlia)

A început pasiunea de succes pe când a venit în orașul Cimișlia, ca învățătoare de istorie. Deși Ana Donia multe femei au devenit mai implicate în viața localității, multe decizii la nivelul Consiliului Orașenesc s-au debătute în comunitate, ulterior au fost îmbunătățite. Prin energia sa, Ana Donia a reușit să implice zeci de femei în activități publice. Cel puțin 15 femei au devenit active politice în oraș datorită mobilizării pe care o face Ana Donia.

Svetlana Budiștean (Varnița)

Svetlana Budiștean este președinta AO „Sonar” și femeia în fruntea Fondului pentru Tineri Varnița. Fondul are scopul de a motiva tinerii din satul Varnița și regiunea transnistreană de a se implica în procesele de dezvoltare durabilă a localităților în parteneriat cu actorii comunitari. Din 2013, cei peste 20 de tineri bancheni și 43 de elevi din cadrul Fondului au reușit să finanțeze și să implementeze cu succes 50 de proiecte, colectând 2 milioane lei pentru diverse activități.

Valentina Casian (Strășeni)

Este prima femeie primar din istoria localității, și consideră că participarea activă a femeilor și liderilor simbolizează nivelul de maturare a societății. Este vorba de Valentina Casian, care îmbrățișează părerile că femeile au avut și au suficiente calități de lider, de factor decizional. Aceasta a fost confirmat și în municipal Strășeni, la alegerile locale din 2015, câștigând mandatul cu 74 la sută, fără apertură politică.

Tamara Șchiopu (Chișinău)

Din experiența trăită în Marea Britanie ca coproprietară a unei ferme agricole organice, Tamara Șchiopu a avut această idee de deschidere a pieței Ecological Farmers Market Moldova. Piața adună peste 50 producători agricoli, ecologici și artizani, care au posibilitatea să se întâlnească în fiecare săptămână cu consumatorii săi. Ecological Farmers Market Moldova este unica platformă de comunicare, comerț direct pentru cei care cultivă ecologic în această țară. Tamara Șchiopu are la activ peste 40 de târguri organizate la Chișinău.











Materiale elaborate în cadrul proiectului „Dezvoltare locală prin implicare egală”, implementat de IDB „Viteaz” în parteneriat cu Ambasadele Lituaniei în Republica Moldova, cu susținerea financiară a Programului de cooperare pentru dezvoltare și de promovare a democrației al Lituaniei. Proiectul are scopul de a susține dezvoltarea regională prin încurajarea activităților sociale și economice ale femeilor și implicarea acestora în viața comunității locale din Republica Moldova.

Femei care inspiră

ISTORII DE SUCCES LA FEMININ

ANTREPRENORIAL FEMININ

Aliona Ivanenco (Sîngerei)

Este unicul logoped din raionul Sîngerei, iar printre beneficiarii sunt copii cu autism, sindromul Down, copii cu tulburări auditive, adolescenți și adulți aflați în situații de criză, de la 2 la 63 de ani. Istoria de succes a Alionei Ivanenco începe în 2014 și timp de cinci ani de activitate, Cabinetul de consiliere psihologică și logopedie a oferit peste 8.000 de ședințe. Tot ea a creat www.logopediemoldova.com.

Stela Cetulean (Soroca)

Din dorința de a pune în valoare produsele autohtone, Stela Cetulean a fondat în anul 2007 ușașoria de fructe și legume „Lefrucom”. Compania este deținătoare a unui brevet de inventator referitor la scosora castraveților murați. Anual, compania procesează 100 de tone de matorie primă, iar produsele „Lefrucom” se bucură de popularitate atât în țară, cât și peste hotare.

Nona Deinego (Bălți)

Serviciile soft ale companiei conduse de Nona Deinego - „AM-SOFTGROUP” SRL sunt solicitate în SUA și în Europa, iar școlile din Moldova utilizează aplicația de management al activităților școlare, creșterea de companie. În cei 10 ani de activitate, numărul angajaților a crescut de la 6 la 46 de programatori IT, iar astăzi compania contribuie la digitalizarea serviciilor în Republica Moldova.

Daniela Dohotaru-Grițcan (Chișinău)

A creat prima grădiniță tech din Republica Moldova - TechKids în 2017, fiind grădinița copiilor exploratori. Programele educaționale sunt create după o metodologie ce îmbină structura clasică a unui plan de lecție cu material didactic și integrarea tehnologiei în cele mai diverse aspecte ale procesului educațional. TechKids are o abordare individuală față de fiecare din cei 21 de copii care frecventează amănunțit instituția preșcolară. Capacitatea maximă a grădiniței e de 38-40 de copii.

Veronica Ates (Chișinău)

Este director cercetare la compania de cercetare iData, și alături de echipa sa, Veronica Ates a reușit să realizeze peste 60 proiecte pentru administrația locală și centrală, organizații internaționale, organizații naționale, asociații etc. iData efectuează tot ciclul de culegere și procesare a datelor de la planificarea cercetării, elaborarea instrumentelor de cercetare, culegerea de date, analiza lor, elaborarea raportelor analitice și prezentarea datelor.











Materiale elaborate în cadrul proiectului „Dezvoltare locală prin implicare egală”, implementat de IDB „Viteaz” în parteneriat cu Ambasadele Lituaniei în Republica Moldova, cu susținerea financiară a Programului de cooperare pentru dezvoltare și de promovare a democrației al Lituaniei. Proiectul are scopul de a susține dezvoltarea regională prin încurajarea activităților sociale și economice ale femeilor și implicarea acestora în viața comunității locale din Republica Moldova.

Organizing the National Awarding Ceremony (60 participants)

- **Section: Female Entrepreneurship:**

- Aliona Ivanenco for the speech therapy and psychological counseling office in Sîngerei
- Stela Cetulean, founder of the “Lefrucom” fruit and vegetable dryer, a company that patented dried pickles.
- Nona Deinego from the IT company “SoftGrup” from Bălți, a company doing business with partners in the USA and Europe

Section: Community leadership:

- Renata Grădinaru, the woman who brought the civic budget to Bălți.
- Rodica Guțu, founder of the association of parents with orphan children “Shelter and Relief” in Ungheni.
- Svetlana Panaitova, president of the Gagauzia Women's Association.
- Tamara Șchiopu, the woman who created the “Ecolocal” Farmers Market in Moldova.
- Valentina Casian, the first woman mayor in the history of Strășeni



Round tables

The participants in the round table spoke about the opportunities and constraints facing Moldovan women and proposed a series of policy recommendations for a fair society.



How do you ensure visibility, promotion, and knowledge management?



Within the project were used the following products in order to ensure visibility: press releases, fact-sheets with successful stories of women's best social-economic practices, articles in mass media, etc. The main instruments to promote visibility were the website <http://viitorul.org> and the social media profiles - [@IDISViitorul](#), [@PBPMoldova](#). It should be noted in this regard that the FB page of IDIS - [@IDISViitorul](#) is followed by 4 122 people and has a monthly impact of 15 000 views and an average of 140 post shares. All these activities kept the action visible. The promotional materials have increased the visibility of the action, too. All the promotional materials developed within the project wore the logo of and made references to the funding institution.



What is your successful experience?

Through our project, we had an impact on the personal and professional development of women by helping them communicate with women from other regions, exchange their good and innovative practices, access finances, find partners inside and outside the country, etc.

We need to notice that:

- the local public authorities were interested to promote and support women from their communities;
- mass media was interested which means a lot for proper dissemination of the project activities;
- the Board members and IDIS partners have been responsive to our initiatives and very open to contribute with their expertise and supporting us in the dissemination of the project results;
- synergy was created among various actors at the national, regional, and local level;
- the initiative made known the remarkable experience and results of women, stimulated the motivation to produce innovations and changes in the community, and offered to the participating women, the public recognition of the economic and social successes;
- the initiative has contributed to the efficiency of regional governance and has supported communities delivering democratic governance and equitable conditions for the development and provision of public services;
- we have discovered and promoted the best practices in the social and economic field, implemented by women, thus contributing to the development of regions in the Republic of Moldova.
- the initiative has involved the exchange of experience in the social and economic field and lessons learned both by men and women as well as networking.
- the project implementation promoted motivation to create innovations and bring changes in local and regional communities and healthy competition among women with remarkable successes.





For the women from all regions of Moldova, the participation in the project brought:

- recognition of women's social and economic activities at local, regional, and national level;
- the opportunity to get feedback and recommendations on the achieved achievements;
- rewarding successes through recognition;
- exchange of experience with other active women in the Republic of Moldova.

What lessons can we draw? What can we learn from your experience?



There are only positive lessons learned and the first one is the fact that Moldova and especially **local communities need such initiatives**. The second one is the **openness of the institutions and organizations that agreed to voluntarily participate with their expertise and support** as members of the Evaluation Board, which is highly appreciated by civil society. With regard to the next steps, the recommendation would be to **continue the implementation of such initiatives** in order to provide other types of **support to the practices/success stories that will be deemed as being most effective, innovative, etc.**, such as **strengthening capacities programs (communication with the client, beneficiaries; access to finance (including project writing and management); how to create and develop partnerships), exchange of good practice among regions, communities but also at the international level, such as study visits, etc.**

IDIS “Viitorul” has implemented several projects in order to empower women and to promote and encourage women’s social, political and economic activities while promoting gender equality in local communities of Moldova.

- ***Raising public awareness on gender balance in the political and business sectors, financed by the UNDP and Norwegian Ministry of Foreign Affairs***
- **Provision of Consultancy Services for the design, organization, and delivery of post local election seminars for newly elected women councilors at district and local level, financed by UNDP**



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- **To design and provide training, coaching, and support for women candidates and potential candidates for local elections,** funded by the UN Women in Politics Program, funded by the United Nations Entity for Gender Equality and Women's Empowerment (UN Women), and the United Nations Development Program (UNDP), in partnership with the Eastern European Foundation and the Partnership for Development, financial support of the Government of Sweden.



- **Civic education campaign to encourage the participation in local elections of women's groups in the northern region (Brătușeni, Pepeni, Sângerei Noi, Chișcăreni, Târnova (Rome), Pelinia, Chetrosu (Rome), Larga, Lipcani, Corlăteni) and 3 cities of Gagauzia autonomy: Ceadâr-Lunga, Vulcănești and Comrat, financed by UNDP**



- **To strengthen the skills of a group of up to 30 active women leaders from underrepresented groups (Roma women, women representing ethnic minorities, women with disabilities, etc.) to advocate and to promote gender equality, financed by UN Women**



Thank you!