




# SUSTAINABLE DEVELOPMENT GOALS



Use **SDG Opportunity Cards** for generating innovative business ideas and business alignment to SDGs

*developed by UNDP Denmark  
adapted to local context by UNDP Moldova*



The SDG Business Opportunity Cards is an idea generation tool, part of the SDG Accelerator for the Private sector initiated in Denmark and piloted in Moldova starting with 2019. The Cards are used as inspiration for the private companies to define potential problems relevant to address and ideate from in their innovation journey to new products/services. There are 60 cards in total, each describing one specific target of the SDGs, needed solutions and possible market entry points for the Private Sector, recognizing that the Private Sector plays a very important role in addressing the challenges that the SDG Agenda wants to tackle by 2030.

How to use the SDG Business Opportunity Cards? Read them one at a time, to find the one/s that could be relevant to the company.

**Keep these questions in mind while navigating through the cards:**

- **Which SDG challenges are relevant to the industry?**
- **Which of these are critical to the company today and in the future?**
- **Where is the biggest potential for innovation for the business?**
- **Where could we have the biggest impact?**
- **What would be the motivator for solving the challenge for the company?**

Need more support with navigating and reading through the Cards?

Interested in further support of working with what you have picked up from the Cards?

Reach us to [dumitru.vasilescu@undp.org](mailto:dumitru.vasilescu@undp.org) and/or [jana.midoni@undp.org](mailto:jana.midoni@undp.org). We can also support to adapt the cards to different target groups and interests. Just leave us a message with your idea or question.

# TARGET 1-1

**1** NO  
POVERTY



# REDUCE POVERTY

# TARGET 1.1

The absolute national poverty rate in Moldova fell from its peak of 73% in 1999 to 9.6% in 2015. However, there are differences in poverty rates between rural and urban areas, with rural poverty five times higher than urban. A big part of the rural population is engaged in subsistence agricultural activities, facing higher risk of falling below the poverty line in the years of climate-related extreme events, such as droughts, floods, hail, frosts. Also, certain groups of the population, such as the elderly and families with many children, single mothers are particularly at risk of poverty if not already in poverty. Intensified efforts are required to boost the incomes of vulnerable groups, build the resilience of people living in poverty. Those who have escaped extreme poverty need inclusive and sustainable growth to keep moving forward.

# TARGET 1-4

1 NO POVERTY



**ASSURE EQUAL RIGHTS  
TO BASIC SERVICES**

# TARGET 1.4

Access to basic services and equal rights to economic resources are fundamental to preventing and reducing poverty and inequality at every stage of people's lives. It is also a lever for trust, civil engagement, innovation and well being. Yet, many people, in particular in the rural areas and people suffering from multiple deprivations, do not have the chance to prosper and live a productive and fulfilling life.

We need to work for access to basic services (including drinking water, sanitation and hygiene, energy, mobility, waste collection, health care services, quality education and information technologies), financial resources, including microfinance, access to land and other forms of propriety, new technologies.

# TARGET 1-5

1 NO POVERTY



**BUILD RESILIENCE TO ENVIRONMENTAL,  
ECONOMIC AND SOCIAL DISASTERS**

# TARGET 1-5

The frequency and severity of extreme climate events (droughts, floods, frosts, hail), as well as economic and social disasters are rising. These events pose significant risks to the poor and those in vulnerable situations, such as population engaged in subsistence agriculture. We need to rethink how we reduce the exposure and vulnerability of economic, social and environmental shocks, especially for the poor, both through public programs and private initiatives (new technologies to prevent and mitigate the negative climate effects, finance, insurance, etc.).



# TARGET 2-2

2 ZERO HUNGER



END ALL FORMS OF MALNUTRITION

# TARGET 2.2

In the past 20 years, hunger has been reduced by almost half. Although, food insecurity and malnutrition are of big concern. Moldova has as a priority to end malnutrition in all its forms, which is registered among children and other vulnerable groups.

We need solutions to address the malnutrition needs (of children under 5 y.o., adolescent girls, pregnant and lactating women, older persons). Food waste reduction, food redistribution, healthy diet programs, health education programs (also through telehealth) could contribute to addressing the problem

# TARGET 2-3

2 ZERO HUNGER



**INCREASE PRODUCTIVITY  
OF SMALL-SCALE FOOD PRODUCE**

# TARGET 2.3

Low agricultural productivity, outdated technologies (or their lack) and poor market connectivity, due to the lack of resources and knowledge, increase the vulnerability of people engaged in agricultural activities and holds back the sustainable development of agriculture in Moldova.

We need to increase agricultural productivity and incomes of small-scale food producers through secure and equal access to productive resources, inputs, new agricultural technologies and equipment, knowledge, financial services, new markets, including international markets.

# TARGET 2-4

2 ZERO HUNGER



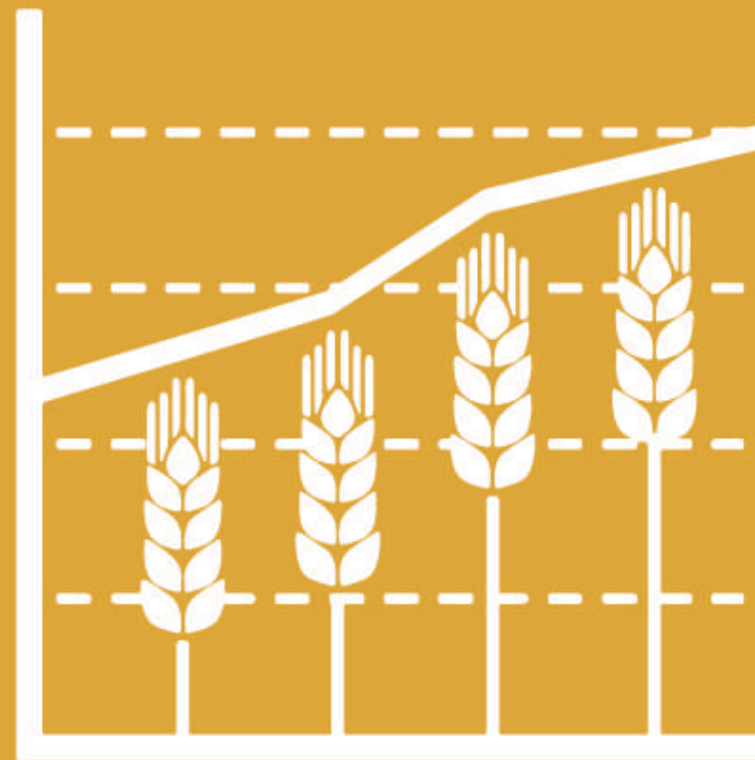
**INCREASE PRODUCTIVITY  
OF SMALL-SCALE FOOD PRODUCE**

# TARGET 2-4

Many of our current agriculture and food production systems are still unsustainable. They account for 20% of total greenhouse gas emissions and is a cause of land and soil degradation. The increase in energy consumption, fertilizers, and herbicides as well as animal feed, water, and long-distance transportation are all components of the wider problem. In Moldova, this is combined with low productivity agriculture and vulnerability to extreme weather events. We need to find ways to increase agriculture productivity while maintaining the ecosystems and developing resilience to climate change. Also increase organic farming that is environmentally sensitive, make food production more sustainable, and connect to the global food distribution networks to support feeding the world's growing population.

# TARGET 2-C

2 ZERO HUNGER



ENSURE TIMELY  
FOOD MARKET INFORMATION

# TARGET 2-C

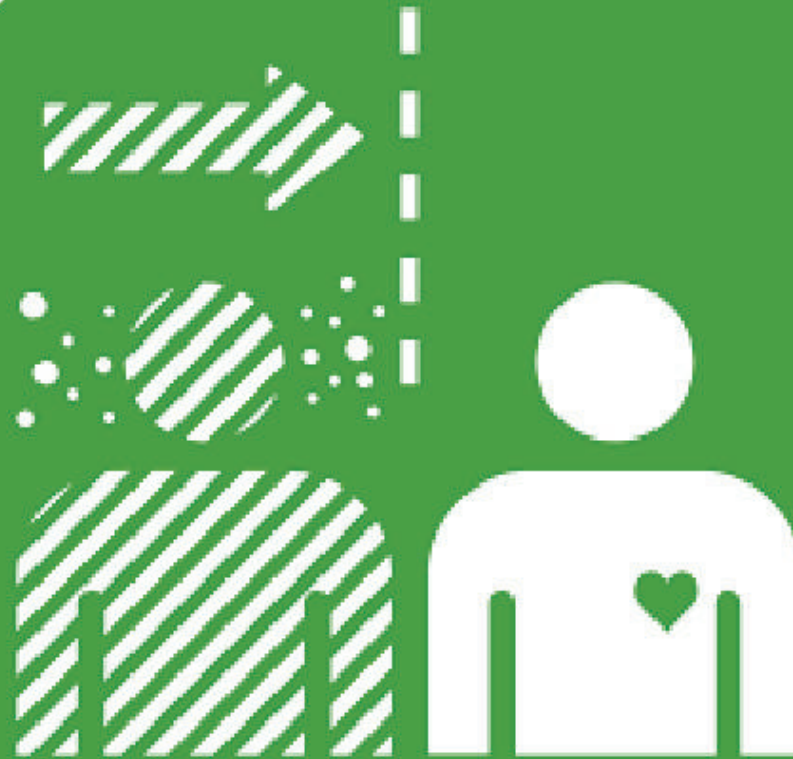
Uncertainty in terms of food prices, food reserves/stocks, and other food market information remains a barrier for small-scale farmers to plan future production according to market needs and for societies to predict and reduce the likelihood of food shortages and famines.

We need to make available timely access to food market information, including food reserves and prices, as well as ensure efficient food commodity markets.



# TARGET 3-3

3 GOOD HEALTH  
AND WELL-BEING



**FIGHT SEXUALLY TRANSMITTED INFECTIONS  
AND COMBAT DISEASES**

# TARGET 3-3

Moldova is registering slow progress or regression in fighting the infections and combating diseases. In recent years, HIV incidence in Moldova has a growing trend. An alarming situation is registered among young people of 15-24 years, HIV incidence per 100 thousand persons of this age almost doubles from 12.2 in year 2000, to 20.3 in year 2015.

The tuberculosis incidence rate in 2014 was 10 times bigger in the Republic of Moldova compared to EU average.

We need to find solutions to reduce the transmission of HIV and sexually transmitted infections, but also to reduce the burden of tuberculosis, combat hepatitis, water-borne diseases and other communicable diseases.

# TARGET 3-4

**3** GOOD HEALTH  
AND WELL-BEING



**REDUCE MORTALITY  
FROM NON-COMMUNICABLE DISEASE**

# TARGET 3-4

There has been an increase in people dying prematurely from diabetes, cardiovascular and chronic lung diseases, cancer, as well as mental illness in recent years (so-called noncommunicable diseases). These diseases are related to unhealthy lifestyles such as physical inactivity, unhealthy diets, tobacco use, alcohol consumption, and emotional and physical exhaustion and are some of the key contributors to premature deaths. In 2015, noncommunicable diseases in Moldova accounted for 83% of the total number of disability adjusted life years, while the communicable diseases – 11%, and the incapacity caused by accidents – only 6%.

We need to focus resources on how to reduce, prevent and treat these diseases as well as the behaviours that cause them. Promotion of mental health and wellbeing also require solutions, including business solutions.

# TARGET 3-5



**3** GOOD HEALTH  
AND WELL-BEING



**PREVENT AND TREAT  
SUBSTANCE ABUSE**

# TARGET 3-5

Drug and alcohol abuse has extensive negative consequences for an individual's health, wellbeing and social responsibilities (family, friends, etc.). In 2014, Moldova consumed a volume of alcohol equal to 10 l of pure alcohol per capita, very much above the global average of 6.3 l/capita. Globally, the harmful use of alcohol results in 3.3 million deaths each year, and the number of deaths directly caused by drug abuse increased by 60% - from 105,000 deaths in 2000 to 168,000 deaths in 2015.

Through prevention and treatment of substance abuse, including drug addiction and harmful use of alcohol, we can reduce the number of deaths caused by addictions.

# TARGET 3-6

**3** GOOD HEALTH  
AND WELL-BEING



# REDUCE ROAD INJURIES AND DEATHS

# TARGET 3-6

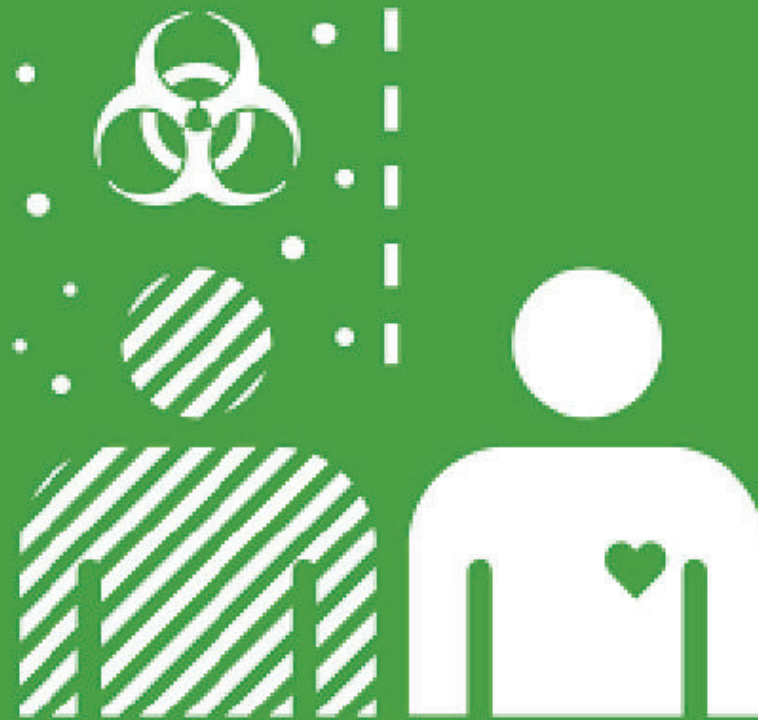
According to the World Health Organization, road traffic injuries caused an estimated 1.3 million deaths worldwide each year. That is one person killed every 25 seconds. An important cause of accidents is lack of attention. In Moldova, there were 437 deaths from Road Traffic Accidents in 2017, which is 1.05% of total deaths.

Rethinking our transport policies and systems with increased focus on road safety and protection of the vulnerable road users, such as pedestrians, cyclists, and motorcyclists, and technology advancements can reduce the number of injured and increase the number of lives saved in traffic.



# TARGET 3-9

**3** GOOD HEALTH  
AND WELL-BEING



**REDUCE MORBIDITY FROM CHEMICALS,  
AIR AND WATER POLLUTION**

# TARGET 3-9

Air and water pollution have an impact on life expectancy; the long-term effects of air pollution include pulmonary and cardiac diseases and of water pollution - bacterial, viral, parasitic and gastrointestinal diseases. In Moldova, 86.2% of emissions in the atmosphere are produced by the transport, while drinking water is polluted by untreated or partly treated wastewaters, municipal and production wastes, as well as fertilizers used in agriculture.

Actions are needed to eliminate the pollution sources, including through examining the air and water quality on a regular basis to avoid its destructive effects on human health.

# TARGET 4.3 & 4.4

4 QUALITY  
EDUCATION



RELEVANT EDUCATION,  
SKILLS AND TRAINING

# TARGET 4.3 & 4.4

Frontier technologies that are better, cheaper, more scalable, and easier to use than ever before are a consequence of the fourth industrial revolution. The potential benefits to social, environmental and economic progress are huge.

To reap the benefits, we need to improve education and embrace lifelong learning for continuous skill development to meet changing job demands as well as building and upgrading digital skills for everyone.

# TARGET 4-4

4 QUALITY  
EDUCATION



RELEVANT SKILL  
FOR THE LABOUR MARKET

# TARGET 4.4

Access to quality education is the key to personal and professional growth and opens a world of opportunity.

Moldova has registered certain progress in preschool and primary school enrolment, as well as in the education performance in the last twenty years. Nevertheless, we are still far from OECD countries' standards in education, and the skills and knowledge obtained are not matching the needs of today's labor market.

We need to unlock people's potential by rethinking the learning and collaboration across businesses, governments, educators and others.

# TARGET 4.7

4 QUALITY  
EDUCATION



QUALITY EDUCATION & INTERNATIONAL  
KNOW-HOW EXCHANGE

# TARGET 4.7

Education is the key enabler for many SDGs, yet our current educational systems are limited in reach and fail to explain and enable action related to the tough challenges humanity faces.

We need to ensure that all learners and teachers acquire the knowledge and skills needed to promote sustainable development, including education for sustainable lifestyles and enterprises, human rights, gender equality, global citizenship, and appreciation of cultural diversity.



# TARGET 5-1

5 GENDER  
EQUALITY



**END DISCRIMINATION AGAINST  
WOMEN AND GIRLS**

# TARGET 5-1

Women have greater opportunities than ever before in many countries. In Moldova, women study more than men: 27% of women graduated universities, 6% more than men. Despite this, only 39% of women are working, compared to 43% of men and they have a 14% lower wages than men (2017 statistics data).

Gender inequality still persists and by denying women equal rights, we deny half the world's population a chance to live life at its fullest. We need to think of ways to empower women, so they can obtain the same rights and opportunities as men, especially in the job market.

# TARGET 5-2

5 GENDER  
EQUALITY



**END ALL VIOLENCE AGAINST  
WOMEN AND GIRLS**

# TARGET 5-2

It is estimated that 35 percent of women worldwide have experienced either physical and/or sexual intimate partner violence or sexual violence by a non-partner at some point in their lives. In Moldova, two out of three women above the age of 15 experienced at least one type of violence in her lifetime.

We need to prevent and eliminate violence against girls and women, including trafficking, including through fighting of stereotypes and promotion of non-violent communication in the public and private spheres.

# TARGET 5-4

5 GENDER  
EQUALITY



# SHARE DOMESTIC RESPONSIBILITIES

# TARGET 5.4

Family and home care duties and formation is just as much the responsibility of men as it is for women, yet in many societies, including in Moldova, it is still seen as a job for women, thus obstructing their right to choose freely and limit their time for professional development. This is the case for much unpaid work, including housekeeping tasks and food preparation, maternity leave, and responsibility for children's upbringing. The 2017 Time Use Survey found that women spend 4.9 hours per day on unpaid work, almost twice the amount of time spent by men (2.8 hours per day).

We need to value unpaid care and domestic work (or setting up child-care private services) and share the responsibilities at home and in the family (paternity and parental leave, family-oriented working conditions).

**TARGET 5-5**

**5** GENDER  
EQUALITY



**FULL PARTICIPATION IN LEADERSHIP**

# TARGET 5-5

The distribution of women and men in powerful positions is heavily skewed towards men. In the majority of the 67 countries with data from 2009 to 2015, fewer than one third of senior- and middle-management positions were held by women. In Moldova, for example, women represent one in four business managers or heads of ministries. These proportions are far from desirable from the gender equality perspective. We need to debate how we can accelerate the change needed for a higher rate of female representation in leadership in economic life.



# TARGET 6-1 & 6-2

6 CLEAN WATER  
AND SANITATION



CLEAN DRINKING WATER  
AND SANITATION

# TARGET 6-1 & 6-2

Access to clean water and efficient sanitation is essential to human health, environmental sustainability and economic prosperity. Significant progress has been made, but globally 3 in 10 lack access to safely managed drinking water and 6 in 10 lack access to safely managed sanitation facilities. An associated 1.8 million deaths occur each year. This can be changed by investing in green, innovative, and adequate infrastructure, adequate water treatment and sanitation technologies resulting in affordable and sustainable access to safe water and quality sanitation, as well as education in hygiene practices.

# TARGET 6-3

6 CLEAN WATER  
AND SANITATION



IMPROVE WATER QUALITY  
AND SAFE REUSE

# TARGET 6-3

80% of total wastewater from human activity is discharged directly into rivers or sea without any cleaning process resulting in pollution, sickness and a high number of deaths every year. In addition to this, water quality in Moldova is degraded by irrational use of fertilisers, poor or lack of waste management and lack of sewage systems. According to 2017 data, 61% of underground water sources and 84% of wells' waters from Moldova don't meet the minimum necessary sanitation norms on chemical composition.

We need to leverage existing skills and knowledge on wastewater infrastructure, technology and policy regulation to ensure clean water for all.

# TARGET 6-4

6 CLEAN WATER  
AND SANITATION



# SUSTAINABLE WATER USE

# TARGET 6-4

Water – whether the increase in demand of it, pollution of it, or the lack of it – is going to be one of the main urban challenges of the 21st century. In fact, global water demand is projected to increase by 55% between 2000 and 2050, and every second individual will be affected by water scarcity in 2050.

We need to rethink how we interact with water in all instances to address the complex social, physical and cultural challenges related to it. We need to leverage existing skills and knowledge on wastewater infrastructure, treatment technology, management, access, and policy regulations to ensure clean water for all and increased recycling, safe reuse of water and restoration of scarce water resources.

# TARGET 7-1

7 AFFORDABLE AND  
CLEAN ENERGY



**ENSURE ACCESS TO ENERGY**

# TARGET 7-1

Between 1990 and 2010, the number of people with access to electricity increased by 1.7 billion, but still 1 in 7 people remain in the dark. In 2016, 3 billion people (41 per cent of the world's population) were still cooking with polluting fuel and stove combinations. Our current reliance on fossil fuels is furthermore unsustainable and one of the biggest threats to our own survival.

Instead, we need to modernise the energy-services and become more energy-efficient, invest in clean energy production such as solar and wind, diversify energy sources, and ensure a more efficient distribution to the benefit of both people and planet.



# TARGET 7-2

7 AFFORDABLE AND  
CLEAN ENERGY



INCREASE PERCENTAGE  
OF RENEWABLE ENERGY

# TARGET 7-2

Renewable energy sources such as water, solar and wind power still make up a relatively small share of energy consumption, despite their rapid growth in recent years. The challenge is to increase the share of renewable energy in the industrial and transportation sectors, which together account for 80 per cent of global energy consumption. To do so, we need innovative technologies to integrate renewable energy and complementary energy resources, investment throughout the energy value chain from primary energy development to end-use, regulations, standards and best practice guidance, as well as action from the private sector and deployment of the innovative and targeted financial mechanisms.

# TARGET 7-3 & 7-A

7 AFFORDABLE AND  
CLEAN ENERGY



ADOPTION OF EFFICIENT  
AND CLEAN ENERGY

# TARGET 7-3 & 7-A

Energy is central to nearly every major challenge the world faces today from national security, climate change, food production, job creation and increasing living standards. Even so, our current energy practices cannot be sustained; they account for 60% of total greenhouse gas emissions, contributing to climate change, environmental depletion as well as dangerous levels of air pollution detrimental to human health - all while being unequally distributed across countries. Being one of the most complex challenges of today, we need to resort to efficient energy consumption and renewable energy practices in industry, transport and buildings. We must make investments in energy infrastructure projects aimed to enhance energy efficiency and optimization, research and introduce new technologies and learn about the large-scale deployment of low carbon energy sources

# TARGET 8-1

**8** DECENT WORK AND  
ECONOMIC GROWTH



# SUSTAINABLE ECONOMIC GROWTH

# TARGET 8-1

GDP is the most common measure of a country's prosperity and economic growth. Yet, it does a poor job of counting "externalities" such as climate change, natural resource stocks, equality, and wellbeing - components of sustainable development.

While we need to increase Moldova's GDP (it's the lowest GDP per capita in Europe), we also need to measure and target economic growth in terms of sustainable growth, focusing on creating a positive impact on the environment and people's wellbeing.

# TARGET 8-2

**8** DECENT WORK AND  
ECONOMIC GROWTH



**ECONOMIC PRODUCTIVITY  
AND COMPETITIVENESS**

# TARGET 8-2

Moldova has limited natural resources and, hence, the source for increasing economic competitiveness, quality of jobs and people's wellbeing as a whole is labour productivity, which can be done through investments in innovations and technologies.

We need to stimulate the growth of economic productivity through diversification, including creation of new businesses, technological upgrading or adoption of new technologies, innovations, including through focus on high-value added and labor intensive sectors.



# TARGET 8-4

**8** DECENT WORK AND  
ECONOMIC GROWTH



**RESOURCE EFFICIENCY  
IN PRODUCTION AND CONSUMPTION**

# TARGET 8-4

Beside the problem of limited natural resources, Moldova faces the problem of degradation of the available ones (soil, water, air). As well, Moldova is vulnerable to climate change through its economic and social dependency on agrifood sector (agrifood has 40% share in exports and 30% employment).

We need to improve resource efficiency in production and consumption, including through finding new efficient and innovative ways to decouple economic activity from the current overuse of raw materials and environmental degradation both at home, at work and in economic activities (e.g. clean production and technology, reuse materials, circular products and services, etc.), thus transitioning to a greener economy.

# TARGET 8-5 & 8-6

8 DECENT WORK AND  
ECONOMIC GROWTH



## DECENT WORK WITH EQUAL PAY

# TARGET 8-5 & 8-6

The global gender pay gap stands at 23% (2015), with Moldova's pay gap at 14.5%. Without decisive action, it will take more than 50 years to achieve equal pay. Women and girls must enjoy equal opportunities for employment and education, and we have a responsibility to debate how we can accelerate the change needed.

At the same time, Moldova has a high number of young people (15-29 years) who are not employed, are not enrolled in education or professional training - 29% in 2017. We need innovative ways to integrate this category of youth in employment, through internships, micro-training, part-time jobs, or provision of day care services for the kids of young parents.

# TARGET 8-8

8 DECENT WORK AND  
ECONOMIC GROWTH



## PROTECT LABOUR RIGHTS

# TARGET 8-8

Ensuring decent and safe work for both women and men remains a key challenge. We need to encourage innovation and job creation, while protecting labour rights and promoting safe and secure working environments for all workers. Special focus would be put on occupations and economic activities identified with the highest risk of occupational injuries, where accident prevention measures shall be made mandatory.

# TARGET 8-10

**8** DECENT WORK AND  
ECONOMIC GROWTH



**ACCESS TO FINANCE,  
FINANCIAL SERVICES AND INSURANCE**

# TARGET 8-10

Businesses don't exist in a vacuum: they need investment, expertise and support to reach their full potential. The financial sector in Moldova is relatively weak in fulfilling its function of channeling the savings into investments and the insurance sector is small and almost entirely restricted to motor insurance. Other nonbank financial institutions and markets are underdeveloped.

We need to rethink affordable and accessible insurance and banking services so they work for all of us and support productive entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises.



# TARGET 9-3

9 INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**SUSTAINABLE SMALL  
AND MEDIUM-SIZED ENTERPRISES**

# TARGET 9-3

Small and medium-sized enterprises (SMEs) are important pillars of our economy accounting for large shares of national employment (over 50% in OECD countries) and national value added (over 50% in OECD countries). SMEs (including micro-enterprises) also play a critical role in growth and employment in developing and emerging economies. SMEs have a leading role to play in promoting inclusive and sustainable economic growth, employment, and decent work for all as well as fostering innovation. They need support to become competitive and generate employment and income, facilitate international trade and enable increasingly more efficient use of scarce resources.

# TARGET 9-4

**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



# DEVELOP SUSTAINABLE INFRASTRUCTURE

# TARGET 9-4

Half of humanity – 3.5 billion people – live in cities, thus relying on carbon-intensive socio-technical systems (infrastructure, regulations, user practices, social norms and behaviours) that are inherently costly and difficult to escape – in short, we are locked into an urban high carbon emissions ecosystem. To unlock cities and individuals from carbon intensive practices, we need to come up with clean, sustainable and affordable ways to think about and use buildings, vehicles, roads, user practices, regulation, and others.

# TARGET 9-5

**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**UPGRADE RESEARCH  
AND INDUSTRIAL TECHNOLOGIES**

# TARGET 9-5

Industrial production is a central part of our global economy, but also a source of climate change, air and water pollution, health issues, destruction of ecosystems, and more. With the right research in creating sustainable and environmentally friendly industrial production and technologies, we can strengthen the industrial sector and hinder its side effects. We need to increase research in sustainable production and upgrade and innovate industrial technologies.

# TARGET 10-2

10 REDUCED  
INEQUALITY



## SOCIAL AND ECONOMIC INCLUSION

# TARGET 10-2

In the aftermath of the financial crisis, social and economic inequality has risen globally. People living in societies with less social and economic equality are less likely to trust each other, less likely to engage in social or civic activities, and less likely to say they are happy, when asked.

We must develop and promote ways to facilitate social and economic inclusion, cohesion and respect towards all people across the social spectrum, background, ethnic origin, religion, gender, economic or other human status.



**TARGET 10-4**

**10** REDUCED  
INEQUALITIE



**PROMOTE EQUALITY**

# TARGET 10-4

Inequality is on the rise within countries. In Europe, the US, and the Middle East, the top 10% national income earners share of national income is 37%, 47%, and 61% respectively (2016 levels). High levels of income inequality are linked to economic instability, financial crises, and less social cohesion. Rethinking tax systems, wages, social protection policies, and regulation provides some opportunities that can be applied to address rising inequality.

# TARGET 10-C

10 REDUCED  
INEQUALITIE



**REDUCE THE TRANSACTION COSTS  
OF MIGRANT REMITTANCES**



# TARGET 10-C

Labor migration and remittances, which have increasingly become a part of the global landscape, have profound economic and social consequences. Moldova's estimated one-third of all economically active citizens are working abroad, and is an interesting illustration of this trend of inequality. The aim is to, by 2030, reduce to less than 3% of the transaction costs of migrant remittances and eliminate remittance corridors with costs higher than 5%. Innovative players may be involved which may adopt a variety of different business models for the delivery of the remittances' transactions optimizing the fees charged to the sender and the margin by which the exchange rate is charged to the end users.

# TARGET 11-3

11 SUSTAINABLE CITIES  
AND COMMUNITIES



## SUSTAINABLE URBANIZATION

# TARGET 11-3

More than half of today's population lives in cities. The density of people results in issues such as harmful air pollution, waste treatment and sanitation, and unsustainable use of natural resources. These challenges will continue to accelerate as city populations reach more than 6 billion in 2050 – a 64% increase since 2014. To control the pressure that cities put on the environment, we need to focus on sustainable solutions and services to support long-term urban development, including energy efficient technologies, accessible and sustainable transport systems, smart infrastructure, waste management systems, and resiliency practices.

# TARGET 11-6

11 SUSTAINABLE CITIES  
AND COMMUNITIES



REDUCE THE ENVIRONMENTAL  
IMPACT OF CITIES

# TARGET 11-6

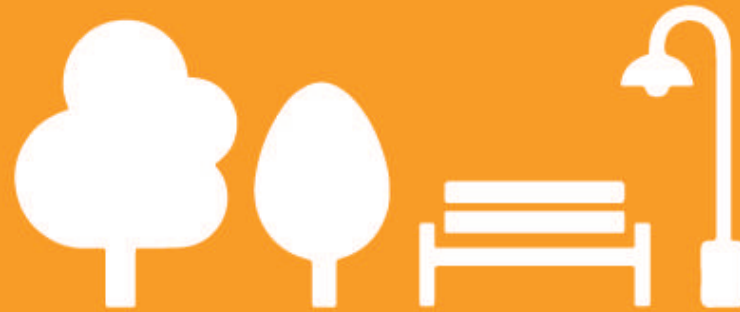
Urban air pollution challenge cities around the world, causing illness, reduced wellbeing and millions of premature deaths annually. In 2014, an estimated 50% of the global urban population was exposed to air pollution at levels 2.5 times higher than maximum standards (World Trade Organization -WTO). In 2016, an estimated 4.2 million people died as a result of high levels of ambient air pollution.

We need to develop and deploy new ways to prevent and reduce urban pollution as well as minimize time spent in high pollution areas, for example through smart city technology, clean transport, and real-time monitoring of pollution levels.



# TARGET 11.7

11 SUSTAINABLE CITIES  
AND COMMUNITIES



SAFE AND INCLUSIVE  
PUBLIC SPACES

# TARGET 11.7

The world today is urbanizing at rates unprecedented in history. For many men and women, the decision to move to the city is a chance for a better life, a higher income, decent jobs, comfortable residence and ready access to modern amenities. Yet, cities are also places of deep inequality and despair. We need to provide universal access to safe, inclusive and accessible green and public spaces for all, in particular for parents and children as well as persons with disabilities and the elderly.

# TARGET 11-B

11 SUSTAINABLE CITIES  
AND COMMUNITIES



SUSTAINABLE INFRASTRUCTURE  
AND CITIES

# TARGET 11-B

The building and construction industry is responsible for 36% of global final energy consumption and nearly 40% of total direct and indirect CO<sub>2</sub> emissions. There is a large need for increased energy efficiency of existing buildings, development of CO<sub>2</sub>-neutral construction and building products production, and to incorporate climate adaptation in construction and infrastructure. Energy-saving renovation, efficient energy consumption in buildings, and infrastructure resilient to disasters play an important role in the progress towards sustainable cities and communities.

# TARGET 12-2

**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**SUSTAINABLE MANAGEMENT  
AND CONSUMPTION OF NATURAL RESOURCES**

# TARGET 12-2

Our planet has provided us with an abundance of natural resources, but we do not use them responsibly. Every year, we globally consume almost twice the amount of natural resources that our planet can renew. For all types of materials, developed countries have at least double the per capita footprint of developing countries. The fossil fuel footprint is more than four times higher for developed than developing countries. In other words, our current consumption behaviour is far from sustainable in the long run.

We need to reinvent consumption habits moving away from resource-intensive processes and maximising the (re)use of existing assets, leading to energy savings, as well as widening or redefining the consumption choices (e.g. collaborative consumption models shifting away from ownership of products, discouragement of overconsumption of underpriced goods/services, compensation strategies for the poorest, eco-product labelling schemes, etc).

# TARGET 12-3

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



## REDUCE FOOD WASTE

# TARGET 12-3

Each year, an estimated 1/3 of all food produced ends up rotting in the bins of consumers and retailers or spoiling due to poor transportation and harvesting practices. Every year, consumers in rich countries waste almost as much food (222 million tonnes) as the entire net food production of sub-Saharan Africa (230 million tonnes). In addition, food production accounts for 1/5 of global greenhouse gas (GHG) emission, which is set to double by 2050 (benchmark year 2015).

We must develop and deploy efficient and low GHG emitting food practices while reducing food waste. The principles of “reduce, reuse, recycle” will be applied and guide our lifestyle and economic activity. New models of environmentally friendly consumption, reducing the use of resource intensive items (e.g. meat) and items detrimental to health (e.g. sugar-based products), optimizing the consumption of non-seasonal and processed food items, etc.



# TARGET 12-4

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



RESPONSIBLE MANAGEMENT  
OF CHEMICALS

# TARGET 12-4

Around 100,000 chemicals are used in commerce every day, with 2,000 new compounds coming into the market every year. There is no reliable information on the health impact of almost two thirds of the chemical products used in industry. To progress towards sustainable development, we need to achieve sound management of chemicals and all wastes throughout their life cycle and reduce their release into air, water, and soil. Solutions to support Private sector in adherence to international norms on the management of hazardous chemicals and wastes is critical for a sustainable planet.

# TARGET 12-5

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



## REDUCE WASTE GENERATION

# TARGET 12-5

Global waste is projected to increase by 70% by 2025 (benchmark year 2015). The OECD countries will be responsible for 28% of global waste generation while making up only 14% of the world's population by 2025. While we need to reduce and reuse the resources we have, there is a need to innovate circular models for products to support more efficient use of natural resources, and to create a system that allows for long life, optimal reuse, remanufacturing, and recycling. Innovative solutions are needed not only for urban, but also for rural waste recycling activities aimed to reduce the amount of waste going to landfills and help to create jobs, create sustainable and resilient cities, circular economies and livable human settlements.

# TARGET 12-6

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**BUILD SUSTAINABLE  
COMPANY PRACTICES**

# TARGET 12-6

93 per cent of the world's 250 largest companies are now reporting on sustainability, but the practice needs to expand to tens of millions of smaller enterprises around the world. Natural resources are going to be a key challenge for industry in the 21st century given the steady rise in demand, volatility, and scarcity as well as public attention to it. To curb this trend, industries must rethink their practices and recognition/assuming the need for "greening" of industries. For example, through the introduction of new green technologies, companies will need mitigation strategies relying on transparency, efficiency, and monitoring, as well as re-training and knowledge transfer to their workers and stakeholders. Financial institutions might be interested to support new business opportunities that deploy new technologies for a greener industry. This will also help build trust with stakeholders including customers, investors and employees.

# TARGET 12-6 & 12-7

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



## PROMOTE SUSTAINABLE PRACTICES

# TARGET 12-6 & 12-7

Global plastic production has increased from 1.5 million tons in 1950 to 350 million tons in 2017, using 6% of global oil consumption and estimated to rise to 20% of oil consumption in 2050. Approximately half of it is used as single-use wrapping and is afterward simply thrown out. Large volumes every day, therefore, end up in landfills, and a considerable amount ends up in open nature.

We need to tackle this challenge through political and corporate initiatives alike, drastically reducing the leakage of plastics into natural systems, improving circularity of plastic packaging, developing new sustainable materials and separation technologies.



# TARGET 12-8

**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**PROMOTE UNDERSTANDING  
OF SUSTAINABLE LIFESTYLES**

# TARGET 12-8

We use more ecological resources and services than nature can regenerate through our current overfishing, overharvesting of forests and carbon-dioxide emissions into the atmosphere than nature's ecosystems can absorb.

This behaviour is highly unsustainable. We need to ensure that people are aware and have the right knowledge about sustainable choices and take up lifestyles that fit Earth's natural limits.

We must make it normal to think about how the use of different resources affects the environment. In consequence we should be able to reinvent consumption habits and behaviour in our homes, in public spaces and at work (e.g. diet, soft mobility, use of public transport means, choice of goods according to lifestyle, water and energy savings, etc.). Women, youth, media, NGOs could be among the core actors and facilitators.

# TARGET 13-2

13 CLIMATE ACTION



**INTEGRATE CLIMATE CHANGE  
MEASURES INTO POLICIES**

# TARGET 13-2

The year 2017 was one of the warmest years on record and was 1.1 degrees Celsius above the pre-industrial period. The world continues to experience rising sea levels, extreme weather conditions, and increasing concentrations of greenhouse gases. This calls for urgent and accelerated action by public and private corporations to integrate climate change measures into their policies, strategies, and planning. We need innovative solutions, early warning actions and adaptation measures to strengthen the national response to the threat of climate change and natural disasters occurring lately more frequent.

# TARGET 13-3

**13** CLIMATE ACTION



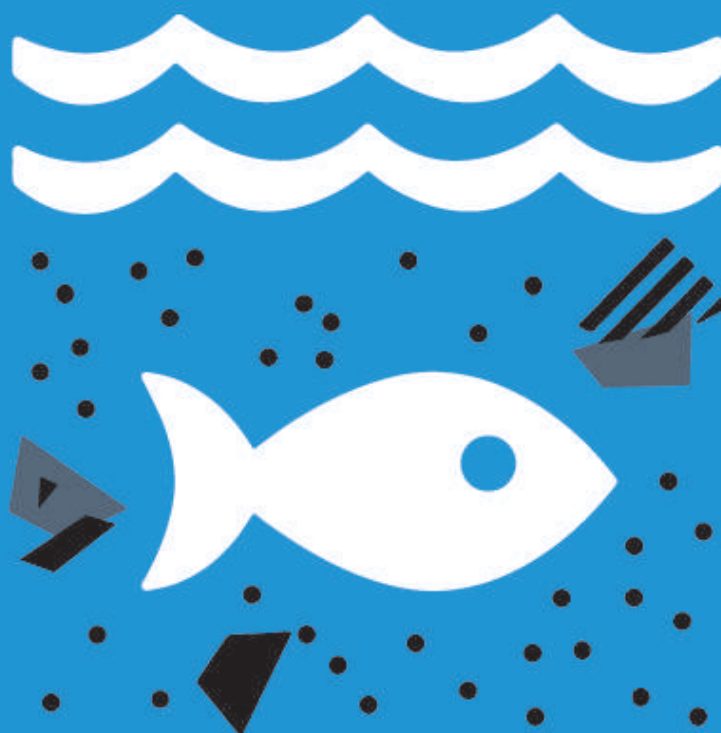
**BUILD CAPACITY  
TO FACE CLIMATE CHANGE**

# TARGET 13-3

Rural areas and cities around the world increasingly face the adverse effects of climate change, including rising sea levels, climbing temperatures, longer periods or frequency of drought and stronger storms. We must improve education, awareness as well as human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.

# TARGET 14-1

14 LIFE  
BELOW WATER



**REDUCE SURFACE WATER  
AND GROUNDWATER POLLUTION**

# TARGET 14-1

Moldova is directly affected by the quality of drinking water, where 80% of the wells, often the main source of water in villages, not meeting the safety norms. Other 44% of people in the country do not have access to safe potable water. Key sources of water pollution in the Republic of Moldova are untreated or partly treated wastewaters, municipal and production wastes, as well as fertilizers used in agriculture.

We need to find solutions to significantly reduce surface water pollution, in particular from land-based activities, which can include better pesticides and fertilizers' management, liquid waste management solutions, eco washing solutions, etc.



# TARGET 15-1

15 LIFE ON LAND



**IMPROVE FRESHWATER ECOSYSTEMS  
AND THEIR SERVICES**

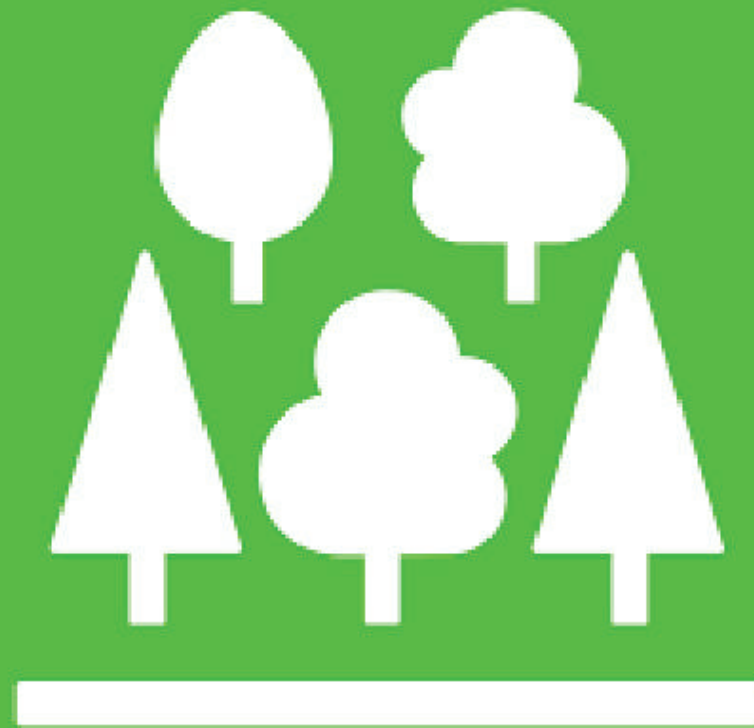
# TARGET 15-1

A big challenge faced by the Republic of Moldova is the quantity of water available for usage. The available volume of water is 500 m<sup>3</sup> per capita per year or even less. The recommended international thresholds define a volume of 1700 m<sup>3</sup> per capita per year as a safe level of renewable fresh water. If the volume of available water is less than 1000 m<sup>3</sup> per capita per year, the lack of water may impede economic development and may affect the health and living standards of the population.

We need to ensure conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains, and drylands.

# TARGET 15-2

15 LIFE ON LAND



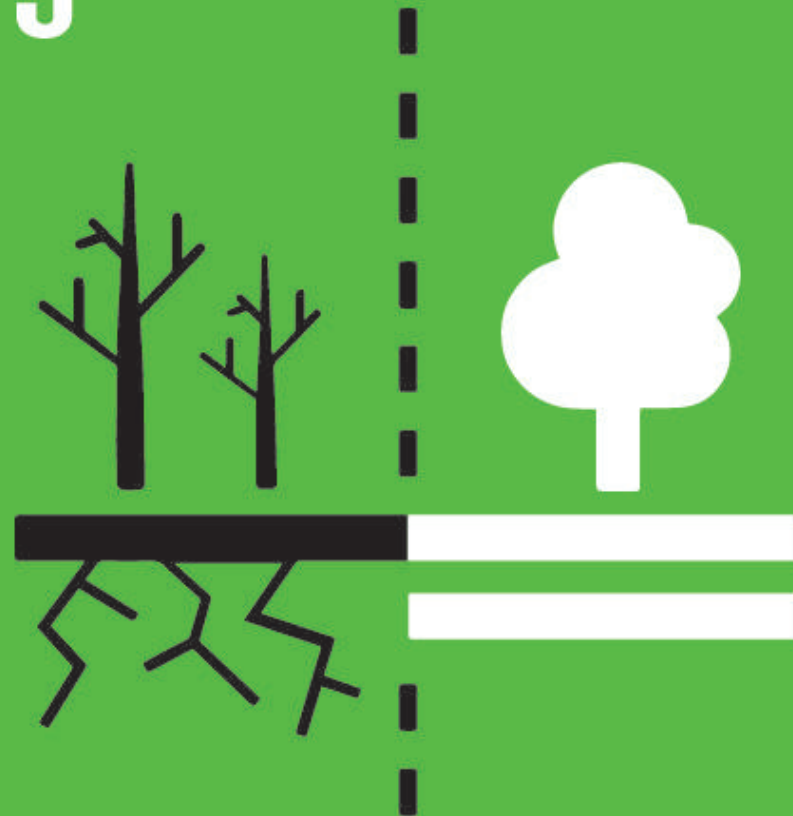
**INCREASE AFFORESTATION  
AND IMPROVE FORESTS' MANAGEMENT**

# TARGET 15-2

Woods and other areas of forest vegetation represented only 13.8% of the total area of the Republic of Moldova in 2017, representing a minor increase of only 0.1% since 2010. It is critically low compared to the EU average of 40% and is also below the critical threshold level of 15% required for the provision of a minimal level of forest-related environmental services. Maintaining and extending the forests contributes to reduction of climate change, prevent soil erosion and continuous degrading of soil and restore the underground waters. We need to promote sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation.

# TARGET 15-3

15 LIFE ON LAND



END DESERTIFICATION  
AND RESTORE DEGRADED LAND

# TARGET 15-3

Land resources in the Republic of Moldova are the subject of an intensive anthropogenic usage. The share of the land used in agriculture is one of the highest in the world (73.9% of the territory), while the areas with natural vegetation are very limited (forests – and other areas of forest vegetation – 13.8%). The soil in the Republic of Moldova that is highly qualitative and productive, is subject to degradation processes, the erosion being the most serious one - more than 40% of the agricultural land in the country is exposed to erosion in various degrees. This causes a significant drop in agriculture production, siltation of water bodies, damaging hydro-technical works and causing pollution of water with concentrated nutrients and pesticides. We need to prevent/combat desertification and restore degraded land and soil, including through rethinking agricultural (organic farming and agri-environmental schemes, conserve agricultural biodiversity, avoid land pollution) and industrial (in particular processing and manufacturing) practices.

# TARGET 16-4

**16** PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



**COMBAT ILLICIT FINANCIAL FLOWS  
AND ORGANIZED CRIME**

# TARGET 16-4

Efforts to promote sustainable development are being undermined by illicit financial flows (IFFs), organized crime and cyber-crime. IFFs are financial flows whose origin and/or transfer is illegal, for example due to tax evasion, corruption or other criminal activities such as drug, arms, and human trafficking or illegal logging. In addition, cyber-crimes have been estimated to cost the world almost \$600 billion a year, or 0.8% of global GDP. We need to devise and implement ways to combat IFFs, organized crime as well as cyber-crimes across sectors and national borders, and also improve recovery and return of illicit goods.



# TARGET 16-5



**REDUCE TAX EVASION  
AND CORRUPTION**

**16** PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



# TARGET 16-5

Almost one in five firms worldwide report receiving at least one bribery payment request when engaged in regulatory or utility transactions. Poor governance, corruption, theft and tax evasion significantly undermine human development. Even countries with low levels of corruption experience wealthy people and companies that enjoy tax havens in other countries, huge bribery scandals, and banks that are laundering money.

We need competitive companies with increased transparency, social and fiscal responsibility, which would contribute to the sustainability of the national tax system and would be discouraged to participate in the corruption acts and, and bribery.

# TARGET 16-6



**EFFECTIVE, ACCOUNTABLE  
AND TRANSPARENT INSTITUTIONS**

**16** PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



# TARGET 16-6

Effective, accountable and transparent public and private institutions, at all levels, are required to secure social, economic and environmentally sustainable development. Yet, our current institutional setup fails to deliver on many of these responsibilities.

Political institutions as well as businesses need to adopt transparent practices and be accountable for their actions/inactions to secure long term sustainable development, as well as be client-oriented, inclusive and responding to the needs of the most vulnerable for the societal economic and social benefit.

# TARGET 17-1

17 PARTNERSHIPS  
FOR THE GOALS



**MOBILIZE DOMESTIC RESOURCES  
FOR DEVELOPMENT**

# TARGET 17-1

Mobilizing domestic resources for development presents a large challenge for developing countries. They struggle to collect taxes and provide basic services such as infrastructure, healthcare, and public safety necessary for sustainable development. We need to share our knowledge and skills to develop policy, technology, and public strategy as a force for economic, social, and environmental development.

# TARGET 17-6

**17** PARTNERSHIPS  
FOR THE GOALS



**ENABLE ACCESS TO TECHNOLOGY,  
SCIENCE AND INNOVATION**

# TARGET 17-6

Technology has developed rapidly in recent years, but less than half of the world's population has access to the internet. There is a great development potential in fully enabling technology and science in less developed countries, in particular information and communication technology. We need to rethink how to advise, cooperate and share experience in relevant areas to realize the potential technology, knowledge and science in less developed countries.



**TARGET 17-17**

**17** PARTNERSHIPS  
FOR THE GOALS



**ENCOURAGE EFFECTIVE PARTNERSHIPS**

# TARGET 17-17

Global partnership and cooperation is important and necessary to achieve sustainable development. We need to encourage and promote effective public, public-private and civil society partnerships to leverage the different strengths of different organizations across the globe. For instance, only one-third of the last Moldovan national strategy on civil society development (for 2012–2015) was partially implemented, thus hampering the minimum conditions for civil society development. At the same time, the sporadic, formal and ineffective participation of business and civil society in the decision-making process leaves the needs of the under-represented and vulnerable groups unaddressed, the public interest undefended and the Government's functions unchecked.