

Annex. 8 Project promotion activities

4 webinars

With the support of the Technical Assistance for the “Fruit Garden” project, 4 webinars were organized with the topics:

HOW DO WE INVEST CORRECTLY IN ECOLOGICAL HORTICULTURE

HOW DO WE INVEST CORRECTLY IN IRRIGATION SYSTEMS

WHY BECOME A STUDENT AT TUM IN THE AGRO-INDUSTRIAL FIELD

SOLAR PANELS - ADVANTAGES OF INVESTMENT

The speakers were experts in those fields. The webinars were broadcast on AGRO TV Moldova and through the livadamoldovei Facebook page and other media platforms.

The total number of followers was over 9000.



VIDEO AND RADIO SPOTS



An overall image spot and a radio spot were produced for the TV, radio and Social Media Placement.

They were broadcasted in two stages that were successfully implemented:

1st stage: 16.06 – 17.07

2nd stage: 15.09 – 15.10

The TV spot was placed on 4 national and 2 regional TV stations: TV8, Jurnal TV, Moldova 1, Agro TV, Balti TV and GRT TV.

The spot was produced in Romanian language and was placed with Russian subtitles on Balti TV and GRT TV, as these are regional televisions from the north and the south of the country, that appeal to the Russian speaking public. The radio spot was placed on

3 national and 1 regional radio: Kiss FM, HIT FM, Radio Noroc and Radio Moldova.

OUTputs

TV-campaign:

The total number of contacts with the spot (GRP) was OVER **6.080.00 views**, of which **2.706.649 unique** (Reach)

| No | Channel | GRP 18+ | Cumm. reach 1+ |
|--------------|------------|------------------|------------------|
| 1 | Moldova 1* | 2,559,038 | 1,065,783 |
| 2 | TV8 | 970,709 | 553,549 |
| 3 | AgroTV* | 299,105 | 146,448 |
| 4 | JurnalTV | 2,067,807 | 831,503 |
| 5 | BTV | 91,800 | 75,999 |
| 6 | GRT* | 92,190 | 33,364 |
| Total | | 6,080,649 | 2,706,646 |

Total number of listeners **10.544.166**

Total number of insertions **589**.

| No | Channel | Insertions | Minutes | Weekly listeners |
|--------------|-----------------|------------|------------|------------------|
| 1 | Kiss FM ** | 159 | 154 | 131,971 |
| 2 | HIT FM * | 142 | 143 | 209,071 |
| 3 | Radio Noroc | 140 | 150 | 79,341 |
| 4 | Radio Moldova1* | 142 | 142 | 51,444 |
| Total | | 583 | 589 | 1 171 574 |

Seven radio spots were produced for broadcasting and the radio station Moldova 1.

They were successfully broadcasted **in the period 24.11 - 13.12**.

Total number of **insertions: 280**.

Earned Media

PRofile agency, with the support of the AFC, PIU and EIB, has successfully implemented 16 earned **media campaigns in 2021**:

- **7 press-release distributions** covering the events, **7 info** distributions,
- **1 press-tour** organization.

Total number of earned media news/publications:

297, of which 51 on TV, 11, on radio and 235 on news portals.

Financing offered to Moldovan farmers by the European Investment Bank The newsletter was published by 22 mass-media platforms.

ziarulnational.md/agricultorii-din-r-moldova-au-primit-de-patru-ori-mai-multe-finantari

ntu plantarea, replantarea sau restructurarea livezilor și podgoriilor au fost
srite 4,1 milioane de euro, iar pentru dezvoltarea fabricilor de prelucrare -
milioane de euro.



| Finanțările acordate agricultorilor moldoveni de către Banca Europeană de Investiții | | |
|--|--------------------|---|
| 17.06.2021 | diez.md | https://diez.md/2021/06/17/finantarile-acordate-agricultorilor-moldo |
| 17.06.2021 | ziarulnational.md | https://www.ziarulnational.md/agricultorii-din-r-moldova-au-primit-d |
| 17.06.2021 | agrobiznes.md | https://agrobiznes.md/suma-creditelor-oferite-fermierilor-de-catre-liv |
| 17.06.2021 | agora.md | AGORA - Finanțările acordate agricultorilor moldoveni de către Banca |
| 17.06.2021 | facebook.com | https://www.facebook.com/agora.md/posts/4269352776456614 |
| 17.06.2021 | stiridinmoldova.md | Finanțările acordate agricultorilor moldoveni de către Banca European |
| 17.06.2021 | evenimentul.md | Finanțările acordate agricultorilor moldoveni de către Banca European |
| 17.06.2021 | 24h.md | Finanțările acordate agricultorilor moldoveni de către Banca European |
| 17.06.2021 | bani.md | Finanțările acordate agricultorilor moldoveni de către BEI au crescut d |
| 17.06.2021 | democracy.md | Democracy.MD - Finanțările acordate agricultorilor moldoveni de către |
| 17.06.2021 | politics.md | Politics of Moldova - Finanțările acordate agricultorilor moldoveni de c |
| 17.06.2021 | moldpres.md | MOLDPRES News Agency - Finanțările acordate agricultorilor moldovei |
| 17.06.2021 | radiochisinau.md | Finanțările acordate agricultorilor moldoveni, în cadrul programului Liv |
| 17.06.2021 | agrotv.md | https://agrotv.md/finantarile-acordate-agricultorilor-de-catre-bei-au-c |
| 17.06.2021 | nordnews.md | Finanțările acordate agricultorilor moldoveni de către BEI au crescut de |
| 17.06.2021 | stiri.md | https://stiri.md/article/economic/finantarile-acordate-agricultorilor-de-ca |

Two million euros investments at the Agrarian University. Three laboratories are in the process of being renovated, due to the EIB.

The press release was published by 15 mass-media platforms.

Investiții de 2 milioane de euro, la Universitatea Agrară. Trei laboratoare sunt în proces de renovare

| | | | |
|----|------------|------------------|---|
| 1 | 14.07.2021 | diez.md | https://diez.md/2021/07/14/universitatea-agrara-de-stat-d |
| 2 | 14.07.2021 | agrobiznes.md | https://agrobiznes.md/investitii-de-2-milioane-de-euro-in- |
| 3 | 14.07.2021 | tvrmoldova.md | http://tvrmoldova.md/social/investitii-de-2-milioane-de-eu |
| 4 | 14.07.2021 | realitatea.md | https://realitatea.md/foto-trei-laboratoare-in-proces-de-re |
| 5 | 14.07.2021 | infoprut.ro | https://infoprut.ro/78963-ue-si-bei-investitii-de-2-milioane- |
| 6 | 14.07.2021 | theworldnews.net | https://theworldnews.net/md-news/laboratoare-moderne- |
| 7 | 14.07.2021 | diez.md | https://diez.md/2021/07/14/universitatea-agrara-de-stat-d |
| 8 | 14.07.2021 | noi.md | https://noi.md/md/societate/laboratoare-moderne-pentru- |
| 9 | 14.07.2021 | telegraph.md | https://telegraph.md/universitatea-agrara-isi-modernizeaz |
| 10 | 14.07.2021 | radiochisinau.md | https://radiochisinau.md/universitatea-agrara-isi-moderniz |
| 11 | 14.07.2021 | moldpres.md | https://www.moldpres.md/news/2021/07/14/21005072 |
| 12 | 14.07.2021 | unimedia.info | https://unimedia.info/ro/news/ad51fc090c84c8f4/studentii |
| 13 | 14.07.2021 | stiri.md | https://stiri.md/article/social/universitatea-agrara-isi-mode |
| 14 | 14.07.2021 | rvs.md | https://rvs.md/universitatea-agrara-isi-modernizeaza-labo |
| 15 | 21.07.2021 | trm.md | https://trm.md/ro/social/conditii-de-studii-mai-bune-la-univ |



3 Like 0

Prin intermediul proiectului Livada Moldovei, sprijinit de Banca Europeană de Investiții (BEI), Universitatea Agrară de Stat (UASM) beneficiază de o finanțare valoare de 2 milioane de euro. Astfel, deja sunt în proces de renovare și echipa laboratoare din cadrul universității.

10 laboratories of the Technical University of Moldova have been renovated with the EIB support

The press release was published by 14 mass-media platforms.

| 10 laboratoare ale UTM au fost renovate, cu sprijinul BEI. Investițiile ajung la circa 2 milioane | | | |
|---|------------|--|---|
| 1 | 19.07.2021 | radiochisinau.md | https://radiochisinau.md/investitii-de-circa-2-milioane-d |
| 2 | 19.07.2021 | diez.md | https://diez.md/2021/07/19/utm-a-beneficiat-de-o-inves |
| 3 | 19.07.2021 | tvr Moldova.md | http://tvr Moldova.md/social/investitii-de-2-milioane-de- |
| 4 | 19.07.2021 | bani.md | https://bani.md/a-primit-2-milioane-de-euro-de-la-bei-c |
| 5 | 19.07.2021 | realitatea.md | https://realitatea.md/foto-laboratoare-renovate-la-utm-i |
| 6 | 19.07.2021 | moldpres.md | https://www.moldpres.md/ru/news/2021/07/19/2100521 |
| 7 | 19.07.2021 | btv.md | https://www.btv.md/tehniceskij-universitet-modernizirc |
| 8 | 19.07.2021 | infoprut.ro | https://infoprut.ro/79091-zece-laboratoare-de-la-univer |
| 9 | 19.07.2021 | telegraph.md | https://telegraph.md/universitatea-tehnica-din-moldova |
| 10 | 20.07.2021 | stiridinmoldova.md | https://stiridinmoldova.md/investitii-de-circa-2-milioane |
| 11 | 20.07.2021 | goodnews.md | https://goodnews.md/07/20/4070/ |
| 12 | 20.07.2021 | breakingnews.md | https://breakingnews.md/investitii-de-circa-2-milioane- |
| 13 | 20.07.2021 | primul.md | https://primul.md/laboratoare-moderne-pentru-studenti |
| 14 | 21.07.2021 | tvr Moldova.md | http://m.tvr Moldova.md/social/zece-laboratoare-de-la-t |



EARNED MEDIA

The story of a young man from Moldova who started a business with drones dedicated to farmers, with the support of the EIB.

The newsletter was published by 13 mass-media platforms.

| Drona, instrument în agricultură. Povestea tânărului din Moldova care a pornit o s | | | |
|--|------------|---|---|
| 1 | 26.07.2021 | diez.md | https://diez.md/2021/07/26/drona-instrument-in-agri |
| 2 | 26.07.2021 | bani.md | https://bani.md/alexandru-casap-despre-drone-in-a |
| 3 | 26.07.2021 | agora.md | https://agora.md/stiri/91228/drona-instrument-in-agri |
| 4 | 26.07.2021 | safenews.md | https://safenews.md/cum-tehnologiile-digitale-l-au-a |
| 5 | 26.07.2021 | realitatea.md | https://realitatea.md/drona-in-agricultura-cum-tehno |
| 6 | 27.07.2021 | stiri.md | https://stiri.md/article/hi-tech/cum-tehnologiile-digita |
| 7 | 27.07.2021 | tvr Moldova.md | http://tvr Moldova.md/economic/innovatii-in-agricultura |
| 8 | 27.07.2021 | important.md | http://important.md/index.php/teh/item/29875-cum-t |
| 9 | 27.07.2021 | unica.md | https://unica.md/monden/drona-tehnologia-digitala- |
| 10 | 27.07.2021 | goodnews.md | https://goodnews.md/08/05/4080/ |
| 11 | 27.07.2021 | evenimentul.md | https://evenimentul.md/drona-instrument-in-agricult |
| 12 | 27.07.2021 | 24h.md | https://24h.md/drona-instrument-in-agricultura-cum- |

Drona, instrument în agricultură. Cum tehnologiile digitale îi ajută pe fermieri să-și eficientizeze munca

26 Iulie 2021 16:25



The volume of Moldovan export of fruits, vegetable oils and wine increased in 2020
 The newsletter was published by 21 mass-media platforms.

| | | In 2020, a crescut volumul exporturilor moldovenești de fructe, uleiuri vegetale și vi |
|----|------------|--|
| 1 | 17.08.2021 | agora.md https://agora.md/stiri/92057/In-2020-a-crescut-volumul-export |
| 2 | 17.08.2021 | bani.md https://bani.md/exporturile-moldovenesti-de-fructe-uleiuri-veg |
| 3 | 17.08.2021 | stiri.md https://stiri.md/article/economic/moldova-si-a-sporit-exporturile |
| 4 | 17.08.2021 | tvr moldova.md http://m.tvrmoldova.md/economic/exporturile-de-fructe-uleiuri- |
| 5 | 17.08.2021 | ea.md https://ea.md/exporturile-moldovenesti-de-fructe-uleiuri-veget |
| 6 | 17.08.2021 | mold-street.com https://www.mold-street.com/?go=news&n=12557 |
| 7 | 17.08.2021 | infoprut.ro https://infoprut.ro/80082-exporturile-r-moldova-pe-piata-uniun |
| 8 | 17.08.2021 | jurnal.md https://www.jurnal.md/ro/news/418b3eaa55865bc9/republica- |
| 9 | 17.08.2021 | nordnews.md https://nordnews.md/foto-exporturile-moldovenesti-de-fructe- |
| 10 | 17.08.2021 | agrotv.md https://agrotv.md/cresc-exporturile-si-pe-timp-de-pandemie-ve |
| 11 | 17.08.2021 | bani.md https://bani.md/foto-familia-care-produce-chips-uri-din-mere-s |
| 12 | 17.08.2021 | realitatea.md https://realitatea.md/foto-familia-care-produce-chips-uri-din-m |
| 13 | 17.08.2021 | replicamedia.md https://replicamedia.md/ro/article/Qeb9MqllQ/exporturile-mold |
| 14 | 17.08.2021 | glasul.md https://www.glasul.md/exportul-de-fructe-uleiuri-vegetale-si-vi |
| 15 | 17.08.2021 | noi.md https://noi.md/md/economie/exporturile-moldovenesti-de-fruct |
| 16 | 17.08.2021 | radiochisinau.md https://radiochisinau.md/exporturile-moldovenesti-de-fructe- |
| 17 | 17.08.2021 | infomarket.md https://infomarket.md/ro/agriculture/Prunele_i_cerealele_sunt |
| 18 | 23.08.2021 | zdg.md https://www.zdg.md/stiri/stiri-economice/exporturile-moldoven |
| 19 | 17.08.2021 | agrobiznes.md https://agrobiznes.md/luminita-cibotaru-producatoare-pentru- |
| 20 | 25.08.2021 | jurnalist.md https://jurnalist.md/2021/08/18/chips-uri-moldovenesti-din-fruc |
| 21 | 24.08.2021 | elenarobu.md https://www.elevarobu.md/exporturile-moldovenesti-de-fructe- |



Exporturile moldovenești de fructe, uleiuri vegetale și vin, spre țările Uniunii Europene, au crescut considerabil în 2020



Horticulturists have accessed over EUR 12.6 million loans since the beginning of 2021
 The newsletter was published by 13 news portals.

| Horticultorii au accesat credite în valoare de peste 12,6 milioane de euro, de la în | | | |
|--|------------|--|---|
| 1 | 07.09.2021 | ea.md | https://ea.md/horticultorii-au-accesat-credite-in-valoare-de- |
| 2 | 07.09.2021 | tvr Moldova.md | http://tvr Moldova.md/economic/horticultorii-au-accesat-cre |
| 3 | 07.09.2021 | bani.md | https://bani.md/horticultorii-au-accesat-credite-in-valoare-d |
| 4 | 07.09.2021 | realitatea.md | https://realitatea.md/credite-in-valoare-de-pest-12-milioan |
| 5 | 07.09.2021 | agora.md | https://agora.md/stiri/92819/de-la-inceputul-anului-2021-hc |
| 6 | 07.09.2021 | unimedia.info | https://unimedia.info/ro/news/5c6e17d72e71f871/horticulto |
| 7 | 07.09.2021 | ziarelive.ro | https://www.ziarelive.ro/stiri/horticultorii-s-au-imprumutat-ci |
| 8 | 07.09.2021 | radiochisinau.md | https://radiochisinau.md/pe-banii-ue-credite-de-12-6-milioa |
| 9 | 07.09.2021 | mold-street.com | https://www.mold-street.com/?go=news&n=12646 |
| 10 | 07.09.2021 | infomarket.md | https://infomarket.md/ro/investment/Horticultorii_din_Moldo |
| 11 | 07.09.2021 | diez.md | https://diez.md/2021/09/07/top-8-horticultori-din-moldova-c |

Horticultorii au accesat credite în valoare de peste 12,6 milioane de euro, de la începutul anului 2021

07 Sept. 2021, 11:04 / Categorie: Bani și Afaceri / Autor: Otilia Cotruța

Investiții prin intermediul liniei de creditare Livada Moldovei, în 2021



The Annual National Conference of Walnut Growers

The post-event press release was published by 16 mass-media platforms.

| Republica Moldova ocupă locul 5 în lume după volumul exporturilor de nuci. Recomandările experților pentru a s | | | |
|--|------------|---|---|
| 1 | 26.08.2021 | tvr moldova.md | http://tvr moldova.md/economic/republica-moldova-in-top-5-exporte |
| 2 | 30.08.2021 | diez.md | https://diez.md/2021/08/30/moldova-se-afla-in-top-5-tari-in-lume-d |
| 3 | 30.08.2021 | agora.md | https://agora.md/stiri/92528/republica-moldova-ocupa-locul-cinci-ir |
| 4 | 30.08.2021 | jurnal.md | https://www.jurnal.md/ro/news/6776b62db0b25bd2/republica-mold |
| 5 | 30.08.2021 | bani.md | https://bani.md/republica-moldova-ocupa-locul-5-in-lume-dupa-vol |
| 6 | 30.08.2021 | businessclass.md | https://businessclass.md/novosti-moldova/republica-moldova-ocup |
| 7 | 30.08.2021 | timpul.md | https://www.timpul.md/articol/republica-moldova-se-afla-pe-locul-5 |
| 8 | 30.08.2021 | unimedia.info | https://unimedia.info/ro/news/50f7e5e7f088a80e/republica-moldov |
| 9 | 30.08.2021 | deschide.md | https://deschide.md/ro/stiri/social/91148/R-Moldova-ocup%C4%83 |
| 10 | 30.08.2021 | noi.md | https://noi.md/md/economie/r-moldova-ocupa-locul-5-in-lume-dupa |
| 11 | 30.08.2021 | agrobiznes.md | https://agrobiznes.md/moldova-locul-5-in-lume-dupa-volumul-de-n |
| 12 | 30.08.2021 | radiochisinau.md | https://radiochisinau.md/republica-moldova-ocupa-locul-5-in-lume- |
| 13 | 30.08.2021 | jurnalist.md | https://jurnalist.md/2021/09/01/moldova-printre-primii-cinci-cei-mai |
| 14 | 30.08.2021 | tv6.md | https://tv6.md/ro/2021/08/30/ce-loc-se-ocupa-moldova-in-lista-celo |
| 15 | 30.08.2021 | btv.md | https://www.btv.md/ro/peste-12-mii-de-tone-anual-r-moldova-ocup |
| 16 | 30.08.2021 | tv8.md | https://tv8.md/2021/08/30/peste-12-mii-de-tone-anual-r-moldova-o |

Republica Moldova ocupă locul 5 în lume după volumul exporturilor de nuci

🕒 30 August 16:03



Unique harvesting equipment was applied in the almond orchard in Vulcănești
The post-event press-release was published by 7 mass-media platforms.

| Utilaj de recoltare unic în Republica Moldova, aplicat într-o livadă de migdale din Vulcă | | | |
|---|------------|---|---|
| 1 | 06.10.2021 | agravista.md | http://www.agravista.md/article/view/85958 |
| 2 | 06.10.2021 | agrotv.md | https://agrotv.md/utilaj-de-recoltare-unic-in-repub |
| 3 | 06.10.2021 | tvr Moldova.md | http://tvr Moldova.md/social/foto-un-utilaj-de-reco |
| 4 | 06.10.2021 | diez.md | https://diez.md/2021/10/06/un-utilaj-de-recoltare- |
| 5 | 06.10.2021 | agrobiznes.md | https://agrobiznes.md/foto-utilaj-de-recoltare-uni |
| 6 | 06.10.2021 | bani.md | https://bani.md/10-hectare-in-doar-10-h-o-livada- |
| 7 | 06.10.2021 | eleazarobu.md | https://www.eleazarobu.md/un-utilaj-de-recoltare- |

10 hectare în doar 10 h. O livadă de migdale din Vulcănești folosește un utilaj de recoltare unic în Republica Moldova

06 Oct. 2021, 18:11 | [Elena Arșeni](#) | [Comentarii](#) | [Calitate](#)



A press tour with the participation of representatives of the Government, the EIB and EUD

to the Technical University of Moldova was organized

The post-event press-release was published by 38 mass-media platforms.

| 10 laboratoare renovate au fost inaugurate la UTM datorită unei investiții în valoare de 2 mil. de eu | | | |
|---|------------|--|---|
| 1 | 07.10.2021 | realitatea.md | https://realitatea.md/foto-video/10-laboratoare-renovate-au-f |
| 2 | 07.10.2021 | unimedia.info | https://unimedia.info/ro/news/109d3a3ec4a418c0/10-laborat |
| 3 | 07.10.2021 | oficial.md | http://oficial.md/social/10-laboratoare-renovate-au-fost-inaug |
| 4 | 07.10.2021 | rlive.md | https://rlive.md/inaugurarea-a-10-laboratoare-moderne-in-ca |
| 5 | 07.10.2021 | moldpres.md RO | https://www.moldpres.md/news/2021/10/07/21007462 |
| 6 | 07.10.2021 | ipn.md | https://www.ipn.md/ro/la-utm-au-fost-inaugurate-10-laborato |
| 7 | 07.10.2021 | ziarelive.ro | https://www.ziarelive.ro/stiri/10-laboratoare-renovate-au-fost- |
| 8 | 07.10.2021 | diez.md | https://diez.md/2021/10/07/10-laboratoare-renovate-au-fost-i |
| 9 | 07.10.2021 | radiochisinau.md | https://radiochisinau.md/10-laboratoare-renovate-au-fost-ina |
| 10 | 07.10.2021 | albasat.md | https://albasat.md/la-utm-au-fost-inaugurate-10-laboratoare- |
| 11 | 07.10.2021 | rtr.md | https://rtr.md/news/102243414/ |
| 12 | 07.10.2021 | protv.md | https://protv.md/actualitate/laboratoarele-universitatii-tehnice |
| 13 | 07.10.2021 | jumaltv.md | https://www.jumaltv.md/news/d434eb71557c3878/tehnica-m |
| 14 | 07.10.2021 | a-tv.md RO | https://a-tv.md/noi-opportunitati/ |
| 15 | 07.10.2021 | primul.md | https://primul.md/laboratoare-modernizate-la-utm |
| 16 | 07.10.2021 | agrotv.md | https://agrotv.md/investitii-de-2-milioane-de-euro-la-utm-foto/ |
| 17 | 07.10.2021 | facebook.com | https://www.facebook.com/agrotvmoldova/ |
| 18 | 07.10.2021 | point.md | https://point.md/ru/novosti/obschestvo/laboratorii-tehnicheski |
| 19 | 07.10.2021 | trm.md | https://trm.md/ro/social/la-utm-au-fost-inaugurate-zece-labor |
| 20 | 07.10.2021 | moldova-suverana.md | https://moldova-suverana.md/article/la-utm-au-fost-inaugurat |
| 21 | 07.10.2021 | publika.md RO | https://www.publika.md/alimente-sanatoase-create-in-laborat |
| 22 | 07.10.2021 | agroexpert.md | https://agroexpert.md/ru/sy-moldove/10-laboratoare-moderny |
| 23 | 07.10.2021 | stiri.md | https://stiri.md/article/hi-tech/studentii-moldoveni-au-creat-in- |
| 24 | 07.10.2021 | agora.md | https://agora.md/stiri/04058/10-laboratoare-renovate-au-fost- |
| 25 | 07.10.2021 | goodnews.md | https://goodnews.md/10/08/4205/ |
| 26 | 07.10.2021 | gazetachisinau.md | https://gazetadechisinau.md/2021/10/08/ue-investeste-in-viit |
| 27 | 07.10.2021 | jurnalist.md | https://jurnalist.md/2021/10/07/ue-a-investit-2-mil-de-euro-in- |
| 28 | 07.10.2021 | tvmoldova.md | http://tvmoldova.md/actualitate/laboratoare-renovate-la-utm- |
| 29 | 07.10.2021 | infotag.md | http://www.infotag.md/m9_economics/294580/ |
| 30 | 07.10.2021 | moldpres.md RU | https://www.moldpres.md/ru/news/2021/10/07/21007462 |
| 31 | 07.10.2021 | publika.md RU | https://ru.publika.md/v-tehnicheskoy-universitate-otkrylis-pi |
| 32 | 07.10.2021 | a-tv.md RU | https://a-tv.md/ru/novye-vozmozhnosti/ |
| 33 | 07.10.2021 | 24h.md | https://24h.md/alimente-sanatoasa-create-in-laboratoarele-fa |
| 34 | 07.10.2021 | goodnews.md DIFERIT | https://goodnews.md/10/08/4217/ |
| 35 | 07.10.2021 | subiectulzilei.md | https://subiectulzilei.md/produse-inovative-create-de-student |
| 36 | 07.10.2021 | stiridinmoldova.md | https://stiridinmoldova.md/studentii-de-la-utm-au-creat-alime |
| 37 | 07.10.2021 | abcnews.md | https://abcnews.md/alimente-sanatoase-create-in-laboratoar |
| 38 | 07.10.2021 | kommersantinfo.com | https://kommersantinfo.com/8200/investitsii-v-budushhee.htm |



Principala > Toate știrile > Societate > Zece laboratoare de la UTM au fost ren

Laboratoarele Universitatii Tehnice din capitala s-au inoit. In
 ele a fost instalata tehnica de ultima generatie pentru orele
 practice ale studentilor de la facultatea Tehnologia
 Alimentara - VIDEO



**A lavender field was planted at the AgroIndustrial College in Riscani.
 Students will produce essential oils**

The post-event press-release was published by 16 mass-media platforms.

| Un lan de levănțică a fost plantat la Colegiul Agroindustrial din Rîșcani. Elevii și profesorii vor produce uleiuri eterice | | | |
|---|------------|--|---|
| 1 | 01.12.2021 | agrotv.md | https://agrotv.md/340-de-mii-de-euro-vor-fi-investite-in-colegiul-agroindustria |
| 2 | 01.12.2021 | tvrmoldova.md | http://tvrmoldova.md/actualitate/colegiul-agroindustrial-din-riscani-renovat-c |
| 3 | 01.12.2021 | unica.md | https://unica.md/monden/4-hectare-de-levantica-si-salvie-au-fost-plantate-la |
| 4 | 01.12.2021 | agrobiznes.md | https://agrobiznes.md/colegiul-agroindustrial-din-riscani-planteaza-levantica- |
| 5 | 01.12.2021 | publika.md | https://www.publika.md/a-colegiul-agroindustrial-din-riscani-au-fosi-plantate |
| 6 | 01.12.2021 | bani.md | https://bani.md/un-lan-de-levantica-a-fost-plantat-la-colegiul-agroindustrial-di |
| 7 | 01.12.2021 | moldpres.md RO | https://www.moldpres.md/news/2021/12/01/21009228 |
| 8 | 01.12.2021 | unimedia.info | https://unimedia.info/ro/news/d28be87ef652e855/un-lan-de-levantica-a-fost- |
| 9 | 01.12.2021 | ea.md | https://ea.md/un-lan-de-levantica-a-fost-plantat-la-colegiul-agroindustrial-din- |
| 10 | 01.12.2021 | tvn.md | https://www.tvn.md/ro/archives/27146 |
| 11 | 01.12.2021 | ziarelive.ro | https://www.ziarelive.ro/stiri/un-lan-de-levantica-a-fost-plantat-la-colegiul-agr |
| 12 | 01.12.2021 | nordnews.md | https://nordnews.md/video-la-riscani-a-inceput-plantarea-a-patru-hectare-de- |
| 13 | 01.12.2021 | ecopresa.md | https://ecopresa.md/elevii-colegiului-agroindustrial-din-riscani-vor-produce- |
| 14 | 01.12.2021 | moldpres.md RU | https://www.moldpres.md/ru/news/2021/12/01/21009228 |
| 15 | 01.12.2021 | agroexpert.md | https://agroexpert.md/rus/v-moldove/start-lucrailor-de-renovare-a-colegiului- |
| 16 | 01.12.2021 | jurnalist.md | https://jurnalist.md/2021/12/02/colegiul-agroindustrial-din-riscani-va-produce |

Un lan de levănțică a fost plantat la Colegiul Agroindustrial din Rîșcani. Elevii și profesorii vor produce uleiuri eterice



123 entrepreneurs benefitted from the guarantee facility
The newsletter was published by 13 mass-media platforms.

| 123 de antreprenori din țară au beneficiat de finanțare în valoare de 28 de milioane | | | |
|--|------------|--|---|
| 1 | 21.10.2021 | radiochisinau.md | https://radiochisinau.md/123-de-intre |
| 2 | 21.10.2021 | jurnal.md | https://www.jurnal.md/ro/news/f715 |
| 3 | 21.10.2021 | agora.md | https://agora.md/stiri/94539/mai-mu |
| 4 | 21.10.2021 | ipn.md | https://www.ipn.md/ro/123-de-intre |
| 5 | 21.10.2021 | unimedia.info | https://unimedia.info/ro/news/04aee |
| 6 | 21.10.2021 | stiri.md | https://stiri.md/article/economic/123 |
| 7 | 21.10.2021 | deschide.md | https://deschide.md/ro/stiri/economi |
| 8 | 21.10.2021 | tvr Moldova.md | http://tvr Moldova.md/economic/pes |
| 9 | 21.10.2021 | diez.md | https://diez.md/2021/10/21/mai-mul |
| 10 | 21.10.2021 | infoprut.ro | https://infoprut.ro/82395-zeci-de-an |
| 11 | 21.10.2021 | noi.md | https://noi.md/md/societate/123-de- |
| 12 | 21.10.2021 | unica.md | https://unica.md/monden/123-de-int |
| 13 | 21.10.2021 | ea.md | https://ea.md/123-de-antreprenori-d |



90% of the honey produced in the Republic of Moldova is exported to the European Union

The newsletter was published by 28 mass-media platforms.

| Peste 90% din mierea produsă în Republica Moldova este vândută pe piața europeană | | | |
|---|------------|---|---|
| 1 | 15.11.2021 | agora.md | https://agora.md/stiri/95413/expoartam-tot-mai-multa-miere-peste-90-este-vandut |
| 2 | 15.11.2021 | noi.md RO | https://noi.md/md/societate/peste-90-din-mierea-produsa-in-moldova-este-vandut |
| 3 | 15.11.2021 | telegraph.md | https://telegraph.md/peste-90-din-mierea-produsa-in-republica-moldova-este-var |
| 4 | 15.11.2021 | unimedia.info | https://unimedia.info/ro/news/808e610f661ca8da/peste-90-din-mierea-produsa-in |
| 5 | 15.11.2021 | moldpres.md RO | https://www.moldpres.md/news/2021/11/15/21008668 |
| 6 | 15.11.2021 | paranteze.md | https://paranteze.md/news/peste-90percent-din-mierea-produsa-in-republica-mol |
| 7 | 15.11.2021 | zdg.md | https://www.zdg.md/stiri/stiri-sociale/peste-90-din-mierea-produsa-in-r-moldova-u |
| 8 | 15.11.2021 | bani.md | https://bani.md/peste-90-din-mierea-produsa-in-moldova-este-vanduta-in-tarile-u |
| 9 | 15.11.2021 | jurnal.md | https://www.jurnal.md/ro/news/0760c423107048f9/peste-90-din-mierea-produsa- |
| 10 | 15.11.2021 | realitatea.md | https://realitatea.md/foto-povestea-de-succes-a-unui-tanar-apicultor-mai-mult-de- |
| 11 | 15.11.2021 | curentul.md | http://curentul.md/stiri/peste-90-din-mierea-produsa-in-republica-moldova-este-v |
| 12 | 15.11.2021 | radiochisinau.md | https://radiochisinau.md/peste-90prc-din-mierea-produsa-in-rmoldova-este-vand |
| 13 | 15.11.2021 | eleorobu.md | https://www.eleorobu.md/peste-90-din-mierea-produsa-in-republica-moldova-es |
| 14 | 15.11.2021 | tvr moldova.md | http://tvr moldova.md/actualitate/peste-90-din-mierea-produsa-in-r-moldova-vand |
| 15 | 15.11.2021 | tv8.md | https://tv8.md/2021/11/15/mierea-moldoveneasca-deliciul-europenilor-peste-90-d |
| 16 | 15.11.2021 | infoprut.ro | https://infoprut.ro/83287-peste-90-din-mierea-din-r-moldova-ajunge-pe-pietele-di |
| 17 | 15.11.2021 | jurnalist.md | https://jurnalist.md/2021/11/15/peste-90-din-mierea-moldoveneasca-este-vandut |
| 18 | 15.11.2021 | moldpres.md RU | https://www.moldpres.md/ru/news/2021/11/15/21008668 |
| 19 | 15.11.2021 | mold-street.com | https://www.mold-street.com/?go=news&n=13031 |
| 20 | 15.11.2021 | point.md | https://point.md/ru/novosti/ekonomika/bolee-90-moldavskogo-meda-prodaetsia-v |
| 21 | 15.11.2021 | noi.md RU | https://noi.md/ru/obshhestvo/bolee-90-moldavskogo-meda-prodaetsya-na-evrope |
| 22 | 15.11.2021 | newsmaker.md | https://newsmaker.md/ru/novosti/v-2020-godu-moldova-eksportirovala-v-evroso |
| 23 | 15.11.2021 | tuk.md | https://tuk.md/socium/economic/moldova-jeksportirovala-v-evrosojuz-90-proizved |
| 24 | 15.11.2021 | newsru.md | http://newsru.md/articles/view.nr?id=40386 |
| 25 | 15.11.2021 | agravista.md | http://www.agravista.md/article/view/86308 |
| 26 | 15.11.2021 | ziarelive.ro | https://www.ziarelive.ro/stiri/peste-90-din-mierea-produsa-in-republica-moldova-e |
| 27 | 15.11.2021 | alocapitala.md | https://alocapitala.md/peste-90-din-mierea-produsa-in-republica-moldova-este-va |
| 28 | 15.11.2021 | agroexpert.md | https://agroexpert.md/ru/reportazhi/peste-90-din-mierea-produsa-in-moldova-es |

Exportăm tot mai multă miere. Peste 90% este vândută pe piața europeană

 Ilinca Rodrov  15 Noiembrie 2021  12:55



2 milion euros investment at the Center of Excellence in Viticulture and Winemaking in Chisinau

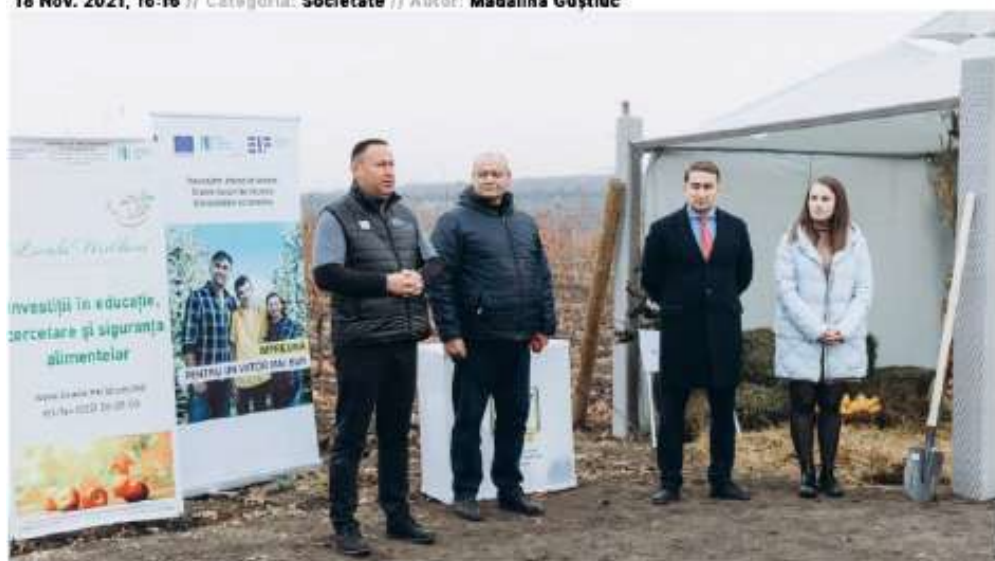
The post-event press-release was published by 26 mass-media platforms.

| Investiții în valoare de 2 milioane de euro în cadrul Centrului de Excelență în Viticultură și Vinificație din Chișinău | | | |
|---|------------|--|---|
| 1 | 18.11.2021 | unimedia.info | https://unimedia.info/ro/news/308c69271521c80b/investitii-in-valoare-de-2-mil |
| 2 | 18.11.2021 | mesaj.md | https://www.mesaj.md/news/economy/5141-ue-a-acordat-2-milioane-de-euro-c |
| 3 | 18.11.2021 | realitatea.md | https://realitatea.md/investitii-in-valoare-de-2-milioane-de-euro-in-cadrul-centrul |
| 4 | 18.11.2021 | replicamedia.md | https://replicamedia.md/ro/articole/kYZrK8MqK/ue-a-acordat-2-milioane-de-euro |
| 5 | 18.11.2021 | provincial.md | http://provincial.md/actual/pentru-modernizarea-centrului-de-excelenta-in-viticu |
| 6 | 18.11.2021 | tvr moldova.md | http://tvr moldova.md/economic/investitii-in-valoare-de-2-milioane-de-euro-in-ca |
| 7 | 18.11.2021 | goodnews.md | https://goodnews.md/11/18/4753/ |
| 8 | 18.11.2021 | moldpres.md RO | https://www.moldpres.md/news/2021/11/18/21008813 |
| 9 | 18.11.2021 | radiochisinau.md | https://radiochisinau.md/ue-a-acordat-2-milioane-de-euro-pentru-modernizarea- |
| 10 | 18.11.2021 | agrobiznes.md | https://agrobiznes.md/cevvc-prima-institutie-de-invatamant-din-tara-ce-plantea |
| 11 | 18.11.2021 | agrotv.md | https://agrotv.md/tineri-invata-sa-faca-agricultura-inteligenta/ |
| 12 | 18.11.2021 | diez.md | https://diez.md/2021/11/19/investitii-in-valoare-de-doua-milioane-de-euro-in-car |
| 13 | 18.11.2021 | unica.md | https://unica.md/modern/centrul-de-excelenta-in-viticultura-si-vinificatie-va-pri |
| 14 | 18.11.2021 | tvr moldova.md VIDEO | http://tvr moldova.md/social/ue-ofera-2-milioane-de-euro-pentru-modernizarea-c |
| 15 | 18.11.2021 | infoprut.ro | https://infoprut.ro/83436-centrul-de-excelenta-in-viticultura-si-vinificatie-din-chis |
| 16 | 18.11.2021 | infotag.md | http://www.infotag.md/m9_finances/295501/ |
| 17 | 18.11.2021 | moldpres.md RU | https://www.moldpres.md/ru/news/2021/11/18/21008813 |
| 18 | 18.11.2021 | infotag.md RO | http://www.infotag.md/finances-ro/295505/ |
| 19 | 18.11.2021 | itm.md | https://www.itm.md/ro/social/centrul-de-excelenta-in-viticultura-si-vinificatie-va |
| 20 | 18.11.2021 | point.md | https://point.md/ru/novosti/obschestvo/stoichnyi-tsentr-vinogradarstva-i-vinod |
| 21 | 18.11.2021 | stiri.md | https://stiri.md/articole/economic/vinul-moldovenesc-pretuit-in-ue-va-oferi-2-mil |
| 22 | 18.11.2021 | ziarelive.ro | https://www.ziarelive.ro/stiri/investitii-in-valoare-de-2-milioane-de-euro-in-cadru |
| 23 | 18.11.2021 | primul.md | https://primul.md/o-alta-institutie-agricola-modernizata |
| 24 | 18.11.2021 | agromedia.md | https://agromedia.md/agricultura-moderna/vii-si-vinuri/2-milioane-de-euro-pentru |
| 25 | 18.11.2021 | movca.md | http://movca.md/noi-actiuni-de-promovare-a-proiectului-de-agricultura-ecologica |
| 26 | 18.11.2021 | agroexpert.md | https://agroexpert.md/rus/v-moldove/ue-a-acordat-2-milioane-de-euro-pentru-m |

în cadrul
vinificație din

Chișinău

18 Nov. 2021, 16:16 // Categorie: Societate // Autor: Mădălina Guștiuc



The partnership for the creation of multimedia content with the AGORA.MD and DIEZ.MD media partners was successfully implemented.

Familia Toma și 14 hectare de cătină, afine și aronie. Aflați povestea din spatele unei afaceri finanțate din bani europeni (VIDEO)

04 August 2021 16:37



hus, in partnership with the **AGORA.MD**, **10 written and video stories** about the beneficiaries of projects financed by the EIB in Moldova were created and published.

- 7 stories about the beneficiaries of the Livada Moldovei project: Valeriu Cotofana, Tatiana Malii, Technical University Laboratories, Dorina Tataru, Iurie Toma, Timofei Novac and Petru Topciu

All the stories were published on the

AGORA web portal and social media

channels (Facebook, Youtube, Telegram) and the Livada Moldovei Facebook Page (for the Livada Moldovei beneficiaries).

In partnership with the portal **DIEZ.md**, **5 video stories** were created dedicated to young entrepreneurs in the field of agriculture. The videos were created within the framework of special project **#COOLTIVAM**:

Young entrepreneurs: Maxim Burlacu, Victor Scutaru, Ecaterina Vasilache, Cristina Marcenco and Mihai Curjos.



Hero Stories Video

Besides the broadcasting of the videos in cooperation with Agora.md and Diez.md, the Profile Agency produced a separate video about 3 beneficiaries that benefitted from the EU/EIB financial opportunities. The video represents their success stories, explains simply and inspires others to access a loan through the Livada Moldovei Project.



SOCIAL MEDIA

In line with the campaign strategy and key messages, a strategy for the social media channels was prepared, in order to reach the widest number of Moldovans in the target audience, aged 18 and above - including those directly benefiting from the DCFTA Initiative East project.

Facebook was the dominant platform, with supporting communication through Instagram.

Since the start of the social media campaign, **6 social media plans** have been developed and implemented. For a better reach, the media plans and the materials were shared with the EUD Chisinau that helps to multiply the messages.

Those consisted of different types of posts and content, such as:

- Campaign video spot that powerfully illustrated the work of the EU and EIB in Moldova
- Video stories and visual cards of project beneficiaries;
- Project's successes in figures: static infographics showing specific achievements;
- Instructions for the Potential Beneficiaries: Description of specific steps and actions for obtaining the EIB / EU support, presented in a carousel format;
- Mandatory publication of articles, newsletters and press releases relevant to the project on the page.

Mainly the strategy was focused on paid social media advertising, to ensure the necessary reach and to increase Moldovans' awareness of the EU and EIB, and how they benefit from the projects financed by the EU and EIB in Moldova.

Facebook

- Sponsored posts for the relevant content
- Page-Like campaigns to increase the number of page subscribers

Instagram

- Duplicate content posted on the Facebook page
- Sponsored posts

RESULTS

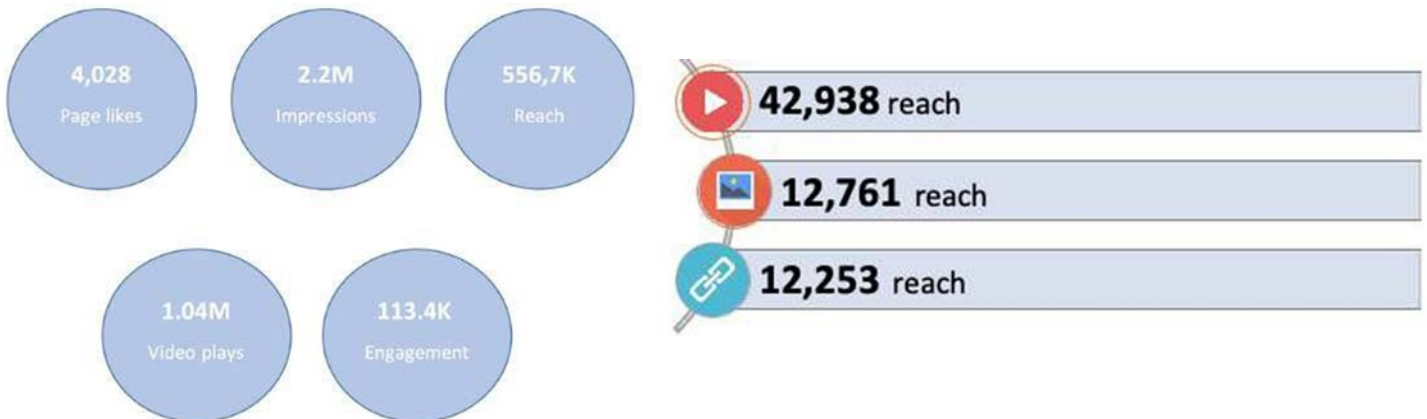
At the beginning of the campaign, the Livada Moldovei facebook page had **2,144 page likes**.

- During the campaign, through Page likes campaigns, the **number of likes increased to 4,487. An increase of 371.6%** compared to previous periods. For the campaign period, the had a reach increase with over

427,6% - 556,7K of people saw any content from the Page or about the Page, including posts, stories, ads, social information from people who interact with the Page and more, with an **engagement rate of 113.4K**.

- The **promotion activities generated 2.2M impressions** among our core audience and reaching the entirety of our main target – 18 and above.
- They also drove very strong video consumption, generating **1.04M video plays**.
- The campaign video spot generated **367,154 impressions**.
- At the beginning of the campaign, an Instagram account was created and was continuously used to increase the number of people reached.

The profile grew organically and now has **452 followers**. The most watched content on the profile was also the video content.



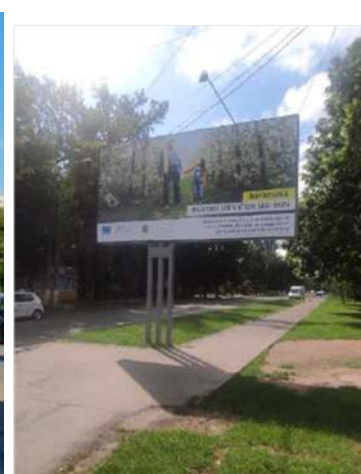
Billboard placement

With common efforts of the AFC, EIB and EU Delegation, a unique and integral design of billboards was produced that would be persistent with the campaign's messages and taglines.



During the period 10.06 - 30.09, **29 billboards** were installed in **15 most important towns**—always at strategic locations like the entrance of the town.

Edinet, Soroca, Falesti, Chisinau, Balti, Comrat, Orhei, Telenesti, Ungheni, Hancesti and Straseni.



Cooperation with Partners

3 partner banks - MoldovaAgroindBank, ComertBank and Victoriabank have broadcasted the video spot on their video screens and have published images at ATMs screens.

