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Instituția Publică  
**Centrul Național pentru  
Energie Durabilă**



# EcoVoucher Programme as a tool to decrease the energy poverty

**CHIȘINĂU, 2024**





Instituția Publică  
Centrul Național pentru  
Energie Durabilă

# National Center for Sustainable Energy: The center of efficient energy solutions for a sustainable future

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Mission

**Efficient energy solutions for a sustainable future**

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Vision

**To lead the energy transition in the Republic of Moldova**



## THE FIELD OF ACTIVITY

The National Centre for Sustainable Energy is a public institution under the Ministry of Energy with the function of **coordinating and organizing the activities** aimed to ensure the **implementation of state policy in the fields of attribution.**

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- Energy efficiency
- Renewable energy sources
- Financial assistance for the implementation of the projects/programmes

# Programs for 2024



37000+

Vouchers redeemed

25

Multi-storey residential blocks at the General Assembly stage + 40 identified for energy audit stage

15

Funded startups

2

Pilot buildings for 2024

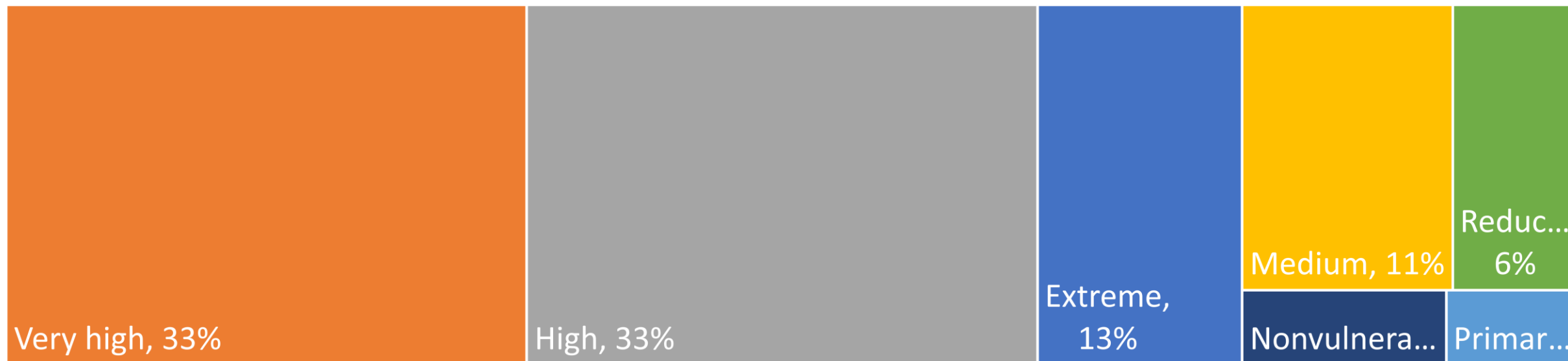
**ECO**   
VOUCHER

# PILOT PHASE

The ECO VOUCHER Program, aims to reduce the population’s energy vulnerability.

Distribution of registered households (792000) per degree of energy vulnerability

- Extreme
- Very high
- High
- Medium
- Primary
- Reduced
- Nonvulnerable



## PILOT PHASE

- Total budget of 5.8 mln USD;
- Funded by European Union and implemented by UNDP Moldova, with the support of the National Center of Sustainable Energy;
- Implementation November 2023 – August 2024.

## VOUCHERS OFFERED AT THE PILOT STAGE

### For LED lamps:

- Voucher worth 500 MDL (25 EUR);
- F (A+) minimum class, CE mark;
- No contribution from beneficiaries.

### For household appliances:

- Eligible equipment: washing machine, refrigerator, electric stove;
- Voucher value: maximum 12,000 MDL (600 EUR);
- Contribution from the beneficiary: 20% of the new good's cost;
- Old appliance instead;
- D (A++) minimum class, CE mark.



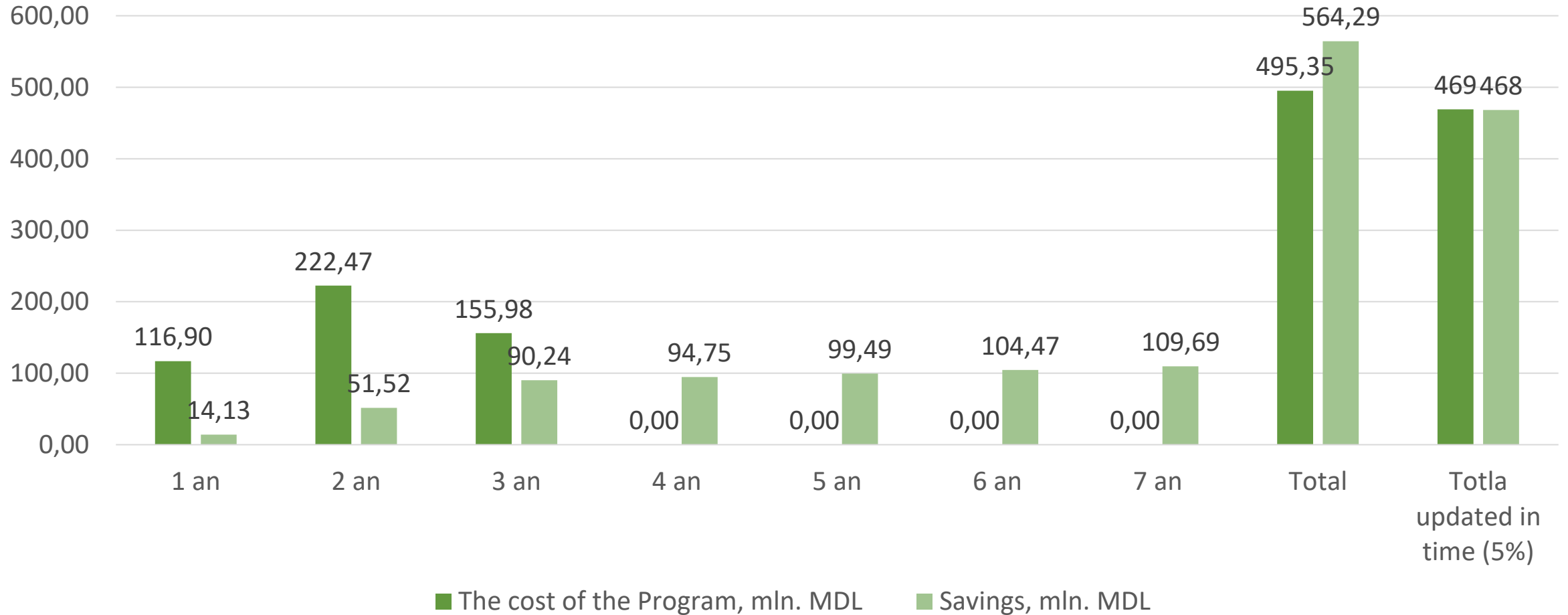
## INNOVATIVE APPROACH

### The voucher is looking for the beneficiary!

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- ✓ Informational system to identify energy vulnerable households;
- ✓ All relevant data about households are centralized in a single platform;
- ✓ The human factor excluded from the decision-making process (approves only criteria);
- ✓ Notification the beneficiaries by SMS;
- ✓ No need to apply for getting a voucher;
- ✓ ID card and the old appliance + contribution is enough to go to the authorized shops.

# ESTIMATED IMPACT





## Target beneficiaries

Households registered in the “Energy Vulnerability” Informational System, with the extreme and very high degree of energy vulnerability;

## Eligibility criteria for beneficiaries

- ✓ Degree of energy vulnerability;
- ✓ Families with many children;
- ✓ Distribution in territorial profile;
- ✓ Minor children and/or the elderly family members (prioritization);
- ✓ Energy consumption (prioritization).

# PERSONAL DATA PROTECTION

Id	District Name	Locality Name	above63	below18	Persoane cu dizabilitate	ConsumGaz	Consum Electricitate	ConsumCentralHeating	Vulnerability category
407b1cd5-7462-4cd1-88e3-169c5bdae3e3	Taraclia	or.Tvardița	1	1	1	153.20	125.80		
115771b8-ff8f-4819-b809-9daf096d366c	Taraclia	s.Cairaclia	1	0	1	57.60	133.20		
6adb629d-d7c3-46e9-bdcc-81afa52ff79c	Taraclia	s.Cealîc	1	2	1	68.60	166.60		
026b8e8f-477e-49cb-8886-6206d6f3562e	Taraclia	s.Corten	1	2	1	98.20	404.00		
91657bc7-de9c-4aa7-ab50-0f85df0db740	Taraclia	s.Cortenu Nou	1	0	1	64.00	152.80		
16ac0b58-03d1-4893-a9d4-12f3eceb468e	Taraclia	s.Novosiolovca	1	8	1	58.40	90.40		
b5c88bc8-209c-4ceb-9726-271a26631696	Taraclia	s.Samurza	1	0	1	26.40	102.20		
ea160acb-a33c-42e8-a6d3-7377876230e9	Taraclia	s.Valea Perjei (r-I Taraclia)	1	0	1	29.80	143.40		
3f38f590-b17a-4f9f-bd0d-5a9327630d1a	Taraclia	s.Valea Perjei (r-I Taraclia)	1	0	1	107.00	160.00		
b43fda60-bd10-4701-9b41-309e1febe9b6	Telenești	or.Telenești	1	0	1	24.00	110.80		
ef55b949-d53b-4046-8b37-8ba0bcf2857e	Telenești	s.Coropceni	1	0	1	167.20	221.20		
2cd1adb4-f49a-4435-b432-79416b608e8d	Telenești	s.Mihălașa	1	0	1	97.50	82.80		
9e1391b2-3702-46ad-a8de-c6188d03e664	Telenești	s.Mîndrești	1	0	1	37.60	243.00		
dca96ab7-d2ff-4602-aa1a-1bec1c812504	Telenești	s.Negureni	1	0	1	56.60	97.80		



## ELIGIBILITY CRITERIA COMMERCIAL PARTNERS

### Eligibility criteria







- ✓ It has at least one subdivision in one region of the country (North, Center or South);
- ✓ Sell household appliances in accordance with LP284/2004 on electronic commerce;
- ✓ Are registered in the ERP list, according to LP209/2016 on waste, if it is a distributor;
- ✓ Fulfillment of the condition under ERP;
- ✓ Ensures the collection of used electrical appliances;
- ✓ Provides equipment delivery services.

## FUNDING SOURCES

- Energy Vulnerability Reduction Fund;
- The state budget, within the limits of the annually approved allocations, by the state budget law;
- External funds or other sources of external assistance;
- Other sources that do not contravene the law.



## PROGRAM CAPABILITIES

2024 – 10 M EUR		40 k beneficiaries
2025 – 20 M EUR		80 k beneficiaries
2026 – 30 M EUR		120 k beneficiaries
2027 – 40 M EUR		160 k beneficiaries

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**4 years – 100 M EUR**

**>30% of the households**



## CHALLENGES



- VAT exemption for external funding made difficult payment of the beneficiary contribution.
- Small number of stores participated in the pilot Program:
  - Not all key suppliers of appliances complied with environmental legislation (recycling old appliances);
  - Lack of trust in the Programme.
- Not all beneficiaries were in the country when received the voucher.
- Many beneficiaries neglected the SMS notification that they have received an EcoVoucher - considering them SPAM messages.



## CHALLENGES



- Due to higher quality and energy performance requirements for the products the price of eligible appliances was higher – situation interpreted differently by the beneficiaries.
- The low utilization rate of vouchers for LED bulbs – big distance to the store due to low coverage by one chain of stores.
- Difficult to measure the real impact of the Program due to influenced consumer behavior by pandemic and energy crises.

## LESSONS LEARNED

- The beneficiaries are not used to high level of digitalization of the Programme - *more communication efforts are needed*
- The beneficiaries are not used to high energy performance standards –*more dedicated communication campaigns and trainings for the consultants from the stores are needed*
- The vouchers sessions during the winter holidays overloaded the stores – *better planning and additional capacities are needed from the stores*
- Providing 2 vouchers (one for bulbs and one for household appliances) in different periods of time creates discomfort for beneficiaries – *planning parallel sessions*



## PERSPECTIVES FOR IMPROVEMENT

- Connection of the information system with other national databases:
  - Information from customs regarding the duration of stay abroad;
  - Number of dwellings and their price;
  - Number of cars and their age etc.
- Extension of the options to be chosen by the potential beneficiaries.
- Application of the power of attorney in the case of the impossibility of the beneficiary to use the voucher.
- Involvement of LPAs and social assistants in the communication campaign.





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**Thank You !**