



Finanțat de  
Uniunea Europeană

# EMPOWERMENT OF YOUTH ENTREPRENEURSHIP IN MOLDOVA

NEWSLETTER

6



## PROJECT COMPLETED. CONTINUITY IN ACTION

*The sixth edition marks the completion of the project “Empowering Young Entrepreneurs in Moldova.” Beyond the indicators achieved, the initiative has strengthened a functional network of 209 young entrepreneurs and 10 partner organisations, demonstrating that well-targeted investments and strong local partnerships can generate real economic development across all regions of the country.*

*In this edition, we present the key results of the project together with the stories that give meaning to the numbers. The experience of the past years confirms an essential lesson: when organisations, entrepreneurs and institutions collaborate, development becomes a sustainable process. The future is built through continuity.*

## More than grants: BUILDING A LOCAL ECOSYSTEM FOR YOUTH ENTREPRENEURSHIP

### Stronger networks. Greater impact.

The project generated impact not only at the individual level, but also at the institutional level. Partner organisations strengthened their capacity to work with young people, including NEET youth, developed competencies in managing grant programmes and expanded cooperation with local authorities and entrepreneurial support structures.

The LID Moldova team from Căuşeni highlights the active collaboration established with local public authorities, the Territorial Employment Agency (ATOFM), the Căuşeni HUB Resource Centre, the Ştefan Vodă Business Incubator, the NGO Feedback Basarabeasca and other local actors involved in identifying and mobilising beneficiaries.



*„Inter-organisational cooperation has gone beyond the framework of the initial activities, creating functional mechanisms for collaboration at regional level.”*

The NGO “Şansa” from Varniţa underlines the increased visibility of its work and its growing role in local development, while Constantin Stratulat, from the NGO “Viitorul Începe Azi” in Ungheni, notes:

*„The project helped us move from occasional activities to a strategic approach to youth entrepreneurship.”*



### An emerging entrepreneurial community

Young beneficiaries built professional relationships during training sessions and mentoring activities, developing concrete collaborations such as mutual promotion, partnerships between complementary businesses and connections with business incubators and the Chamber of Commerce and Industry.

A relevant example is the collaboration between two entrepreneurs from Căuşeni, where professional photography services were provided to support the promotion of a local café. In addition, partner NGOs became clients of young entrepreneurs, contributing to keeping economic value within the local community.

As a result, the project generated not only individual businesses, but also functional and sustainable local economic relationships.



Today we see

- organisations better prepared to manage economic empowerment programmes;
- public authorities more actively engaged;
- entrepreneurs connected and open to collaboration;
- stronger local economic relationships.

More than a grant programme, the project contributed to the consolidation of a local ecosystem in which youth entrepreneurship is supported through partnership, professionalism and long-term vision.

This network — bringing together organisations, public authorities and young entrepreneurs — represents one of the most valuable investments in the sustainable development of communities across the Republic of Moldova.



# RESULTS that confirm the impact

During its implementation, the project supported the launch and development of 209 businesses across all regions of the country.

The data below reflects the cumulative impact of a strategic investment in young entrepreneurs and in local economic support ecosystems.



## PROJECT OBJECTIVE

Strengthening the entrepreneurial capacities of young people by empowering civil society organizations across all regions of Moldova (2024-2026).



## KEY RESULTS

### Supported entrepreneurs



By equipping young people with skills, resources, and networks, we enabled them to transform ideas into thriving businesses

### Jobs created

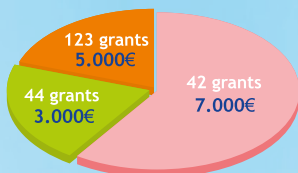


### Professional training



## GRANT DISTRIBUTION

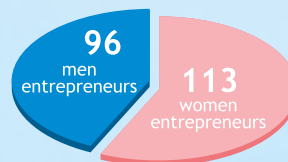
### Grant values



### Business locations



### Gender distribution



Young entrepreneurs drive sustainable rural development.

The project provided opportunities for young women, rural youth, and marginalized groups.



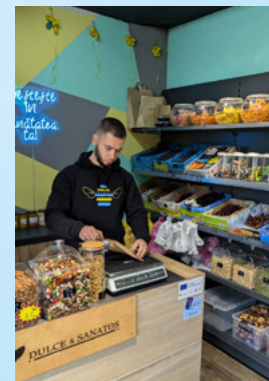
### Project impact

Indicator	Total	North	Centre	South
Communities reached	283	105	94	84
Young applicants	647	239	208	200
Businesses supported	209	61	85	63

### Organizations involved



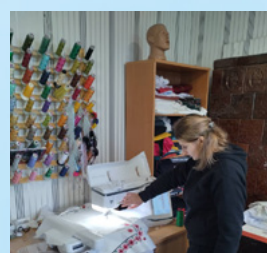
Stronger CSOs mean stronger ecosystems for youth-led businesses, securing bridge the gap between youth, government, and donors.



## EUROPE supports Moldova's YOUNG ENTREPRENEURS

Thanks to the support of the European Union, hundreds of young people in the Republic of Moldova are building their future at home through sustainable and innovative businesses.

They contribute to economic development, social cohesion, and the construction of a European future—right here at home.



## TRADITION AS A BUSINESS MODEL: three women preserving moldova's cultural heritage

In a world where products are becoming increasingly standardised, three women from the Republic of Moldova have chosen to keep tradition alive and transform it into a sustainable economic activity.

Mihaela Rogoja, Olga Razlog and Mihaela Gavrilaş demonstrate that traditional clothing can remain part of the present. Through their work, cultural heritage gains contemporary expression and economic value.

For them, the traditional ie blouse is more than a garment. It is memory, continuity and respect for one's roots.

### Mihaela Rogoja – Heritage stitched into a growing business

Mihaela Rogoja turned her dream into reality by opening her own tailoring workshop. With the support of the project, she acquired modern sewing and embroidery equipment, allowing her to professionalise her activity and transform her talent into a growing business.



A young mother, Mihaela balances family responsibilities with work in her workshop, organising her time with discipline and dedication. Her passion for tailoring began in childhood, inspired by her mother, a skilled seamstress who taught her both the craft and the value of quality work.

*„Sewing is more than a profession for me; it is a heartfelt legacy that I want to carry forward,” says Mihaela.*

Today, her workshop produces customised clothing and detailed embroidery pieces, combining creativity with professionalism. Modern equipment has helped her expand services, improve quality and respond to growing demand.

### Olga Razlog – Roots that empower local entrepreneurship

In the village of Rotunda, Edineţ district, Olga Razlog transformed traditional craftsmanship into a sustainable economic activity. In her workshop, she creates ie blouses and garments inspired by traditional costumes, preserving authentic motifs while applying modern production standards.

Although migration could have been an option, Olga chose to stay and invest in her community. Growing demand for authentic products has turned her workshop into a vibrant creative space with constant orders..

*„For me, each traditional blouse is not just a product, but a story about who we are and where we come from. If we do not preserve tradition, we lose a part of ourselves,” Olga says.*



Support from the project enabled the purchase of advanced sewing and embroidery machines, increasing productivity and improving finishing quality while maintaining authenticity.

### Mihaela Gavrilaş – Traditional costume as a symbol of identity

In Criuleni, Mihaela Gavrilaş brings traditional clothing back into the attention of the



younger generation. The costumes she creates are expressions of identity and belonging.

Each stitch is carefully crafted and every symbol respected. Tradition is not kept in a chest of heritage items — it is worn, lived and passed on.

Through dedication and perseverance, the three entrepreneurs have transformed traditional craftsmanship into sustainable businesses that generate income while preserving Moldova's cultural identity.

Their stories remind us that development does not always mean creating something new. Sometimes it means rediscovering what we already have and giving it value in the present.

## MODERN BEEKEEPING: tradition, family and a vision for rural development

In many villages of the Republic of Moldova, the apiary is part of the rhythm of rural life. For Mihaela Oglinda, Olga Vornic and Elena Rotaru, beekeeping has become a structured economic activity built on modernisation and planning. Their work shows that tradition can be managed professionally and adapted to today's economic realities.

### Mihaela Oglinda – Building a family future through beekeeping



In the village of Covurlui, Leova district, Mihaela Oglinda and her family invested in beekeeping after years marked by labour migration.

Under the brand API LEO, they produce acacia, rape-seed and sunflower honey processed according to quality standards. Investments in

modern beehives and equipment have increased productivity and strengthened the stability of their activity.

*„Our greatest achievement is that we managed to build a beautiful life here, at home,” says Mihaela.*

Today, beekeeping provides income and strengthens family unity.

### Olga Vornic – Perseverance driving a growing apiary

In Bașcalia, Basarabescă district, Olga Vornic has developed a diversified beekeeping activity producing honey, pollen, propolis and royal jelly.

Modernising her apiary improved working conditions and efficiency.



*„With these new hives we work more easily, produce higher quality and increase our production,” Olga explains.*

In a sector vulnerable to climate change, she manages risks with patience and experience, turning challenges into opportunities for adaptation.

### Elena Rotaru – Honey and craftsmanship with local identity

In Zîrnești, Cahul district, Elena Rotaru built a beekeeping business that values not only honey but also beeswax, which she transforms into decorative candles and hand-crafted products.

For Elena, the apiary represents a balance between tradition and creativity. Investments in equipment and entrepreneurial training helped her plan the strategic development of her business.

Her plans include expanding the apiary, diversifying products and attracting new customers while maintaining the same commitment to quality.



Although they work in different communities, the three entrepreneurs share an essential vision: for them, beekeeping is not only tradition — it is a rural economic strategy.

Through dedication and professionalisation, Mihaela, Olga and Elena show that development can begin in the apiary, where passion and vision create sustainable local value.

### Roxana Ursu – From family passion to sustainable beekeeping

Roxana Ursu from Edineț district transformed her husband's childhood dream into a family business built on passion and responsibility. Their love for bees became the foundation of an apiary developed in harmony with nature.

For Roxana, beekeeping means more than honey production — it reflects respect for the environment and active engagement in the community. Participation in local fairs and direct promotion strengthened relationships with customers and increased the visibility of the business.

A decisive moment came when the family received a grant that allowed them to modernise the apiary and improve production conditions, transforming their passion into a stable source of income.

Looking ahead, the Ursu family plans to capitalise on the tourism potential of Fetești — known for the scenic reserve “Little Switzerland” — by developing a space dedicated to apitherapy and the promotion of local products.

Roxana's story shows that when passion is supported by vision and strategic investment, beekeeping becomes both a tradition and a model for sustainable rural development.



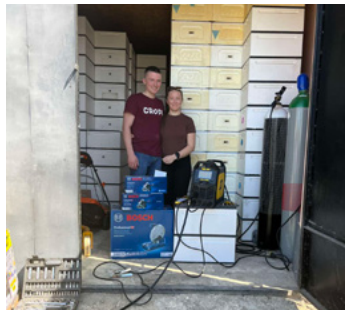
## TECHNICAL SERVICES & INNOVATION: Local brands creating added value for modern communities

In a transforming economy, competitiveness depends on the ability to integrate technology, efficiency and long-term vision. Elena and Cristian Avricenco, Vadim Vîrlan, Vitalie Uzun and Vladimir Dîhanov represent a generation of entrepreneurs bringing innovation closer to local communities.

Although they operate in different sectors, they share a common approach: building their businesses at home while investing in modern equipment and continuous professional development.

### Elena & Cristian Avricenco – technical performance from a rural community

In the village of Visoca, Soroca municipality, Elena and Cristian Avricenco developed a niche business producing professional armwrestling equipment. By combining technical expertise with strategic promotion, they built a specialised brand with national and international visibility.



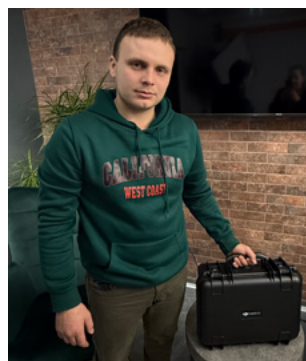
The grant enabled the modernisation of their workshop through high-performance equipment, increasing production capacity and quality standards.

*„This funding was a turning point for us... it gave us the confidence that we can build a strong and competitive brand.”*

Today, their products are used by sports schools in Moldova and by clients on international markets.

### Vitalie Uzun – technology supporting green energy

Vitalie Uzun identified a business opportunity in the context of the recent energy crisis: professional maintenance of solar panels. Through his company Bio Watt Vista, he provides cleaning and inspection services using advanced technology, including a specialised robot and a drone equipped with a thermal camera.



*„Look at ideas that work well in other countries. Adapt them to the local reality and act with courage.”*

His services contribute to improving energy efficiency and supporting the transition to renewable energy.

### Vadim Vîrlan – integrated auto services and operational efficiency

In Mărculești, Vadim Vîrlan expanded his car wash business by integrating tyre service operations. Investments in specialised equipment allowed him to provide multiple services in one place, improving convenience for customers and operational efficiency.



*„It is more than just equipment; it is an investment in my future and in the satisfaction of my customers.”*

The expansion created new jobs and strengthened the business's position on the local market.

### Vladimir Dîhanov – green services for modern communities



Vladimir Dîhanov is the administrator of “Secretele Grădinarului” Ltd., a company specialising in gardening services, green space maintenance and smart irrigation systems. After several years abroad, he returned home determined to build something lasting in his community.

A €5,000 grant allowed the purchase of modern, energy-efficient equipment, improving service quality and enabling the company to undertake more complex projects.

*“I am grateful for the support received. This grant represented a decisive step in strengthening and professionalising my business,” Vladimir explains.*

Through constant interaction with clients and growing experience, he built a strong reputation and a loyal portfolio of customers.

Today, “Secretele Grădinarului” is more than a local business — it is an example of responsible entrepreneurship contributing to the improvement of green spaces in local communities.

## When talent creates BEAUTY and VALUE

Constantin Macareno, Oleg Staroselțev, Marina Dragot and Gheorghe Todos work in different fields, yet their businesses share a common foundation: creativity, precise execution, professional development and visible results.

### Constantin Macareno – from passion for images to a personal brand

For Constantin, photography and videography are more than services — they are creative products delivered as memories and visual identity.

He started modestly, with limited equipment. The quality of his work quickly attracted recommendations, and those recommendations became the foundation of his business growth. A decisive step forward came with the investment in professional equipment.



*„The equipment purchased through the grant — a high-performance camera and an editing laptop — allowed me to raise the standard of my work and reduce processing time.”*

Today, Constantin can handle more projects each month and continues to strengthen his personal brand.

### Oleg Staroselțev – capturing emotion, building a business

Oleg, from Edineț municipality, transformed years of professional experience into his own studio — FINEART Studio. After working for years as an employee, he decided to become an independent entrepreneur and creative professional.

For him, photography and videography are about emotion and authenticity. The grant enabled him to equip his studio with modern equipment, significantly improving the quality of the services offered.

Today, FINEART Studio is a space where memories are transformed into lasting personal heritage.



### Marina Dragot – the detail that makes the difference

After 12 years abroad, Marina and her husband Andrian returned to the village of Cobani to develop a woodworking business.



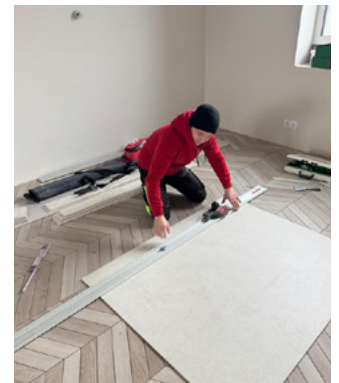
Modernising their workshop with professional equipment increased both precision and efficiency in their production process.

*„Creativity and the effort we invest help us attract new customers and maintain the loyalty of existing ones,” Marina explains.*

Today they fulfil orders for family and community events and are planning to further expand their business.

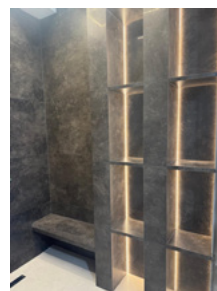
### Gheorghe Todos – professionalism visible in every detail

Gheorghe Todos, from the village of Zîrnești, Cahul district, has built his entrepreneurial journey through discipline, consistency and responsibility. For him, his profession is not only a source of income, but also a commitment to his family and community — a way to provide stability through honest work and high standards of quality.



Specialised in ceramic tile installation and finishing works, Gheorghe has built a strong reputation through technical precision and respect for deadlines. In a field where differences are defined by detail, each completed project becomes proof of his professionalism.

Seeking continuous improvement, he invested in modern equipment and constantly refined his techniques. These new tools allow him to optimise execution time, increase precision and deliver durable finishes adapted to current market demands.



*„I don't just build modern and functional spaces. I build stability and trust,” says Gheorghe, convinced that reputation is the most valuable capital of a local entrepreneur.*

Behind each project lies his motivation to offer his children an example of perseverance and dignity. For Gheorghe, success means security for his family and respect within the community — results built step by step through professionalism and responsibility.

## Where professions become support for people

### Marina Ciuta – beauty built with professionalism

Personal care services developed through dedication and training.

In Cahul, Marina Ciuta developed the company “Marina Ciuta Beauty” Ltd., offering professional personal care services.

Investments in modern equipment and participation in professional training allowed her to expand services and raise quality standards.

Through passion, consistent work and professionalism, Marina built a reputation based on trust and long-term relationships with her clients. Today, her salon is a trusted space for women and a source of stability for her family.



*„With the support of the EU grant we purchased tablets, and children now combine art with digital tools in an innovative way. In the future, we plan to develop programmes that prepare young people for the professions of tomorrow.”*

Magic Wood is not only an art workshop but also a space for nurturing creativity and visual thinking, helping children build confidence and a positive relationship with art.

### LogoKids – a space where every child discovers their voice

Speech therapy services bringing support closer to families.

The story of Ana-Maria Catan began with the desire to change the world of one child – and then another. In every child facing speech difficulties, she saw potential waiting to be discovered. From this conviction, the LogoKids speech therapy centre was created in the town of Rîșcani.



### Lia Daniliuc – the magic of art in a creative workshop for children

In the centre of Orhei, Lia Daniliuc created a space where imagination takes form through wood, colour and clay. The founder of Magic Wood, she organises creative activities for children and adults, combining traditional art with modern visual education.

*„I am Lia, the founder of Magic Wood, where we create activities and wooden toys for children. We organise workshops in painting, drawing, clay modelling and, more recently, digital graphics.”*



Workshops are organised in small groups of 6–7 participants, ensuring individual attention and a friendly atmosphere. Each session lasts 60 minutes and includes materials, practical guidance and an educational-creative programme adapted to participants' age.

Participants explore painting techniques, learn clay modelling and discover facts about famous artists through games and creative tasks, making the workshop a space for expression and experimentation.

An important step in the development of the workshop was the grant that enabled the purchase of digital tablets, allowing the introduction of digital graphics. Children can now combine classical art with modern digital tools, developing creative skills relevant for the future.

The need was clear: children in the community required specialised services close to home. Initial support came through a grant from People in Need, followed by European funding through the project “Empowering Young Entrepreneurs in the Republic of Moldova.” This support enabled the equipment and development of the centre.

Today, LogoKids is a modern and well-equipped space – the only speech therapy centre of this kind in northern Moldova – providing accessible services to children across the region.

*„Success is not measured only in diplomas or projects, but in the bright eyes of the children and the progress we achieve together every day,” says Ana-Maria.*

LogoKids has become an essential service for the community, showing that individual initiative supported by timely investment can generate lasting social impact.



*This edition marks the completion of the project, but not the development process it has generated.  
Across communities throughout the country remain functioning businesses, stronger organisations and a growing network of young entrepreneurs who collaborate and grow together.  
Investment in people has been transformed into skills, confidence and local economic value.  
Development continues wherever initiative, partnership and long-term vision exist.  
And the future is being built at home.*

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