

Annual Report

on the Household Appliance Voucher Programme

2025

Chișinău, 2026

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HOUSEHOLD APPLIANCE VOUCHER PROGRAMME (2025)

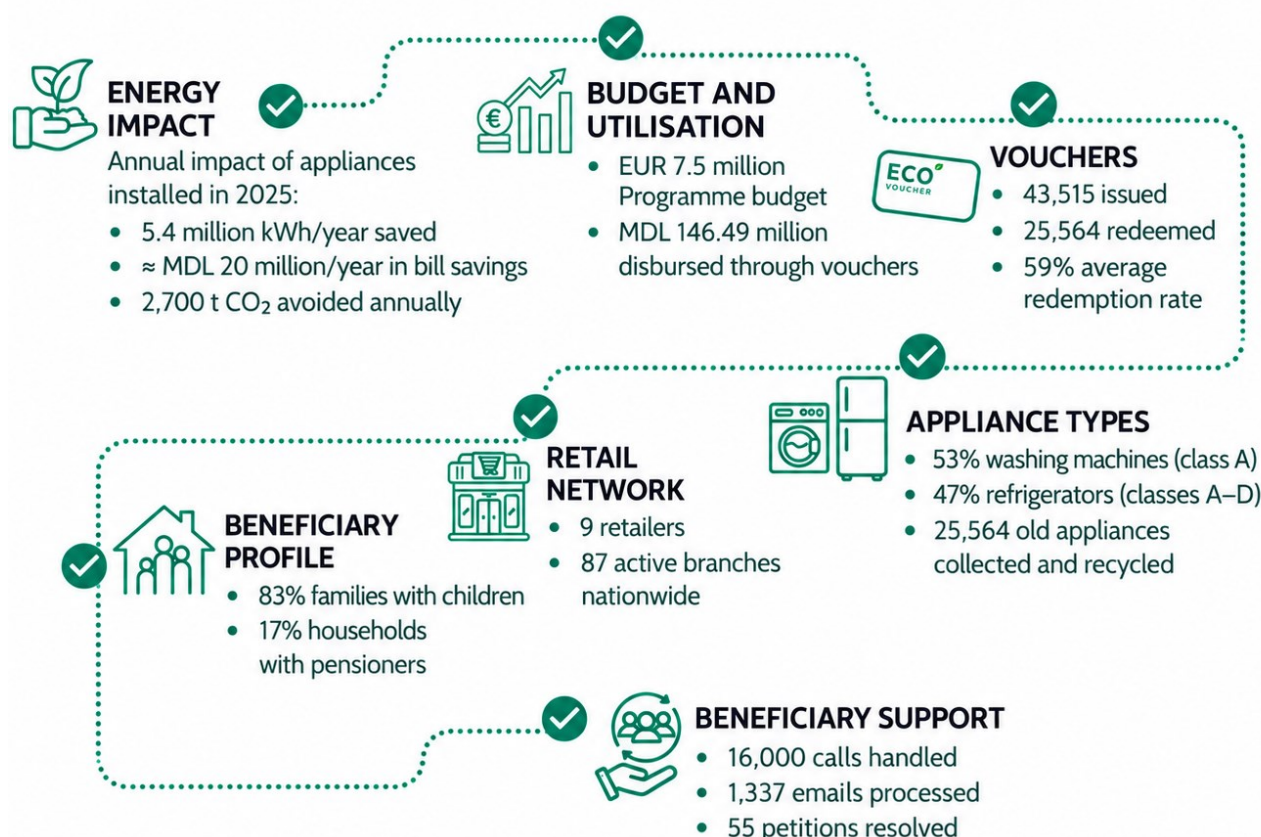


Figure 1. Results and indicators of the Household Appliance Voucher Programme in 2025.

Results 2024-2025

Since its launch, a total of 40,033 vouchers have been redeemed for the purchase of energy-efficient household appliances. Of these, 19,060 were used to purchase refrigerators, 20,937 for washing machines and 36 for cookers.

The installed appliances have an annual energy-saving potential of more than 8 million kWh, thereby reducing household electricity consumption and CO₂ emissions.

I. INTRODUCTION

Pursuant to Government Decision No. 533 of 24 July 2024, as subsequently amended, approving the Regulation on the operation and functioning of the Programme for Granting Financial Assistance to Improve the Efficiency of Energy Resource Consumption (hereinafter, the Household Appliance Voucher Programme), the Public Institution National Center for Sustainable Energy (NCSE/CNED) presents its annual report on the implementation of the Programme in 2025.

The Programme's main objective is to support households in the Republic of Moldova in replacing old household electrical and electronic equipment with new, energy-efficient appliances, thereby reducing energy consumption, related expenditure and greenhouse gas emissions. The Programme also contributes to fulfilling national commitments on energy efficiency and environmental protection.

The Programme is implemented by NCSE/CNED in cooperation with the Ministry of Energy and other institutional and financial partners. It is financed from the state budget through the Energy Vulnerability Reduction Fund, as well as through grants and external assistance. The support mechanism is based on the Energy Vulnerability Information System, specifically its EcoVoucher module (SIVE), which enables the automated selection of beneficiaries, generation of vouchers and monitoring of each stage of voucher redemption.

This report summarises the activities carried out in 2025 by voucher session and analyses the categories of beneficiaries, types of appliances purchased, sources of financing and the Programme's impact on energy efficiency at national level. It also describes the challenges encountered during implementation and sets out recommendations for improving the operating mechanism in the following year.

II. INTERNAL REGULATIONS, MANUALS AND INSTRUCTIONS

To ensure continuity and consistency in implementing the Household Appliance Voucher Programme, NCSE/CNED applied and updated the operational documents developed previously, which form the basis for the Programme's operation. These include the Operational Manual, the Beneficiary Selection Methodology, guides for retailers and beneficiaries, and the procedure for verifying and approving financing applications.

During the reporting period, the Programme's regulatory framework was adjusted through amendments to the Regulation approved by Government Decision No. 533/2024. The amendments mainly removed references to the "degree of energy vulnerability" and replaced them with a detailed set of eligibility criteria applied through the Energy Vulnerability Information System - EcoVoucher module (SIVE).

The Programme's Operational Manual was also updated to reflect changes to the regulatory framework and experience gained during implementation. In this context, the Financing and Risk Committee was authorised to exclude retailers from the Programme when repeated breaches of the Programme rules were identified.

Operational procedures were also adjusted. These changes included introducing a criterion based on total monthly household income per member, determined in accordance with Government Decision No. 816/2024, and removing certain procedural provisions from the Manual after they had been incorporated into the Beneficiary Identification Methodology.

The deadline for partner retailers to submit their final financing application was also extended from 90 to 120 working days after the end of a voucher session. The post-financing monitoring procedure was revised to clarify the method for calculating energy savings and conducting on-site inspections.

In addition, several improvements were made during 2025 to the EcoVoucher module of the Energy Vulnerability Information System to streamline operational processes and facilitate the management of documents relating to the Household Appliance Voucher Programme.

The main improvements were:

- development of functions for automatically generating operational reports and analyses;
- optimisation of the process for uploading, verifying and downloading voucher-related documents;
- introduction of additional filters and selection options to facilitate the verification of documents and Programme sessions;
- improvement of access to and organisation of documents relating to financing files.

These adjustments streamlined administrative processes and improved the management of the large volume of documents and applications processed under the Programme.

III. PROGRAMME FINANCING

In 2025, the Household Appliance Voucher Programme was implemented under the project "Energy Efficiency and Renewable Energy in the Republic of Moldova", based on the Governmental Agreement signed on 3 July 2023 between the Government of the Federal Republic of Germany and the Government of the Republic of Moldova. Within this framework, NCSE/CNED and GIZ concluded a cooperation agreement for the implementation of a financial contribution of EUR 7.5 million, provided by the Government of Norway and managed through GIZ.

Following its review by the Financing and Risk Committee, on 3 February the NCSE/CNED Council approved a voucher value of MDL 6,000 for Session 1. The decision was based on an analysis of average appliance prices in the fourth quarter of 2024 (MDL 10,530-10,881 including VAT), so that the support would cover approximately 60% of the cost without exceeding the ceiling of 70% of the eligible price excluding VAT.

The effective use of approximately 95% of the voucher value (about MDL 5,730 per voucher), together with subsequent monitoring of average appliance prices and the voucher amounts actually used, confirmed that the amount was appropriate. After reviewing updated data, the Council approved retaining this amount for Sessions 2 and 3 on 4 April and for Session 4 on 30 June. By its decision of 8 September 2025, adopted under the same conditions, the Council retained the MDL 6,000 amount for subsequent sessions until the Programme budget was exhausted.

The project "Energy Efficiency and Renewable Energy in the Republic of Moldova" is included in the list of technical assistance and investment projects set out in Annex No. 1 to Government Decision No. 246/2010 (registration No. 87211373893). It therefore falls under international treaties providing for VAT exemption with the right of deduction. In this context, the prices of eligible appliances and the voucher value are established excluding VAT.

Accordingly, a voucher could cover up to 70% of the price of an eligible appliance excluding VAT, with the beneficiary covering the difference from their own funds.

Table 1. Programme budget available for 2025

Indicator	Value
Total project budget (EUR)	7 500 000,00
Value redeemed through vouchers (MDL)	146 490 963,68
Amount disbursed (MDL)	146 484 963,68

During 2025, the evaluation and processing of vouchers from the two state-budget-funded sessions held in 2024 also continued. Financing for these vouchers had been suspended because of non-compliances identified when the financing applications were verified.

A total of 17,305 vouchers were issued during the two sessions held in 2024, of which 7,223 were redeemed, corresponding to a redemption rate of approximately 42%.

Following completion of the verification and approval process, a total of MDL 7,273,914.00 was disbursed in 2025 for 1,107 vouchers. Financing was rejected for a further 80 vouchers with a total value of MDL 522,047.00 because the non-compliances identified during the assessment had not been remedied.

The main grounds for rejection were failure to submit supporting documents or submission of incomplete documents, the sale of appliances that did not meet the Programme's eligibility criteria, and the absence of confirmation that used appliances had been collected and sent for recycling in accordance with Programme requirements.

The table below therefore presents the updated disbursements for the state-budget-funded sessions held in 2024.

Table 2. Disbursements for Programme sessions held in 2024

Indicator	Value, MDL
Total available budget	54 400 000,00
Value redeemed through vouchers	47 229 140,00
Total amount disbursed	46 707 093,00
Amount disbursed in 2025	7 273 914,00

Alignment of Programme objectives with required resources

Under point 3 of the Regulation approved by Government Decision No. 533/2024, the objective of the Household Appliance Voucher Programme is to achieve average annual energy savings of at least 2.04 thousand tonnes of oil equivalent for the 2024-2030 period. Converted into energy terms, this indicator corresponds to annual savings of approximately 23.7 GWh.

To date, the estimated annual savings, meaning the annual energy-saving potential generated by appliances installed during the 2024 and 2025 sessions and by appliances to be installed in 2026 using European Union funds of approximately EUR 1 million, amount to around 7.54 GWh per year.

Achieving the full objective for 2024-2030 therefore requires the Programme to continue and additional financial resources estimated at approximately EUR 34 million to be mobilised. These resources would allow additional vouchers to be issued and the energy savings envisaged under the Programme to be achieved.

IV. STRUCTURE OF VOUCHER SESSIONS

In 2025, NCSE/CNED launched nine voucher sessions in accordance with the allocated budget and the Regulation approved by Government Decision No. 533 of 24 July 2024.

The sessions were announced publicly on the official NCSE/CNED website and through the Energy Vulnerability Information System - EcoVoucher module. Their implementation was accompanied by information campaigns at national and local level.

The table below presents the structure of the Household Appliance Voucher Programme sessions held in 2025, including the session period, total value of vouchers issued, number of vouchers issued, number of final beneficiaries and the redemption rate for each session. Redemption rates varied between sessions, with a weighted average of 58.75%.

Table 3. EcoVoucher Programme sessions launched in 2025

No.	Session period	Maximum nominal value of vouchers issued (MDL)	Total vouchers issued	Beneficiaries	Redemption rate
1	26.02.2025 - 23.03.2025	47 238 000,00	7 873	5 119	65,02%
2	14.04.2025 - 04.05.2025	55 980 000,00	9 330	5 957	63,85%
3	26.05.2025 - 15.06.2025	39 468 000,00	6 578	4 294	65,28%
4	07.08.2025 - 31.08.2025	57 000 000,00	9 500	5 209	54,83%
5	12.09.2025 - 29.09.2025	34 812 000,00	5 802	2 223	38,31%
6	03.10.2025 - 19.10.2025	20 208 000,00	3 368	1 967	58,40%
7	23.10.2025 - 09.11.2025	3 300 000,00	550	414	75,27%
8	21.11.2025 - 07.12.2025	2 358 000,00	393	290	73,79%
9	10.12.2025 - 21.12.2025	726 000,00	121	91	75,21%
Total		261 090 000,00	43 515	25 564	58,75%

In the final three sessions of 2025, despite their shorter duration, managing a smaller number of vouchers enabled more effective monitoring and more targeted communication with beneficiaries, strengthening operational performance.

A significant deviation occurred in Session 5, where the redemption rate was affected by the inclusion of 2,740 beneficiaries from previous sessions who had not redeemed their vouchers. Within this group, the redemption rate was approximately 20% (550 of 2,740), reducing the session's overall rate to around 38%.

Subsequently, to improve the predictability of redemption rates for sessions held towards the end of the year, all beneficiaries who had previously received vouchers were excluded from selection for the remaining 2025 sessions, whether or not they had redeemed those vouchers.

To facilitate comparison over time, the figure below also includes the state-budget-funded sessions held in 2024.

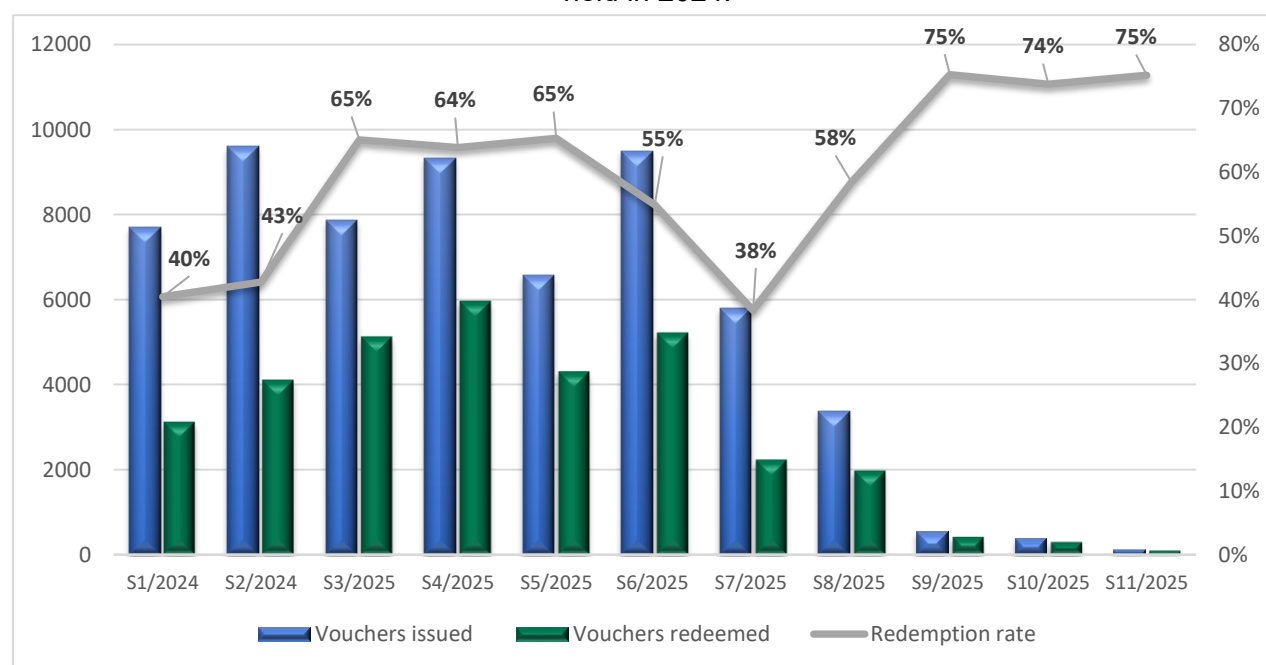


Figure 2. Voucher redemption rate by session (2024-2025)

V. BENEFICIARY PROFILE

Beneficiaries were selected automatically through the EcoVoucher module on the basis of eligibility criteria approved by the NCSE/CNED Council, including:

- household composition, namely the number of minor children or pensioners, as applicable;
- average monthly electricity consumption;
- total monthly income per household member.

The table below presents the structure of beneficiaries who redeemed vouchers in 2025, broken down by session, household type and number of relevant household members (minor children or pensioners).

Table 4. Structure of households that redeemed vouchers, by session (2025)

Household type	No.	S1 (2025)	S2 (2025)	S3 (2025)	S4 (2025)	S5 (2025)	S6 (2025)	S7 (2025)	S8 (2025)	S9 (2025)	Total
Families with minor children	2	30	47	0	2 475	1 482	1 656	337	239	75	6 341
	3	1 447	4 568	3 490	1 801	173	0	0	0	0	11 479
	4	2 018	193	41	0	211	0	0	0	0	2 463
	5	491	71	5	0	56	0	0	0	0	623
	6	138	24	0	0	10	0	0	0	0	172
	7	67	2	0	0	1	0	0	0	0	70
	8	26	4	1	0	1	0	0	0	0	32
	9	11	2	0	0	1	0	0	0	0	14
	10	8	0	0	0	0	0	0	0	0	8
	11	5	0	0	0	0	0	0	0	0	5
Total households with minor children		4 241	4 911	3 537	4 276	1 935	1 656	337	239	75	21 207
Pensioner households	2	618	1029	616	743	232	260	62	51	16	3 627
	3	255	17	65	89	27	29	8	0	0	490
	4	5	0	76	101	29	22	7	0	0	240
Total households with pensioners		878	1 046	757	933	288	311	77	51	16	4 357
GRAND TOTAL		5 119	5 957	4 294	5 209	2 223	1 967	414	290	91	25 564

In accordance with the criteria approved by the NCSE/CNED Council, vouchers were allocated within the budget available for each session: 80% to households with minor children and 20% to households with pensioners.

Of the 25,564 vouchers redeemed, 21,207 (approximately 83%) were used by households with minor children and 4,357 (approximately 17%) by households with pensioners. The difference between the allocation shares and the shares of vouchers redeemed reflects different redemption rates between the two categories.

A detailed analysis of the distribution of vouchers issued and redeemed was also conducted to assess the Programme's territorial distribution and regional impact.

The table below presents the distribution by district and municipality, showing the total number of vouchers issued and redeemed, each administrative-territorial unit's share of the national total, the voucher redemption rate and the ratio relative to population.

Table 5. Territorial distribution of vouchers

District / municipality	Population (2024 Census, thousands)	Pop. share (%)	Issued (no.)	Issued share (%)	Redeemed (no.)	Redeemed share (%)	Redemption rate (%)
Bălți	94,55	3,92%	1809	4,20%	1 099	4,30%	60,80%
Chișinău	720,13	29,89%	10 707	24,60%	5 644	22,08%	52,70%
Anenii Noi	57,69	2,39%	1 195	2,70%	705	2,76%	59,00%
Basarabeasca	14,91	0,62%	298	0,70%	131	0,51%	44,00%
Briceni	46,89	1,95%	697	1,60%	403	1,58%	57,80%
Cahul	72,77	3,02%	1 636	3,80%	1 040	4,07%	63,60%
Călărași	43,86	1,82%	792	1,80%	548	2,14%	69,20%
Cantemir	33,18	1,38%	797	1,80%	463	1,81%	58,10%
Căușeni	57,26	2,38%	1 091	2,50%	767	3,00%	70,30%
Cimișlia	30,99	1,29%	542	1,20%	316	1,24%	58,30%
Criuleni	52,93	2,20%	1 276	2,90%	738	2,89%	57,80%
Dondușeni	28,11	1,17%	413	0,90%	231	0,90%	55,90%
Drochia	53,74	2,23%	921	2,10%	507	1,98%	55,00%
Dubăsari	21,78	0,90%	407	0,90%	257	1,01%	63,10%
Edineț	50,43	2,09%	875	2,00%	541	2,12%	61,80%
Fălești	56,04	2,33%	1 030	2,40%	665	2,60%	64,60%
Florești	53,26	2,21%	895	2,10%	528	2,07%	59,00%
Glodeni	35,83	1,49%	615	1,40%	376	1,47%	61,10%
Hîncești	69,46	2,88%	1 428	3,30%	702	2,75%	49,20%
Ialoveni	74,46	3,09%	1 582	3,60%	920	3,60%	58,20%
Leova	28,84	1,20%	615	1,40%	363	1,42%	59,00%
Nisporeni	36,41	1,51%	680	1,60%	422	1,65%	62,10%
Ocnîța	31,61	1,31%	429	1,00%	238	0,93%	55,50%
Orhei	79,24	3,29%	1 624	3,70%	909	3,56%	56,00%
Rezina	30,24	1,26%	414	1,00%	270	1,06%	65,20%
Rîșcani	43,65	1,81%	704	1,60%	466	1,82%	66,20%
Sîngerei	55,93	2,32%	1 069	2,50%	750	2,93%	70,20%
Șoldănești	25,39	1,05%	451	1,00%	229	0,90%	50,80%
Soroca	58,61	2,43%	819	1,90%	562	2,20%	68,60%
Ștefan Vodă	42,28	1,76%	835	1,90%	489	1,91%	58,60%
Strășeni	61,36	2,55%	1 277	2,90%	782	3,06%	61,20%
Taraclia	26,44	1,10%	590	1,40%	418	1,64%	70,80%
Telenești	41,45	1,72%	816	1,90%	576	2,25%	70,60%
Ungheni	75,80	3,15%	1 390	3,20%	917	3,59%	66,00%
ATU Gagauzia	103,67	4,30%	2 796	6,40%	1 592	6,23%	56,90%
Total	2 409,21	100,00%	43 515	100,00%	25 564	100,00%	58,80%

Although vouchers were not allocated on the basis of a territorial criterion, comparison of each administrative-territorial unit's share of the population with its share of vouchers issued and redeemed shows a relatively proportional distribution nationwide.

The analysis shows moderate variation in redemption rates across administrative-territorial units. The highest rates were recorded in Taraclia District (70.8%), Telenești District (70.6%), Căușeni District (70.3%) and Sîngerei District (70.2%). The lowest rate was recorded in Basarabeasca District (44.0%).

In most administrative-territorial units, the redemption rate was close to the national average of 58.8%, generally ranging between approximately 55% and 65%. This indicates limited territorial differences and a relatively uniform level of voucher use nationwide.

Beneficiaries were notified through SIVE, by SMS and/or by email, and could access and redeem their vouchers through a simplified digital process. More than 120,000 SMS messages were sent, and automated calls with prerecorded messages were placed to beneficiaries who had registered landline numbers, notifying them that a voucher had been issued.

VI. TYPES OF APPLIANCES REDEEMED

Only household electrical and electronic equipment that met the minimum energy-efficiency requirements and was included in the list approved by the NCSE/CNED Council was eligible under the Programme.

The following appliances were eligible during the 2025 sessions:

1. refrigerators, including refrigerators with an integrated freezer, in energy-efficiency classes A, B, C and D;
2. washing machines in energy-efficiency class A.

Following implementation of the nine sessions, 47% of vouchers were redeemed for refrigerators and 53% for washing machines, confirming the relevance of the appliances selected for inclusion in the Programme.

Table 6. Statistical data on the types of appliances purchased using vouchers

EEE type / energy-efficiency class	S1 (2025)	S2 (2025)	S3 (2025)	S4 (2025)	S5 (2025)	S6 (2025)	S7 (2025)	S8 (2025)	S9 (2025)	Total	Share
Refrigerator	2 284	2 754	1 955	2 627	1 066	955	197	140	40	12 018	47%
A	12	6	0	30	6	10	1	1	0	66	1%
B	25	26	15	21	7	20	4	2	1	121	1%
C	217	325	281	222	147	124	12	13	3	1 344	11%
D	2 030	2 397	1 659	2 354	906	801	180	124	36	10 487	87%
Washing machine	2 835	3 203	2 339	2 582	1 157	1 012	217	150	51	13 546	53%
A	2 835	3 203	2 339	2 582	1 157	1 012	217	150	51	13 546	100%
Total	5 119	5 957	4 294	5 209	2 223	1 967	414	290	91	25 564	100%

To assess the average cost of purchased appliances and the co-financing structure, the table below presents, by appliance type and energy-efficiency class, the average price excluding VAT, the average retail price including VAT, the average voucher amount used and the beneficiary's average contribution. The indicators are presented both as absolute values and as shares of the price.

The results of the sessions show that the average cost of an appliance excluding VAT was approximately MDL 9,865.62. The vouchers accounted for approximately 58% of the cost excluding VAT, with Programme beneficiaries covering the difference. On average, 95.5% of the nominal voucher value was used.

The data show clear price differences by energy class. Refrigerators in classes A and B were the most expensive, at MDL 13,714.57 and MDL 14,137.65 excluding VAT respectively (MDL 16,457.48 and MDL 16,965.18 including VAT), while refrigerators in classes C and D had lower average prices of approximately MDL 10,952.46 and MDL 10,594.95 excluding VAT.

Table 7. Cost and voucher value structure by appliance type and energy class

Appliance / energy class	Avg. cost excl. VAT, MDL	Avg. retail price incl. VAT, MDL	Avg. voucher (MDL)	Voucher share excl. VAT (%)	Voucher share incl. VAT (%)	Avg. contribution (MDL)	Contr. share excl. VAT (%)	Contr. share incl. VAT (%)
Refrigerator	10 687,73	12 825,28	5 869,24	54,92%	45,76%	4 818,49	45,08%	37,57%
A	13 714,57	16 457,48	5 982,44	43,62%	36,35%	7 732,12	56,38%	46,98%
B	14 137,65	16 965,18	6 000,00	42,44%	35,37%	8 137,65	57,56%	47,97%
C	10 952,46	13 142,95	5 998,35	54,77%	45,64%	4 954,11	45,23%	37,69%
D	10 594,95	12 713,94	5 850,47	55,22%	46,02%	4 744,48	44,78%	37,32%
Washing machine	9 136,25	10 963,50	5 607,15	61,37%	51,14%	3 529,10	38,63%	32,19%
A	9 136,25	10 963,50	5 607,15	61,37%	51,14%	3 529,10	38,63%	32,19%
Total	9 865,62	11 838,75	5 730,36	58,08%	48,40%	4 135,26	41,92%	34,93%

Beneficiaries' financial contribution increased with the price of the appliance. For refrigerators in classes A and B, the average contribution was MDL 7,732.12 and MDL 8,137.65 respectively, compared with approximately MDL 4,744-4,954 for classes C and D. Overall, the average beneficiary contribution was MDL 4,135.26 per appliance, representing 41.92% of the cost excluding VAT and 34.93% of the retail price. These figures confirm the role of co-financing in the purchase mechanism.

Table 8. Financial structure of redeemed EEE, by appliance type and energy class

Appliance / energy class	No. of units	Total EEE cost excluding VAT, MDL	Total EEE cost including VAT, MDL	Share of total value	Total voucher value, MDL	Total beneficiary contribution, MDL
Refrigerator	12 018	128 445 167	154 134 200	50,93%	70 536 512	57 908 655
A	66	905 161	1 086 194	0,70%	394 841	510 320
B	121	1 710 656	2 052 787	1,33%	726 000	984 656
C	1 344	14 720 105	17 664 127	11,46%	8 061 785	6 658 320
D	10 487	111 109 244	133 331 093	86,50%	61 353 886	49 755 359
Washing machine	13 546	123 759 595	148 511 514	49,07%	75 954 452	47 805 144
A	13 546	123 759 595	148 511 514	100,00%	75 954 452	47 805 144
Total	25 564	252 204 762	302 645 714	100,0%	146 490 964	105 713 799

Table 8 summarises the financial structure of appliances purchased through the EcoVoucher Programme in 2025, including the number of appliances, their total value, the total value of vouchers used and the beneficiaries' contribution, broken down by appliance type and energy-efficiency class.

In addition to the data presented above, the analysis considered market information provided by two economic operators with some of the highest sales volumes in the household appliance segment in the Republic of Moldova in 2025.

According to the information received, refrigerators in classes A-D accounted for between 37% and 44% of the operators' total reported sales, with class D representing approximately 38% according to one operator. Appliances in classes E-G accounted for approximately 56%-63% of the total.

For washing machines, class A appliances accounted for between 57% and 70% of reported sales, with the remainder consisting mainly of class B appliances.

These sales also include appliances purchased through the Household Appliance Voucher Programme. Because the Programme covered only highly energy-efficient appliances, namely refrigerators in classes A-D and washing machines in class A, the share of appliances in lower energy classes would have been even higher without the Programme.

In this context, the Programme helps direct consumption towards higher energy-efficiency segments and increases the market share of efficient appliances.

VII. PARTNERS/RETAILERS

In 2025, the Household Appliance Voucher Programme was implemented with the support of a nationwide network of partner retailers, which played an essential role in delivering eligible appliances to beneficiaries. These partners complied with the eligibility criteria established by the Regulation approved by Government Decision No. 533/2024 and ensured the collection of used appliances in accordance with environmental protection requirements.

During 2025, the network of partner retailers was expanded, and the Programme was implemented through nine active economic operators selected under successive identification and validation procedures approved by NCSE/CNED.

Following the calls to identify partner retailers for the Household Appliance Voucher Programme, the Programme was implemented in 2025 through the following nine partner economic operators:

1. **ATEHNO** ("A Tehno Distribuție" SRL)
2. **BOMBA** ("AV Electronic" SRL and "BM Tehnotrade" SRL)
3. **Bosch Store and Premium Store** ("Tehno-Trend" SRL)
4. **ENTER** ("Ultracom Electronic" SRL)
5. **GEFEST** ("Decostar" SRL)
6. **HI-TECH** ("Hi-Tech Group" SRL)
7. **MAXIMUM** ("Maximum Electronic" SRL)
8. **SNAIGE** ("AIEA" SRL)
9. **ULTRA** ("Ultra Distribution" SRL)

Under point 26 of the Operational Manual, a retailer is eligible to participate in the Household Appliance Voucher Programme if, on the date it submits its application file, it meets all of the following eligibility criteria:

- a. it sells at least one type of household electrical and electronic equipment compatible with the conditions of the Household Appliance Voucher Programme;
- b. it has at least one branch in one of the country's regions (north, centre or south), or sells and/or delivers appliances compatible with the conditions of the Household Appliance Voucher Programme nationwide, in accordance with Law No. 284/2004 on information society services;
- c. if the retailer is a distributor of electrical and electronic equipment within the meaning of Government Decision No. 212/2018 approving the Regulation on Waste Electrical and Electronic Equipment, it is entered in the list, maintained by the Environment Agency, of producers of products subject to extended producer responsibility requirements, in accordance with Article 12(6) of Law No. 209/2016 on waste;
- d. if the retailer is a producer of electrical and electronic equipment within the meaning of Government Decision No. 212/2018 approving the Regulation on Waste Electrical and Electronic Equipment, it is registered in the Automated Information System "Waste Management" in accordance with Article 12(5)(c) of Law No. 209/2016 on waste, and provides evidence of an individual system or proof of membership in a collective system for the collection, treatment, recovery or disposal of products that have become waste, in accordance with Article 12(5)(e) of Law No. 209/2016 on waste;
- e. it ensures the collection of used electrical and electronic equipment;
- f. it complies with the energy-labelling requirements established by Government Decision No. 1003/2014 approving the regulations on energy-labelling requirements for certain energy-related products.

All retailers that applied to participate met the Programme's eligibility and participation requirements and were approved by the Financing and Risk Committee.

The retailers ensured that products were available in every region of the country and helped promote the Programme among the population. Across all sessions, 87 branches of the nine economic operators participated in the Programme.

The BOMBA retail network, represented by AV Electronic SRL and BM Technotrade SRL, provided the broadest nationwide coverage. Together, these companies processed 14,590 vouchers, representing 57% of all redeemed vouchers. The Enter network (Ultracom Electronic SRL) ranked next, with a share of approximately 28%, followed by Maximum Electronic SRL, which accounted for around 8% of the total volume.

Table 9. Distribution of redeemed vouchers by partner retailer

Retailer	Vouchers submitted for financing	% of total number of vouchers	Total voucher value, MDL	% of total voucher value	Total value of appliances incl. VAT, MDL
A Tehno Distribuție SRL	62	0,24%	352 810,97	0,24%	714 114,92
AV Electronic SRL	10 645	41,64%	60 550 495,07	41,33%	122 378 685,72
BM Technotrade SRL	3945	15,43%	22 871 605,18	15,61%	48 940 266,17
Decostar SRL	1	0,00%	5 069,17	0,00%	8 690,00
Hi-Tech Group SRL	603	2,36%	3 231 235,49	2,21%	6 425 025,58
Maximum Electronic SRL	2 074	8,11%	12 010 143,74	8,20%	25 565 441,92
Tehno-Trend SRL	114	0,45%	681 825,75	0,47%	1 666 886,11
Ultra Distribution SRL	975	3,81%	5 763 165,31	3,93%	12 732 528,38
Ultracom Electronic SRL	7 145	27,95%	41 024 613,00	28,00%	84 214 075,16
Total	25 564	100,00%	146 490 963,68	100,00%	302 645 713,97

VIII. POST-IMPLEMENTATION MONITORING AND IMPACT ON ENERGY EFFICIENCY

The Household Appliance Voucher Programme contributed directly to achieving national energy-efficiency objectives by:

- replacing old, inefficient appliances with modern appliances in higher energy classes;
- reducing annual electricity consumption in beneficiary households;
- reducing greenhouse gas emissions (CO₂);
- collecting old appliances and transferring them to authorised recyclers;
- promoting responsible and energy-conscious consumption among the population.

In accordance with the Operational Manual of the Household Appliance Voucher Programme, the Programme's impact on progress towards energy-efficiency objectives is estimated. The method for calculating this impact is established in the Post-financing Monitoring Procedure, approved by order of NCSE/CNED, which must include at least the following elements:

- the procedure for calculating energy savings;
- the procedure for conducting on-site visits;
- the method for identifying voucher beneficiaries to be visited;
- the action to be taken when non-compliance is identified.

Accordingly, the Post-financing Monitoring Procedure for the Household Appliance Voucher Programme was approved by Director's Order No. 04/EcV of 17 March 2025.

Under this procedure, NCSE/CNED monitors investments made through the Programme after implementation to assess their impact on energy efficiency and verify compliance with the conditions governing the financial support.

The monitoring process primarily includes:

- estimating the energy savings generated by replacing old household appliances with energy-efficient appliances;

- conducting on-site verification visits to a sample of beneficiaries selected in accordance with the approved methodology;
- verifying the presence and use of appliances purchased with vouchers;
- analysing energy-consumption data when available;
- identifying any non-compliances and establishing appropriate corrective measures.

Monitoring activities help assess the Programme's results, determine the energy savings achieved by final consumers and improve implementation mechanisms for future Programme sessions.

A. Determining the impact on energy efficiency

Based on the number of vouchers redeemed and the types of household appliances replaced in 2025, annual energy savings were estimated using the internal savings calculation methodology, which applies standardised efficiency benchmarks and consumption profiles specific to each appliance category and energy class. The detailed results, including the impact on energy consumption, household financial savings and CO₂ emission reductions, are presented in the tables below.

Table 10. Energy consumption of old and new appliances

Appliance	Specific energy consumption, old appliance, kWh/year	New appliance	
		Energy class	Specific consumption, kWh/year
Refrigerator, including integrated freezer	450	A	100
	450	B	110
	450	C	140
	450	D	180
Washing machine	200	A	46

The estimated average annual saving per appliance is approximately 211 kWh, equivalent to around MDL 780 per year or MDL 65 per month, based on a weighted average electricity tariff of approximately MDL 3.69/kWh. Compared with beneficiaries' average monthly electricity expenditure of approximately MDL 1,060, this represents a reduction of around 6%. The table below presents the estimated energy savings by appliance type and energy class.

Table 11. Annual energy-saving potential of appliances installed in 2025

Appliance	Energy class	No.	Energy savings per appliance, kWh/year	Total energy savings, kWh/year
Refrigerator, including integrated freezer	A	66	350	23 100,00
	B	121	340	41 140,00
	C	1 344	310	416 640,00
	D	10 487	270	2 831 490,00
Total		12 018	-	3 312 370,00
Appliance	Energy class	No.	Energy savings per appliance, kWh/year	Total energy savings, kWh/year
Washing machine	A	13 546	154	2 086 084,00
Total		13 546	-	2 086 084,00
Total refrigerators + washing machines		25 564	-	5 398 454,00

In 2025, energy savings were generated through the use of household appliances purchased with vouchers distributed during:

- pilot sessions implemented by UNDP in partnership with NCSE/CNED (2022-2024);
- voucher sessions launched by NCSE/CNED in 2024; and
- voucher sessions implemented by NCSE/CNED during 2025.

For 2025, estimated annual energy savings are based on the actual number of vouchers redeemed in each session and the types of household appliances replaced.

For the pilot phase and the 2024 NCSE/CNED sessions, savings are calculated for a full year because the appliances concerned had already been put into operation before 2025.

For the 2025 NCSE/CNED sessions, savings are calculated from the date on which each voucher was redeemed by applying standardised consumption-reduction coefficients for each appliance category. Consequently, each session's contribution to annual savings depends on when the appliances were purchased and put into operation.

The table below presents the total estimated energy savings for 2025, covering all Programme sessions: the UNDP and NCSE/CNED pilot phase, the 2024 NCSE/CNED sessions and all NCSE/CNED sessions implemented in 2025.

Table 12. Energy savings generated in 2025 by appliances installed through the Programme

Session	Calculation period	Vouchers redeemed	Appliance operating period	Savings, GWh
UNDP	November 2023 - July 2024	7 246	full year	1,242
2024 sessions	September - November 2024	7 223	full year	1,511
S1 (2025)	26.02.2025 - 23.03.2025	5 119	from redemption date	0,862
S2 (2025)	14.04.2025 - 04.05.2025	5 957	from redemption date	0,861
S3 (2025)	26.05.2025 - 15.06.2025	4 294	from redemption date	0,515
S4 (2025)	07.08.2025 - 31.08.2025	5 209	from redemption date	0,411
S5 (2025)	12.09.2025 - 29.09.2025	2 223	from redemption date	0,132
S6 (2025)	03.10.2025 - 19.10.2025	1 967	from redemption date	0,093
S7 (2025)	23.10.2025 - 09.11.2025	414	from redemption date	0,015
S8 (2025)	21.11.2025 - 07.12.2025	290	from redemption date	0,005
S9 (2025)	10.12.2025 - 21.12.2025	91	from redemption date	0,001
Total		40 033		5.651

Since the Programme was launched, 40,033 vouchers have been redeemed by eligible households. Replacing old or inefficient appliances with modern, energy-efficient models generated estimated cumulative savings of 6.55 GWh by 31 December 2025. This total comprises 5.65 GWh saved in 2025 and 0.9 GWh saved up to 31 December 2024.

Table 13. Energy savings achieved and cumulative savings under the EcoVoucher Programme as of 31 December 2025

Indicator	2024	Additional savings	Final results (31.12.2025)
Savings generated	0,9 GWh	+5,65 GWh	6,55 GWh
Reporting period	up to 31.12.2024	01.01–31.12.2025	up to 31.12.2025

By replacing more than 25,564 old and inefficient appliances, particularly refrigerators and washing machines, with modern appliances in higher energy classes, the Programme delivered tangible and immediate benefits in beneficiaries' daily lives. Households that redeemed vouchers gained better-performing appliances, reduced their electricity consumption and consequently benefited from lower bills and greater comfort at home.

Based on the available data, appliances installed in 2025 have an annual energy-saving potential of approximately 5.4 million kWh, demonstrating the effectiveness of the measures implemented. In financial terms, this avoided consumption represents annual savings of more than MDL 20 million for beneficiaries, funds that can be used for other household needs.

Taking into account all appliances installed since the EcoVoucher Programme was launched, including the pilot phase, the 2024 NCSE/CNED sessions and the 2025 sessions, their total annual energy-saving potential exceeds 8.15 million kWh. This corresponds to annual financial savings of more than MDL 30 million for beneficiary households.

Table 14. Estimated financial savings and bill reductions

Appliances	No.	Energy savings, kWh/year	Average tariff, MDL/kWh	Financial savings, MDL/year
Total appliances installed (UNDP, 2024, 2025)	40 033	8 151 411,45	3,69	30 078 708,25

The reduction in electricity consumption also had a significant positive environmental impact. Based on the energy savings achieved in 2025 (5.65 GWh) and an emission factor of 0.5 kg CO₂/kWh, carbon dioxide emissions are estimated to have been reduced by approximately 2,825 tonnes of CO₂ in 2025. This result contributes directly to the Republic of Moldova's efforts to combat climate change and transition to a cleaner energy system.

Table 15. CO₂ emission reductions in 2025

Appliances installed through the Programme (calculation basis: savings achieved in 2025)	No.	Energy savings, kWh	Emission factor used, kg CO ₂ /kWh	CO ₂ emission reduction, kg CO ₂
Total appliances installed (UNDP, 2024, 2025)	40 033	5 650 933	0,5	2 825 466,5

Beyond the figures, the Programme also generated important social benefits. It encouraged more responsible energy consumption, improved public understanding of energy labels and stimulated the purchase of household appliances that consume less energy.

B. On-site verification visits

In accordance with the post-financing monitoring methodology applied under the Household Appliance Voucher Programme, beneficiaries of the sessions implemented in 2024 were verified in 2025 to confirm that purchased appliances were being used and that Programme conditions were being observed.

Under the Household Appliance Voucher Programme implemented in 2024, 7,223 vouchers with a total value of approximately MDL 46.7 million were redeemed to purchase energy-efficient household appliances.

To ensure post-financing monitoring, the households to be visited were selected using a statistical sampling methodology with a 95% confidence level (Z-score of 1.96) and a 5% margin of error. This methodology produced a representative sample of 365 households, adjusted to the population size and distributed proportionally by type of appliance purchased, as follows:

- 55.38% - washing machines;
- 44.62% - refrigerators.

The verification process was completed on 12 December 2025. All 365 beneficiaries in the sample were contacted by telephone to confirm use of the appliances and arrange on-site verification visits. As a result, 150 beneficiaries (41.10%) received an on-site visit, during which the installation and use of the purchased appliances were confirmed.

A further 22 beneficiaries (6.03%) could not be contacted for technical or administrative reasons, including:

- no telephone number recorded in the system;
- an invalid telephone number;
- an incorrectly recorded telephone number.

For 173 beneficiaries (47.39%), an on-site visit could not be arranged despite repeated attempts to contact them, for reasons including:

- the beneficiaries were not at home during the verification team's working hours;
- the beneficiaries declined to receive the verification team.

Telephone verification identified 20 cases of non-compliance, representing 5.48% of the sample. The main situations were:

- transfer of an appliance purchased through the Programme to another person, including as a gift to a family member (12 cases);
- use of an appliance at an address other than that declared in the Information System, including holiday homes, rural homes or rented apartments (7 cases);
- destruction of an appliance following a technical fault (1 case).

The on-site visits also identified technical or administrative non-compliances. The most common was the absence of the energy label from the appliance because it had not been retained or was not visible during the inspection. Isolated cases were also found in which appliances had not yet been put into operation or had technical faults requiring repair.

Overall, the monitoring results indicate that the Programme is operating appropriately and that most beneficiaries use the purchased appliances for the intended purpose.

The identified non-compliances represent a relatively small share of the sample. Nevertheless, they demonstrate the need to strengthen beneficiary information and post-financing monitoring procedures to prevent improper use of financed appliances.

IX. MONITORING AND VERIFICATION

Throughout implementation, NCSE/CNED continuously monitored voucher redemption and compliance with the conditions established by the Regulation, both by beneficiaries and by partner retailers.

The monitoring mechanisms included analysis of data recorded in the EcoVoucher platform, verification of supporting documents submitted by retailers, requests for clarification or additional information when non-compliances were identified, telephone discussions with voucher beneficiaries, home visits to beneficiaries, visits to partner stores and visits to warehouses where used appliances were collected.

In parallel, NCSE/CNED continuously maintained and updated a register of financing applications recording their status, the amounts requested and approved, the number of vouchers processed and the applicable disbursement deadlines established by the Operational Manual and the contracts with the Programme's partner economic operators.

The monitoring and verification activities confirmed that the implementation mechanism operated effectively and that partner retailers maintained a high level of compliance.

Despite the large volume of applications, more than 25,000 vouchers with a value exceeding MDL 146 million were processed and approved.

X. COMMUNICATION AND OUTREACH ACTIVITIES

The main purpose of communication on the EcoVoucher Programme was to inform the general public about the Programme's benefits, application process, eligibility criteria and impact on household energy efficiency. To this end, NCSE/CNED conducted a broad and diverse communication campaign designed to reach as many citizens as possible and guide them in accessing sustainable and energy-efficient solutions.

Specific objectives

- Increase awareness and understanding of the EcoVoucher Programme.
- Promote the use of energy-efficient household appliances.
- Encourage public participation and facilitate access to clear and useful information.
- Increase voucher redemption rates.

Activities carried out:

1. Events and presentations

- A press conference was organised to launch the 2025 EcoVoucher Programme sessions.
- Information workshops were held for CUPS representatives.
- More than 150 visits were organised to beneficiaries and partner stores.
- A public-opinion survey on perceptions of the EcoVoucher Programme was conducted.
- More than 20 training sessions were delivered for representatives of the Programme's partner stores.
- A press club was organised.



Figure 3. Information activities carried out during the EcoVoucher Caravan

2. EcoVoucher Caravan

Implemented over two months, from 8 September to 29 October 2025, the EcoVoucher Caravan was one of the Programme's main community-engagement activities. The initiative covered 36 localities nationwide, including every district centre, Bălți municipality, ATU Gagauzia and communities on the left bank of the Dniester in Dubăsari District. The Caravan team travelled more than 9,000 kilometres to provide information directly across the country.

The Caravan combined information sessions with practical demonstrations of household energy efficiency. These included real-time comparisons of electricity consumption by old and new refrigerators, practical explanations of EU energy labels and individual consultations on eligibility and the EcoVoucher application process. Thousands of information materials were distributed, and more than 30,000 people engaged directly with the Caravan's activities.

The visits also provided an opportunity to collect citizens' views, questions and suggestions. This information will be used to analyse the population's actual needs and further improve energy-efficiency programmes supported by the Government of the Republic of Moldova. The main findings show strong public interest in the Programme and in replacing old appliances with energy-efficient models. Respondents expressed a desire for:

- expansion of the types of household appliances included in the Programme;
- adjustment of the selection criteria to provide broader access to EcoVoucher benefits.

These results highlight the need for continuous, wide-ranging public information so that more people can benefit from energy-efficiency programmes and adopt sustainable practices at home.

3. Online and media communication

- Seventeen press releases were published on the launch and progress of voucher redemption.
- Six EcoVoucher beneficiary success stories were promoted.
- More than 150 posts were created and published on official NCSE/CNED channels, including Facebook and Telegram, with useful information, application steps, frequently asked questions and real examples.
- The Programme received more than 450 media appearances and mentions, including republication of press releases and interviews with NCSE/CNED representatives.
- NCSE/CNED representatives participated in more than 50 television and radio programmes, including on Moldova 1, TVR Moldova and TV8.
- A Russian-language reel produced in collaboration with Natalia Melnic of glossa.md received more than 200,000 views on Instagram, Facebook and TikTok. Oleseă Sveclă and Anatol Durbală also produced a Romanian-language reel that received more than 350,000 views on Instagram and Facebook.
- Search-engine promotion and contextual advertising on Facebook, Google and Instagram included 15 posts that achieved a reach of 650,000 users.

4. Media campaigns (TV/radio)

- More than 25 videos and reels featuring success stories were produced and made available on YouTube, Facebook, TikTok and the website.
- Audio and video spots were broadcast nationally and regionally over a three-week period on Jurnal TV, Pro TV, Moldova 1, GRT, Radio Moldova, Radio Noroc, Kiss FM, Jurnal FM and Novoe Radio.

5. Information materials

- Promotional materials produced for the Programme included two roll-up banners, two leaflets, two posters and one information sticker.
- A total of 3,000 posters, 12,000 leaflets and 10,000 information stickers were distributed to partner stores, district councils and territorial offices of the Public Services Agency.

- More than 150 infographics and online visual materials were created and disseminated to inform the public.
- A guide was prepared for social workers and CUPS staff involved in the EcoVoucher Programme.
- A guide was prepared for EcoVoucher partner retailers.

6. Petitions and complaints

During implementation of the Household Appliance Voucher Programme, citizens submitted a total of 55 petitions to NCSE/CNED.

Of these, 34 petitions requested that a voucher be granted. The petitioners stated that they had registered in the SIVE Information System and indicated that they needed to replace an old household appliance but had not yet received a voucher. In some cases, petitioners cited a misunderstanding of information presented in the media or the fact that they owned old household appliances that they considered energy-inefficient.

According to the information provided in the petitions, some requests came from people in vulnerable categories, including pensioners, persons with disabilities and families with children.

Other petitions requested clarification on various aspects of Programme implementation, including whether vouchers had been issued, the status of revoked vouchers, the voucher redemption process and the applicable eligibility criteria. Complaints were also received about difficulties in informing beneficiaries, together with requests to amend certain Programme conditions, including the beneficiary's minimum contribution.

Some petitions also concerned transparency in Programme implementation and access to information about beneficiaries or partner retailers.

The submissions also included a letter of thanks from a beneficiary expressing appreciation for the support provided through the Programme.

7. Public assistance and engagement

- More than 16,000 telephone calls were handled through the NCSE/CNED Green Line.
- More than 1,500 enquiries received by email and through social media were answered.
- The Questions and Answers section on the Programme's online platform was updated continuously.

8. Results and impact

- The number of beneficiaries increased significantly in the following session, directly correlating with the intensification of communication activities.
- The estimated cumulative reach across media and digital channels exceeded four million people.
- Public trust in the EcoVoucher initiative and its messages was strengthened.
- Beneficiaries actively promoted the Programme through genuine testimonials.

XI. CHALLENGES AND RECOMMENDATIONS

A number of difficulties were identified during implementation of the Programme in 2025, including:

- discrepancies in beneficiary contact information in the SIVE database;
- low redemption rates in certain regions due to logistical constraints and limited public awareness;
- changes to the regulatory framework governing energy vulnerability;
- the need for an adjustment period for newly enrolled retailers;
- longer processing times for financing applications during peak periods.

To improve the Programme's effectiveness in 2026, NCSE/CNED proposes:

- intensifying public communication and information activities through all available channels, including online platforms, social media, mass media and institutional channels, while continuously monitoring their impact and adjusting messages in response to the results;
- actively involving social workers and SIVE registrars in disseminating information to potential beneficiaries by organising regular training, preparing and distributing information materials, and providing updated operational guides and instructions;
- developing and implementing additional information-system functions to reduce the administrative burden and accelerate processes, while continuously monitoring system performance and working directly with the IT team to identify and implement the necessary improvements.