



# The role of Quality Infrastructure in greening, selected value chains

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# The EU Green Deal

The European Green Deal is about **improving the well-being of people**. Making Europe climate-neutral and protecting our natural habitat will be good for people, planet and economy. No one will be left behind.

## The EU will:



Become  
climate-neutral  
by 2050



Protect human life,  
animals and plants,  
by cutting pollution



Help companies  
become world leaders  
in clean products and  
technologies



Help ensure a  
just and inclusive  
transition

# Relevance of the European Green Deal for Eastern Partnership countries

- The EU sees its Green Deal as a project for internal economic and societal transformation and an instrument of global climate diplomacy.
- The Green Deal can be an instrument for further advancing the integration of the wider European space, including the EaP countries.
- The Green Deal is most relevant for Georgia, Moldova, and Ukraine, which implement their AAs/DCFTAs with the EU. It is directly related to the adoption of EU directives on energy efficiency and renewables.
- A green transformation is in the EaP countries' own interests and reflected in national priorities.

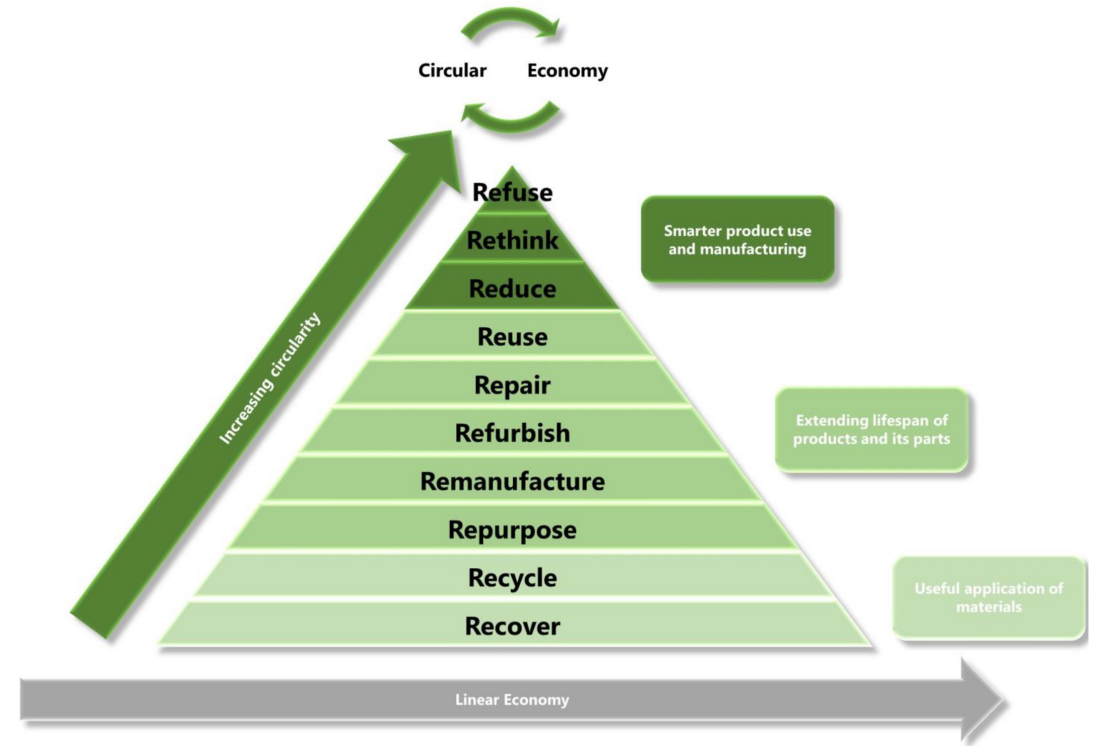
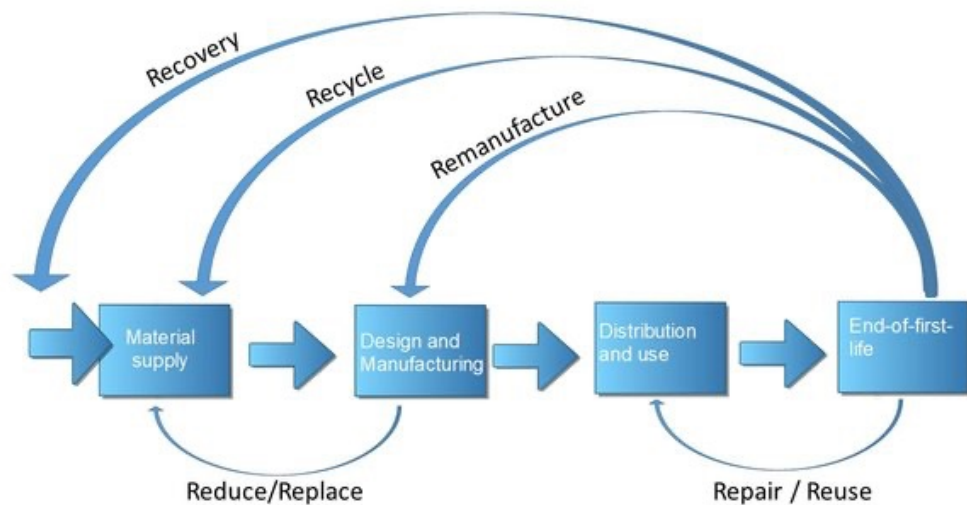


# Traditional value chains follow the model of a linear economy



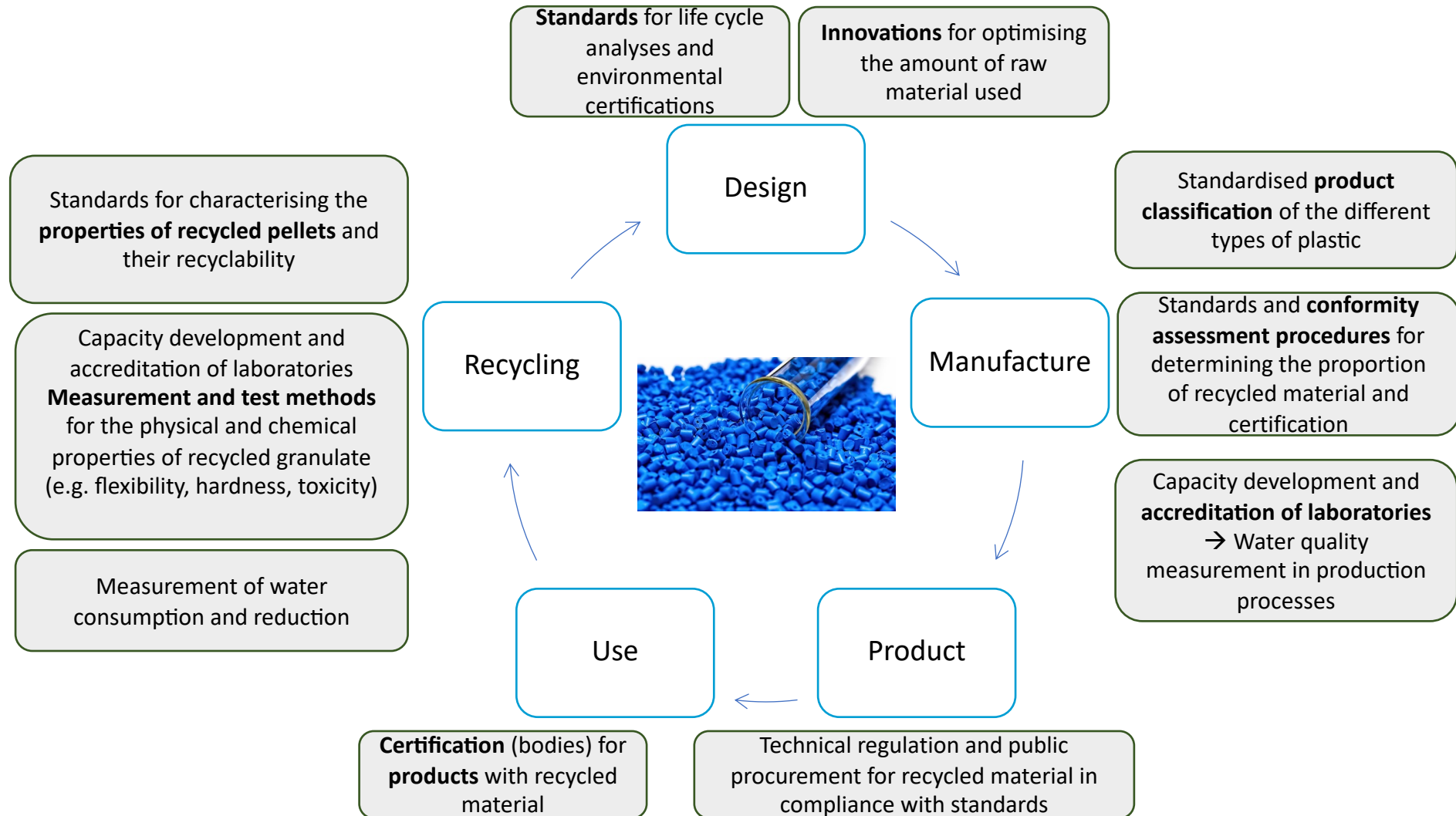
Picture source: [Thibaut Wautelet](#)

# Applying R principles make value chains more efficient and sustainable



Picture sources: [Manuela Neri](#) and [Aleksander Hejnya](#)

# QI for the circular economy - the example of plastic granulate





How does the quality infrastructure support energy efficiency and resource-saving in selected sectors?

