

TEN-YEAR PROGRAMMING PLAN ON SUSTAINABLE FORMS OF CONSUMPTION AND PRODUCTION

Addressed sustainable production and consumption throughout the life cycle of products and services are essential to create preconditions for sustainable economic transition. Should be better enhanced a correlation between economic growth and sustainable use of natural resources and sustainable production and consumption with an emphasis on sustainable industrial policy.

To ensure sustainable economic development, should be created the preconditions for sustainable consumption behaviour. To ask for sustainable products, consumers should be informed, must "demand" products labelled organic, the price of which consider the internalization of environmental externalities. To reach the consumer, distribution will be made at distances as close or transport modes which results in a minimized pressure on the environment. Products, from design stage to revalue certain materials were recovered from waste and to have as much potential components of recovery and reappraisal. A sustainable society is integrated in the environment, which includes producing smaller pressures on natural environment, the outputs of the economic system will be integrated, with the resources and energy already contained in the products, resulting small quantities of waste and reuse of selected waste.

Romania has implemented the EC Legal Framework for **Green Public Procurement (GPP)** (DIR. 2004/17 & 18/EC) at the National Level through the Emergency Governmental Ordinance no.34/2006. Thus, the contracting authority has the right to use awarding criterion based on *environmental characteristics* (if awarding criterion is the '*most advantageous tender from the economic point of view*') or define the technical specifications by relating to environmental standards (national, European or international).

The *Romanian National Action Plan on Green Public Procurement* has been prepared and is expected to be adopted this year. The Plan introduces a mix of voluntary and mandatory 'green' targets for 8 groups of products, services and works (*cleaning products and services, construction, lightning equipment, ecological food/drinks, furniture, IT equipment, copying paper*), a GPP monitoring scheme and penalties for the authorities that will not meet the targets.

In order to create a market for green public procurement in Romania, the Ministry of Environment and Forests has developed projects for dissemination, promotion and implementation of policies on GPP:

- *Promoting GPP by creating a framework for training public purchasers.* The project is funded through Structural Funds (EUR 250,000) and run by the Ministry of Environment and Forests. The project started in April 2009 and aims to train and

certify 40 public procurers in the field of GPP, to provide one operational Guide to support GPP training sessions and to create a public procurers green network.

- *Developing emergent ecological markets in Romania.* The project is funded by the Norwegian Cooperation Programme - Innovation Norway (approx. EUR 2,000,000) and run by the Ministry of Environment in partnership with the Norwegian Ministry of Environment, between July 2009 - April 2011. One of the components of this project aims to inform 400 producers, retailers and the scientific community about the ecological criteria for 9 categories of products, services and works and to train 400 public procurers on GPP issues in all 8 regions of Romania. Both projects are under development.

The implementation of the EC Legal Framework regarding GPP allowed the contracting authorities to include environmental criteria in awarding public contracts. But the use of this opportunity depends on a series of other factors that should be considered. The use of environmental criteria requires openness towards a new field of action, the existence of the needed information at the level of the procurers but also a framework to stimulation this approach. Thus, the implementation of the National Action Plan for Green Public Procurement is a step that will increase the awareness of the contracting authorities that they need to respect a minimum standard regarding the GPP. Also the Plan will help to disseminate the policy regarding GPP, all those fields of action having a positive dynamic in what regards the impact on environment.

The implementation of the National Action Plan can contribute to the stimulation of the offer of green products, services and works. Also, the development of eco-innovation is an opportunity that can contribute to the development of the market of green products, services and works that will inevitably orientate also the purchasers towards green procurements.

Many purchasers still believe that the green products, services and works are more expensive. But this opinion does not take into consideration the whole life cycle of the product. Thus, the analysis of the cost of the product should take into calculation: the procurement costs and the associated costs (deliver, installation, etc), the costs of functioning (including energy, spare parts and sustenance) the time of functioning and the periodicity of the revisions, the costs at the end life of the product (cease using, recycling). Thus, raising the awareness of the public procurers regarding the need to have a whole life cycle perspective of the costs of a product remains an important challenge. This is becoming even more significant in the context of the economic crisis and the necessity to cut the spending in public administration.

Eco-labelling

Between 2007 – 2009, there were awareness and information campaigns to educate the public and consumers, producers, manufacturers, wholesalers, providers, public authorities purchasing, traders, retailers and the public.

To this end, a number of activities have been carried out:

- organizing seminars to promote eco-label;
- encouraging the adoption system, in particular SMEs, thus supporting the development of this system;
- eco-label publicity through the media
- developing a section on the Ministry of Environment and Forests webpage:
http://www.mmediu.ro/vechi/departament_mediu/controlul_poluarii/eticheta_ecologica/eticheta_ecologica.htm;
- coordinating the elaboration of informative documents (brochures, booklets, posters, leaflets); the ‘*Use eco-products with eco-label*’ and ‘*Eco-label – the guide of the products*’ brochures were elaborated.

In this context were awarded four eco-labels: two for tourist accommodation services, one for portable computer and one for personal computer.

At national level, the Ministry of Environment and Forests, as competent authority for applying the provisions of the *Regulation no. 761/2001 allowing voluntary participation by organizations in a Community eco-management and audit scheme (EMAS)*, has organized in 2007-2009 period, various events aimed on the training of the institutions involved in the applying of the provisions of the EMAS Regulation, facilitating access to information on the main components and objectives of EMAS and the advantages of the EMAS registration which lead to environmental and business performance.

EMAS promotion activities and encouraging the organizations to the voluntary participation on EMAS had as a results 4 registrations under EMAS for 3 organizations and also 2 accreditation as environmental verifier.

Along with the elaboration of the National Plan for Sustainable Consumption and Production, will be establish planned actions to promote EMAS with the necessary financial resources allocation.

In order for **energy efficiency measures** to be effective, a change must occur in people’s mentalities and behaviour. In this context, one of the most important aspects is the information campaigns targeting all economic sectors.

Within the **CEECAP – Implementing EU Appliance Policy in Central and Eastern Europe project**, the National Authority for Energy Regulation in collaboration with the importers and the dealers (Candy, Gorenje, Indesit/Ariston, Whirlpool and Domo) were promoted actions, based on energy labelling, to provide information for advising and motivating consumers’ orientation towards energy efficient appliances.

Also, in the shops there were organised campaigns on energy labelling.

The information campaigns envisaged for the next period aims at the following area: improvement of the energy efficiency of domestic heating/cooling equipment, promotion

of ESCOs, improvement of public lighting systems, promotion of the use of energy-efficient household appliances (refrigerators, washing machines, dishwashers, ovens, household air conditioners, etc) and energy-saving light bulbs, and the use of renewable energy resources in the public and residential sectors.

The success of energy efficiency measures largely depends on the education and awareness of all the users of various categories of energy on the need to reduce energy consumption and optimize the functioning of consumer energy program.

During 2009 was proposed **Industrial Policy document for the period 2010-2013 and Action Plan** which provides that Romania will promote an industrial policy focused on sustainable production and consumption patterns focusing on the use of renewable energy and products, services and technologies with low carbon and using resources effectively. It will work to ensure the development of a dynamic market for environmental technologies, especially low-carbon technologies.

During 2007-2009 it has been implemented a number of industrial policy tools, such as:

- *Increasing Competitiveness of Industrial Products Program* that supports producers in the manufacturing sector to achieve the following activities:
 - Implementation and certification of management systems and quality or environmental management systems;
 - Implementation and certification of management systems and health security, social responsibility management systems and food hygiene and / or information security management systems;
 - Providing and/or improvement of testing and calibration laboratories and their accreditation, as appropriate;
 - Certification of products and / or obtaining eco-label products;
 - Execution of experimental models, prototypes, assimilation of new technology is made by the operators on the basis of research units - Romanian Development;

During 2007-2009 periods, 670 projects, with a value of RON 61.1 million, from above mentioned categories were financed from State Budget and finalized.

- *Stimulate the development of competitive agglomeration* (clusters, competitive clusters, growth poles, poles of urban development, etc.) In accordance with European industrial policy initiatives, which will consider the following:
 - Programs to identify potential areas of agglomeration of firms and support to accelerate this process in the desired direction, namely towards technology and innovative products and high quality;
 - Providing software support and development of networks between academic research and business operators in a given area;

- Regional marketing programs and promotion of innovative structures so successful.

Considering **energy efficiency** as one of the key priorities of Romania’s energy policy, at national level, the institutional and legal framework has been created in conformity with the EU acquis.

Directive 2006/32/EC on **energy end-use efficiency and energy services**, which was adopted into national legislation in 2008, stipulates, in conformity with the provisions of Art. 14 (2), that EU Member States must undertake to reduce the consumption of energy by at least 9% over a period of nine years (2008 - 2016) as compared to the average consumption of energy for the previous five years for which data are available.

The intermediate target set for Romania for 2010 was 940,000 toe, which corresponds to a percentage of 4.5% of the average for the years 2001 - 2005.

This target was established based on the evaluation of the existing potential for energy savings in the fields covered by Directive 2006/32/EC.

To determine the overall evaluation of *energy savings* in 2008 were analyzed separately in the following sectors of the economy: manufacturing, industry, agriculture, construction and services. The analyses which have been performed by means of a simplified top-down model adapted to the available amount of primary data have led to the following results:

Table 7. [thousand toe]

Total savings against the previous year	2008
Agriculture	30.8
Industry	703.7
Constructions	119.2
Tertiary	526.7
TOTAL	1380.4

The calculations have been performed by using the energy intensity variation, respectively, the energy consumption for producing a unit of gross added value in the respective sectors. The calculation was influenced both by the energy efficiency measures and the changes in the production structure. It was very difficult to evaluate the results of the energy efficiency measures at macroeconomic level in the absence of a harmonized methodology for measuring energy savings resulting exclusively from energy efficiency measures.

Dynamic energy performance requirements for products, buildings and services.

The Romanian assessment of the progress made with the implementation of the Energy End-Use Efficiency and Energy Services Directive (ESD) is taking into consideration the results of the measures listed in the annex of the EEAP 2006 communication (COM (2006) 545 final), that must be implemented by the Member States and included in the NEEAP. This assessment is based on expert judgments and national case examples that promote energy efficiency policies aiming energy savings.

Legislative and supporting measures have been taken by the national authorities to strengthen and accelerate the implementation and enforcement of a comprehensive framework of EU directives and regulations to improve energy efficiency in energy-using products, buildings and services refers to energy efficiency labelling, the energy end-use efficiency and energy services, the energy performance of buildings and the eco-design requirements.

During 2007-2009 market surveillance activities on energy labelling were undertaken, focusing especially on verifying compliance with requirements for energy efficiency labelling of household electric appliances placed on the market, such as: refrigerators, dishwashers, light bulbs, washing machines, electric ovens etc.

The synthesis of the annual control actions on period 2007- 2009 is presented below:

Table 8.

Year	2007	2008	2009
Number of surveys	1335	1298	830
Warnings	226	329	110
Penalties	28	176	89
Compliances	1081	793	631

The former Romanian Agency for Energy Conservation (ARCE)¹, in present the National Authority for Energy Regulation (ANRE) has participated in the IEE project CEECAP (Implementing EU Appliance Policy in Central and Eastern Europe). The project has been focused on sustaining the implementation of energy labelling directives.

Since 2006, have actively collaborated with SenterNovem in supporting the introduction of Long Term Agreements (LTA) in Romania.

For this purpose a pilot project is ongoing to prove the value of the Energy Potential. The evaluation of the pilot could be used for further implementation of LTA. This project should be looked at a possible combination with the existing energy audit scheme of Romania.

By ANRE there were authorised energy auditors and have been attested energy managers in the field of the industrial sector, number of those being 340 during 2007-2009 periods.

¹ In 2009 ARCE was incorporated within ANRE.

In the same period (2007- 2009) the energy auditors carried out a number of 447 audits for which in 55 audits a potential of 342,890 toe/year energy savings has been identified.

Regarding the energy efficiency measures applied in buildings, in *the first National Action Plan for Energy Efficiency (2007-2010)* there were estimated the following energy savings by applying the thermal rehabilitation measures:

- approx. 250 blocks of flats in which thermal rehabilitation will be carried out;
- approx. 36,000 MW-h (about 3.0 thousand toe) energy savings

Until now, 781 blocks of flats have been thermal rehabilitated, the related energy savings being of 8.400MW-h (about 0.7 thousand toe).

Improving energy transformation

There is a great potential for co-generation in Romania and this can be exploited through the promotion of highly-efficient co-generation based on the demand for thermal energy. The promotion of highly efficient co-generation will lead to the following benefits:

- savings of primary sources of energy when compared to the separate generation of electrical energy;
- reduction of greenhouse gas emissions, especially emissions of CO₂.

The effectiveness of these measures will be greater if renewable resources, especially biomass, are used as fuel in the co-generation process.

Starting with the year 2010, biomass was introduced in the fuels structure of large combustion plants, with positive effects in terms of emissions reductions.

The projects mainly address to promote the use of renewable energy source, such as: solar energy, geothermal energy, biomass energy (sawdust, other wood waste).

Based on the Government Decision no. 219/2007 regarding the promotion of cogeneration based on a useful heat demand which is transposing the 2004/8/EC Directive, ANRE elaborated the legislative framework for promoting electricity produced from high – efficiency cogeneration, namely:

- Government Decision no. 1461/2008- approval of the procedure regarding the issuing of guarantees of origin (GO) for the electricity produced from high-efficiency cogeneration
- ANRE Order no. 87/2009- Methodology regarding the determination of the electricity produced from high-efficiency cogeneration which can be certified by guarantees of origin (GO)
- ANRE Order no. 85/2009- Monitoring procedure of guarantees of origin (GO) issued for the electricity produced from high-efficiency cogeneration

- Government Decision no. 1215/2009 regarding the establishment of criteria and conditions necessary for the implementation of the state aid scheme for the promotion of high – efficiency cogeneration based on a useful heat demand.

We appreciate that the application of this state aid scheme will lead, starting with 2011, to energy savings of minimum 342 thousand toe/year.

Financing energy efficiency, economic incentives and energy pricing

To help operators who wish to implement energy efficiency projects, the Ministry of Economy, Trade and Business Environment made available through the Sectorial Operational Program for Economic Competitiveness Enhancement, Priority Axis 4 Increasing energy efficiency and security of supply, in the fight against climate change, a line of funding from European Structural Funds worth about EUR 190 million for 2007 - 2013. The first call of proposal did not have the expected impact mainly due to economic crisis in which the economic operators opted first of all to invest in those assets which ensured their business continuity. The second call of proposal was launched on the 4th of January 2010 with a closing date on the 30th November 2010.

As for energy service market, ESCO activity has already started in industrial sector and Romanian Government is focused in facilitating ESCO activity in public sector.

A new opportunity for ESCOs energy management activity including performance guarantees is provided by the Ministerial Order no. 1767/2009 (on approval of Regulation for authorization of energy auditors and of Regulation for energy manager's certification) which creates the premises for the externalization of energy management activity from all energy consumers.

Some legislative barriers are still under discussion between relevant governmental bodies:

- Public procurement law (Emergency Government Ordinance no. 34/2006 regarding public acquisition contracts and concession contracts for public works and services) has no specific provisions on Energy Performance Contracting. In this context local authorities are reluctant in using a model contract for Energy Performance Contracting.
- Law no. 108/2004 for the approval of Government Emergency Ordinance no.108/2004 regarding local public budgets, has a specific provision which restricts the use of funds for utilities payments(including value of energy saved by Energy Performance Contracting) to be use for ESCO services reimbursement.

At the same time, energy efficiency and renewable projects have been financed from the state budget, through:

- the National Program to reduce energy costs for the population through increased energy efficiency and renewable energy use in 2007 (with a percentage for co-

financing of max 27%) was approved by Government Decision no.1281/2007. It was applied for 37 projects in 31 local municipalities. Total energy savings was 135 thousand toes.

- the National Program for energy efficiency and renewable energy use in the public sector, co-financed by the state budget in 2009 approved by Government Decision no. 1661/2008, for the years 2009-2010. Through this National Program 33 projects were put into practice and the total energy savings reached about 126 thousands toe.

Projects address mainly to promote renewable energy use, such as: solar energy, geothermal energy, biomass energy (sawdust, other wood waste).

The year 2008 was the third year of operation of the system which promotes electrical energy from renewable energy sources (E-SRE). Regulatory activities related to this field focused on observing the operation of the legal and regulatory system, the behaviour of operators involved, in order to:

- emphasize the possible malfunctions and improve the existing regulatory framework
- achieve the target assumed by Romania, meaning 33% E-SRE from National electricity consumption in 2010.

Considering the gross domestic electrical energy consumption for 2008, published by the National Statistics Institute in the Monthly Statistical Bulletin, on December 2008, and the total production of E-SRE achieved in 2008 (hydroelectric energy production being in the past 15 years linearized), the E-SRE share in total gross electrical energy consumption of Romania was 28.3%, which means an achievement of 86.2% from the 33% target proposed for 2010.

Eco-efficiency and eco-design programs

The Eco-Design Directive (2005/32/EC) was fully transposed into national legislation through the adoption of Governmental Decision no. 1043/2007 regarding the ecodesign requirements for energy-using products and amending and repealing of some legislative acts

In accordance with EU Commission work program on implementing measures on ecodesign requirements it has been set the necessary national legislative and institutional framework regarding the five energy-using products categories - standby and off mode electric power consumption of electrical and electronic household and office equipment, simple set-top boxes, non-directional household lamps, fluorescent lamps without integrated ballast, for high intensity discharge lamps, and for ballasts and luminaries able to operate such lamps, external power supplies – through Governmental Decision no. 1490/2009 regarding the setting of some measures for the implementation of Commission Regulations no. 1275/2008, no. 107/2009, no. 244/2009, no. 245/2009 and no. 278/2009, implementing Directive 2005/32/EC.

The Ministry of Economy, Trade and Business Environment is designated as national competent authority for coordinating the implementation of the provisions of these five Regulations and the National Authority for Consumers Protection is the national competent authority for market surveillance related to products categories covered by these above mentioned Regulations.

Environmental Technologies Action Plan

The Ministry of Environment and Forests coordinates the elaboration and implementation of the policy in the field of environment technologies according to Government decision no. 1568/2008 regarding the approval of the road map for the implementation of the Environmental Technologies Action Plan.

At 28 January 2004, the European Commission has approved the Environmental Technologies Action Plan - ETAP with the communication from the Commission to the Council and the European Parliament on Stimulating Technologies for Sustainable Development: An Environmental technologies Action Plan for the European Union.

The plan promotes environmental technologies in order to reduce the pressure on natural resources and for the improvement of the quality of environment in the same time with the economic growth. Eco-innovation and environmental technologies can generate important contributions for the accomplishing of the objectives assumed by the European Commission.

The ETAP 2008-2009 road map implementation is carried out by the institutions which are taking place within the working group ETAP Romania. The structure of this working group is defined at the article 3 of the Government Decision no. 1568/2008. According to this decision the institutions which take place in the working group send to the Ministry of Environment and Forests information on the state of the actions implementation mentioned within Road Map. Also, under coordination of the ministry, the working group is setting up the road map for 2010-2013.

The action plan for environment technologies **ETAP** Romania 2008/2009 encompasses actions and projects under the following guide lines: actions support for research and development, improvement of the testing-certifying systems for environment technologies, improvement of the environment performance, making available the financing sources, the improvement of the market conditions, setting up a coherent legislation and monitoring for the green public procurement, information, education and training and promotion on green technologies at the global level.

Some of the actions taken by the Ministry of Environment and Forests and mentioned within the Action Plan are: promotion of the financing sources available through Environment Found, implementation in Romania of the concept industrial symbiosis (Project Pilot 2009-2011), promotion of the ecological label and dissemination of the green public procurement concept.

The LIFE Project '*Applying the principal of industrial ecosystems to regional development*' (ECOREG) has as objective to test in Romania the concept of 'industrial symbiosis' that was a success story in Great Britain coordinated by the UK government. This project tries to promote massive resources savings by innovative reutilization of waste generated by some economic agents. These taken wastes can become resources for other economic activities. The aim is to create a network of companies which act symbiotically that uses resources one from another through exchanges of wastes and secondary products. Counting the results of these projects it will be evaluated the opportunity of promoting a national program for industrial symbiosis.

Also, the Project *Development of emergent ecological markets from Romania – EcoEmerge*, beside the component of green public procurement promotion, has also a component for Romanian market evaluation for environment technologies; identifying methods and tools for development of this market and setting up a national platform on the WEB basis for information and technological transfer.

The Action Plan 2008 - 2009 implementation shows that it has encouraged some projects in environment technologies which would have been difficult to be implemented without this action plan. Setting up a working group ETAP has supported a common forum of discussions and an efficient coordination of the actions taken by the institutions involved, offering in the same time a complete diagnosis of the entire policy regarding environment technologies at the national level.

ETAP is based on a communication of the European Commission in 2004. Now the discussions goes more on developing a plan for eco-innovation that is based on the framework of ETAP, having a new approach of the priorities set by the Commission in 2004.

The fact that Romanian ETAP does not have its own budget has been one of the major challenges. Being under the conditions of the budgets of different institutions that implement diverse projects within the Plan, we faced the situation that some actions have been cancelled because of the lack of funds as a result of reducing the budgets. Also, because of the economic crisis the budget oriented for research has been lowered instead of getting bigger as estimated before the crisis, this having a direct impact on the possibility to initiate new actions. Another major challenge is the period of time covered by the new plan, 2010 - 2013. Taking into consideration that the economic situation from this moment does not allow any realistic estimation for this period, the development of the new plan proves to be a very complicated enterprise with a high level of uncertainty.

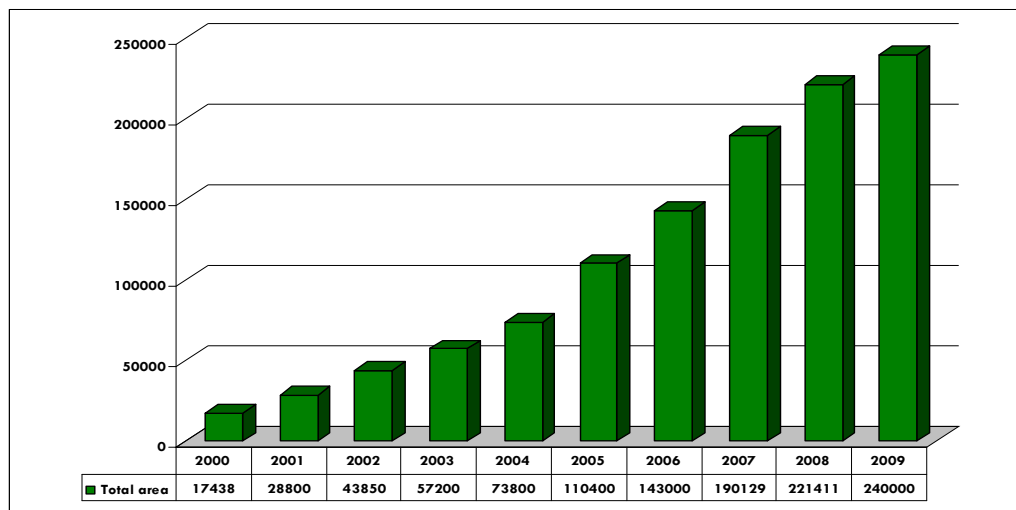
Organic farming

Romania has great natural and human potential for practicing organic farming. Organic farming system is a viable solution to address the negative impact of agriculture on the environment and product quality. The application of specific principles and rules for

organic production mode creates the necessary conditions for the achievement of natural ecosystems, contributing to both sustainable development of society and economic development of rural communities.

Organic farming is a dynamic system in Romania with a weighted average annual growth rate of 23%. In 2009, the total area cultivated by the organic production method, was 240,000 hectares, representing an increase of about 13 times compared to the area cultivated in 2000 and 1.3 times compared to 2007.

Total area cultivated in organic farming



Source: MARD

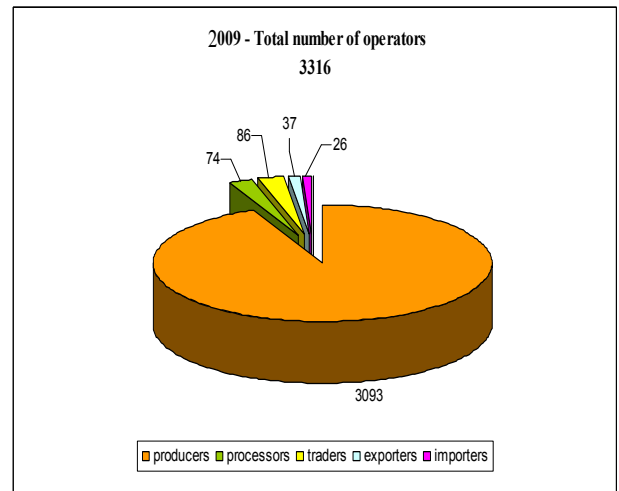
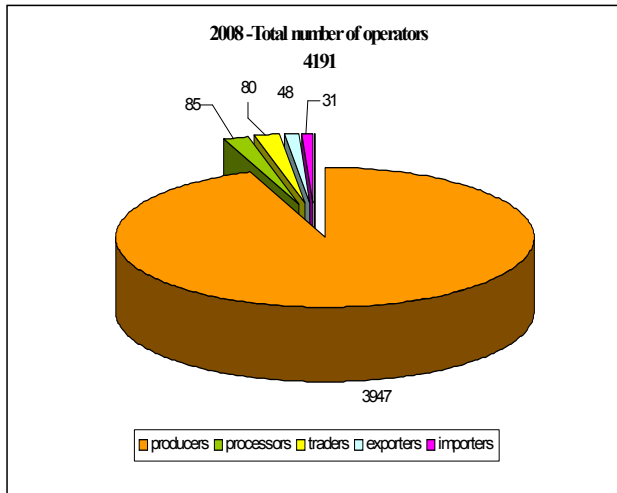
The analysis of the main crops cultivated in 2009, shows that cereals have a high proportion of approximately 80,000 hectares (18%) followed by oil and protein with about 32,000 ha (14%). Collection and certification of plants and flowers from the spontaneous flora were conducted on an area of 80,000 hectares.

The livestock sector recorded growth of certified organic livestock in 2009, especially dairy cows and laying hens, an increase of approximately 15 times the annual average for the period 2000-2004 and about 14 times the recorded herds in 2005.

Number of operators (producers, processors, traders) registered for organic farming system in the Ministry of Agriculture and Rural Development (MARD), in 2009, (see figures bellow) was 3,316. If the period 2006-2008 recorded an increase in organic farming operators with 12% in 2007 compared to 2006, and with 9% in 2008 compared

to 2007, in 2009 was recorded a decrease in the number of operators with 26% compared to year 2008.

Number of registered organic farming operators 2008-2009



Source: MARD

In 2009, organic farming producers could benefit of many support forms, which any registered producer in the sector and under contract with a control body could access. This support has resulted in direct payments under the single area payment scheme (SAPS), benefiting all producers (of organic and conventional farming), and in funding opportunities of organic farming sector through European programs, as follows:

- Investments in organic farming through National Rural Development Programme (NRDP) 2007-2013, *measure 121 – ‘Modernization of agricultural holdings’*, measure whose selection criteria favours the support of vegetable farms and organic farming system.
- improving the production, processing and marketing of products with higher quality standards through NRDP 2007-2013, *measure 123 – ‘Adding value to agricultural and forestry products’*, measure whose selection criteria favours the registered organic processors and the processors using organic materials.

In order to grant specific support to producers of organic farming, MARD, through General Directorate of Rural Development, is particularly concerned about launching a specific package of support to producers of organic farming per unit of area and culture, *introducing the National Rural Development Programme (NRDP), the organic farming sub measure, as part of measure 214, ‘Agri-environment payments’ from 2011, probably in the second semester, in terms of prior negotiation with the European Commission.*

MARD in cooperation with social partners (National Federation of Organic Farming, BIO Romania Association and Bioterra Association, representatives of producers and processors, s.o.) have identified a number of support ways from national budget to be

granted to all producers according to Government Ordinance no. 14/2010 on financial measures to regulate state aid to farmers since 2010. Under the above named ordinance, is currently promoting a draft of Government Decision on state aid for producers of organic farming to encourage the achievement of quality products by supporting tax inspection and certification.

In order to increase the competitiveness of the Romanian organic farming products and competencies of the export units as well as to promote organic food on the international markets, in collaboration with Ministry of Economy, Trade and Business Environment was developed the National Export Strategy, the period from 2010 to 2014.

Producers of organic beekeeping are supported by ‘*National Programme for Beekeeping 2008-2010*’ in accordance with the provisions of Government Decision no. 556/2008, support measure that will continue in 2011-2013.

In order to promote organic products, support is provided up to 50% from European Commission for information and promotional programs proposed by professional and inter-professional organizations of the sector which involve at least 20% of the actual cost of operations.

Target indicators concerning the *Strategy of Organic Farming Development in Romania*, on medium and long term are:

- increasing of the cultivated areas under the organic production method, as follows:
 - December, 31, 2011, 337,000 ha, 2.27% of the agricultural area;
 - December, 31, 2013, 754,000 ha, 5.08 % of the agricultural area.
- increasing of the organic products consumption/inhabitant, such as organic products to represent 10% of foods sold domestically in 2013.

Action measures to implement the strategy developed in this section take into consideration the following:

- continuous review and supplement national legislation with new provisions of Community legislation;
- introducing of measure ‘Use of advisory and consultancy measures for farmers’ as part of National Rural Development Programme (NRDP), from 2010;
- launching of the national information and promotion campaign conducted over several years, to inform consumers, schools and other key factors on the food chain about the benefits of organic farming; campaign will be conducted in collaboration with professional organizations;
- the specialists of advisory domain will be trained on organic farming;
- setting up of educational farms network;

- introduction of organic education discipline as part of secondary education system;
- introduction of organic farming specialization as part of agronomical university education system;
- contracting and financing of the research concerning this agricultural system through a Sectoral Plan of MARD based on specific objectives;
- development of scientific research in organic farming with the aim to provide specific technologies to producers by setting up of the organic farming departments as part of the branch institutes and resorts;

To promote organic farming were organized national and international events, publishing of advertising (Romania participated on international fair for organic products Bio Fach-Germany 2009 etc.) and training of participants in the organic farming chain.

Problems and constraints facing organic agriculture are:

- insufficient degree of coordination and unification of the main participants in the organic farming chain;
- insufficient promotion of the concept of organic farming concerning the benefits of organic farming practices;
- insufficient development of the administrative capacity at the central/regional/local level;
- low level of education activities, advisory, extension and vocational training;
- low level of the services development (specific inputs: fertilizers, pesticides, seeds, ingredients, s.o);
- market (domestic and international);
- market poorly represented (internal and external);
- insufficient incentive of the organic products export;
- low representation of the specific research programs on organic farming.

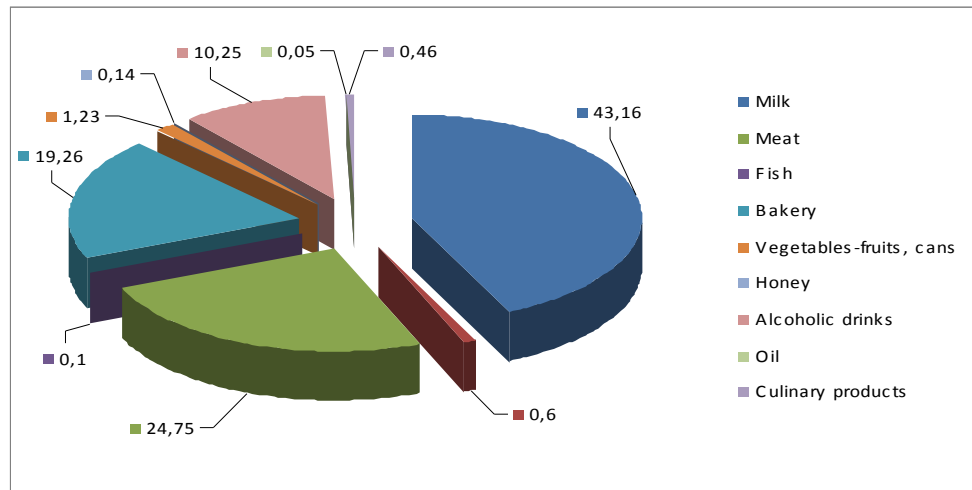
Traditional products

Taking into consideration the increasing importance of the traditional products, on October, 2008 has been set up the National Office of the Traditional Products and Organic, with the location in Brasov.

During the period 2005¹- April 2009 has been tested 2,185 traditional products, out of which 1,143 during the period 2007 – 2009. The main categories of the traditional certificated products are those from milk, meat, bakery, drinks (as it is shown in figure bellow).

¹ It begun traditional products certification

Share of the certificated traditional products at the national level, on products group



Challenges and shift to towards sustainable production and consumption are related to the synergy between sustainable use of natural resources and the search for efficient growth patterns. Should be more interconnected the management of natural resources and sustainable production and consumption, including sustainable industrial policy which will improve the environmental performance of products, increased demand for goods and more sustainable production technologies, and foster innovation. According to EU trends in sustainable development were formulated proposals to reform directives on environmental design and energy consumption is indicated on the label, and proposals to revise the Ecolabel and EMAS regulations. Directive on Integrated Pollution Prevention and Control (IPPC) is a key tool of sustainable production and eco-innovation.