

BIZRADAR – A Virtual Business Community

BizRadar is Moldova's first digital platform designed to assess the business community's perceptions and responses to the business environment, the quality of public policy decisions, and the effectiveness of public institutions. Developed by the Secretariat of the Economic Council with support from the EBRD, BizRadar serves as a virtual bridge between SMEs and public authorities, fostering dialogue and collaboration. By ensuring SMEs have a voice in regulatory matters, BizRadar supports their growth and transition from informal to formal business practices.

The overall goal of BizRadar is to remain a credible source for stakeholders in decision-making, collect feedback, and improve the interaction and participation of the business community. The main users are the business community and EC members. Currently, BizRadar has 2,623 members (including SMEs and a number of Business Associations) who use the platform as a trusted source for information, reporting, and rating interactions with state institutions, and expressing opinions through opinion polls.

BizRadar has 4 functionalities:

- Providing information on the development of the regulatory framework in the economic field, offering information to users and collecting proposals on new legislative and regulatory initiatives;
- Conducting instant surveys on various topics of major importance;
- Evaluating the interaction of public institutions with the business community;
- Reporting irregularities and the abusive use of power for a systemic approach and rapid interventions.

Over the past year, we have successfully:

- Expanded the user community;
- Implemented essential application updates to ensure optimal functionality, through our partnership with OPTIM/Helvetas Moldova;
- Promoted the application through strategic appearances in events, podcasts, and media online articles.
- Diversified the information published in the application;
- Introduced a new functionality on monitoring the Official Monitor for the business-related changes in the legislation and alerting the impacted businesses

These efforts have positioned us to develop innovative implementation plans that will further develop and constantly improve the application.

DEVELOPMENT PLANS

Expand regional access to information through BizRadar: Currently, our promotional activities are limited to a few districts and only cover a few months annually. With additional financial support, we can broaden our reach nationwide, ensuring equitable access to information for all entrepreneurs, regardless of location. Sustained funding will enable us to move beyond short-term campaigns and provide continuous support to those in underserved areas, maximizing the benefits of BizRadar's resources across the entire country.

Organise events: We plan to organize large-scale events in rural areas, designed to bring together diverse resources and support networks for entrepreneurs. In addition to BizRadar demonstrations, the workshops will include sessions on key topics such as cybersecurity for

SMEs, innovative instruments to access financing, and new business forms available (e.g. new freelance instrument). Attendees will also receive updates on important business-related legislative changes and the ongoing harmonization of EU laws, along with an overview of the implementation and impact of the Growth Plan. These comprehensive events will serve as informational “pit-stops,” equipping rural businesses with the knowledge and tools needed to navigate the rapidly evolving economic landscape as we progress further along the path of EU integration.

BizRadar AI Initiative: The BizRadar AI Initiative is designed to streamline the way businesses interact with legislative content by using artificial intelligence to analyze legal documents and generate concise, easy-to-understand summaries of relevant acts. This innovation significantly reduces the time entrepreneurs spend interpreting complex legal texts, ensuring timely access to critical information, faster familiarity with legislative changes, and a clearer understanding of their practical implications. We have already piloted this approach through our recent "Official Monitor" feature being performed by our legal expert. Building on that success, we plan to enhance this tool with advanced AI capabilities that will detect critical changes in the legal framework, assess their relevance for specific economic sectors, explain these changes in simple language, suggest actionable steps for businesses, and provide direct links to relevant online public services when applicable.

Integrate cybersecurity: We plan to integrate a robust cybersecurity module into BizRadar, designed to go beyond basic awareness and provide SMEs with actionable tools and insights to protect their businesses. This module will include features such as knowledge-sharing platforms to facilitate peer-to-peer learning among SMEs, as well as push notifications to alert users about emerging cyber threats in real time. In addition, the module will offer practical resources such as step-by-step action plans, guidance documents, best practice templates, and opportunities for users to share their experiences and solutions. Our goal is to empower SME businesses with the knowledge, tools, and community support needed to effectively safeguard their digital assets.

Enhance survey functionality: We are committed to continuously improving the survey section by introducing relevant and timely topics that reflect the evolving needs of rural businesses. To increase effectiveness, we aim to collect more in-depth data that can better inform policy decisions and contribute to meaningful improvements in the business climate. By leveraging real-time surveys and direct feedback from SME entrepreneurs, we can gain valuable insights into challenges and opportunities on the ground, enabling evidence-based interventions and fostering a more supportive environment for local businesses.

Secure expert funding: Sustainable funding for the Secretariat’s expert — the BizRadar product owner — is essential for the effective management and continued development of the BizRadar platform. Currently, this position is supported through assistance provided by the World Bank Group, under a contract that is set to expire at the end of the year. However, due to external factors beyond our control — primarily the ongoing political situation and broader geopolitical uncertainties — the continuation of this funding is uncertain. Ensuring long-term financial support for the role is therefore a priority to maintain the stability and growth of the BizRadar initiative.

To access the application, follow the link:

<https://bizradar.gov.md/>