



Buy the flower

Reception of chrysanthemums

Country name:		Poland
Region:		Mazovia Region
City :		Chorzele, Łochów
Public organisation responsible for the initiative	National language	Urząd Miasta Chorzele, Urząd Miasta Łochów
	English	City Hall of Chorzele, City Hall of Łochów
Department (if any)		n/a
Address:		n/a
Webpage:		https://www.arimr.gov.pl/aktualnosci/artykuly/pomoc-dla-posiadaczy-chryzantem-najwazniejsze-informacje.html

Initiative description

Title:	Buy the flower/Reception of chrysanthemums
Features of group/s of beneficiaries	<ul style="list-style-type: none"> Small and medium enterprises – local producers of potted flowers chrysanthemums.
Initiative / tool objective	<ul style="list-style-type: none"> Implement rapid support for SME that faced new national regulation forbidding visiting cemeteries on All Saints' Day (1 of November) so flower producers couldn't sell their dedicated flower production.
Steps / phases / stages of tool / initiative implementation and its activities description	<p>The presented case study was initiated in many places in Mazovia Region and Poland, since the problem was common on a national scale - caused by national regulations publicly presented and implemented 2 days before festive. Polish Government has announced the closing of cemeteries for the period from 30 October to the 2nd of November. As result, the micro and small companies, conducting their business activity as deliverers of flowers and candles traditionally sold at cemeteries areas, has been confronted with an issue of the stocked products without market. Companies could not prepare themselves to react to this new reality, in many cases they would go bankrupt.</p> <p>The first reaction to this situation was noted in the City Halls that decided to buy flowers from local entrepreneurs. In the spill-over process, this sparked a positive reaction from local inhabitants, that joined the cause and started to purchase flowers. Finally, the National Agency of Rural Area Restructuration (later: Agency) decided to reimburse</p>

	<p>expenditures that cities and local public bodies (NGOs, public culture institutions). Within Public4SME project scenarios from two cities are described as more in-depth.</p> <p>According to the interviews with the two Mazovian Cities (Łochów and Chorzele), City Halls were the first to react to this crisis. In Chorzele, the finance for doing so was secured in the City budget, in Łochów case the city has operated the whole action from the start with the additional reimbursement from National Budget later on.</p> <p>In both cases the process was conducted as follow:</p> <p><u>Step 1: Analysis</u></p> <p>Each City Hall started collecting information on how many companies from the city needs support and what would be the funding options for them. In the Łochów case, that data was sent to Agency to secure funding from their resources. Finally, the local analysis was a key input to start the decision process and secure proper funds for support.</p> <p>The data collection were done by interviewing the companies, mostly with a phone call.</p> <p><u>Step 2: Decision-making process</u></p> <p>The formal process defined in public law (national, local) led to the decision to finance purchasing flowers from local companies (place of the registry). In the Łochów case that was Agency decision, in Chorzele it was a direct decision of the Mayor of the City.</p> <p><u>Step 3: Purchasing and arrange</u></p> <p>In both cases, purchased flowers were used to make the city space more attractive. It was used in public squares, near monuments, houses, roads. In the Chorzele case, the process of decorating the city was led by a public unit - Municipal and Housing Management.</p> <p>In the case of Chorzele city, there was only one local company selling flowers from whom the flowers were bought. Sometimes, in other cities, such actions were not started because flowers distribution at the local cemeteries was organized by companies from other cities.</p> <p>Most importantly, the whole process of purchasing the flowers was a quick reaction of a public institution to a unique problem that companies faced. This case can be used when dealing with dynamic changes on market, for example, in a situation where the decision to cancel a public event left the partner companies with participatory costs with no perspective for any return.</p>
<p>Expected result(s)</p>	<p><u>Initiative / tool organization dimension (what kind of added-value the initiative / tool brings for the implementing organization?):</u></p> <ul style="list-style-type: none"> • Implementation of the initiative that swiftly reacts to a sudden problem of the local companies that invested their resources on a rational basis and was left without any possibility of adaptation. This case study describes how to make it possible as a public procedure. <p><u>Beneficiaries dimension (what kind of added-value the initiative / tool brings for the Target Group members?):</u></p> <ul style="list-style-type: none"> • Closed cemeteries (national level decision to stop the further spread of SARS-CoV-2) resulted in many entrepreneurs losing their chance to generate return from investment with a rational business model and strictly scheduled strategy. This case study is expected to facilitate the quick, short operations to swiftly support the smallest, local companies.

Transferability (max number of characters with spaces: 2500)

Transferability to other countries (to be assessed by all Project Partners)	<ul style="list-style-type: none"> • <u>High</u> – the initiative / tool can be transferred without fulfilment of demanding requirements by adopting organization
Transferability on country of origin level (to be assessed by all Partner from specific country)	<ul style="list-style-type: none"> • <u>High</u> – the initiative / tool can be transferred without fulfilment of demanding requirements by adopting organization
Necessary resources	<p>Technical infrastructure:</p> <ul style="list-style-type: none"> • Offices: <ul style="list-style-type: none"> ○ Regular office space of a public institution • Technology: <ul style="list-style-type: none"> ○ n/a
	<p>Knowledge:</p> <ul style="list-style-type: none"> • Competences of implementing team: <ul style="list-style-type: none"> ○ Ability to communicate with companies. • Procedures: <ul style="list-style-type: none"> ○ Template of the necessary documents. ○ Internal procedures related to agreements and public procedures.
	<p>Types (categories) of costs to be covered:</p> <ul style="list-style-type: none"> • Cost of purchasing flowers. <p>Amount of costs to be financed (in EUR):</p> <ul style="list-style-type: none"> • n/a (depends of many aspects e.g. amount of companies, expecting income).
Key success factors:	<ul style="list-style-type: none"> • Quick reaction to the crisis. • Will to act and readiness for mistakes.
Key challenges:	<ul style="list-style-type: none"> • Contacting the local entrepreneurs. Obtaining a full list is not that difficult, it is available as a list of companies that rented dedicated space at the front of cemeteries for selling purpose. The problem is that these lists are often incomplete with data, especially direct contact information.
Impact on regional economy (general description)	<ul style="list-style-type: none"> • Small, mainly focused on strengthening local engagement capacity and readiness to support local entrepreneurs and common people.