



## Mobile local marketplace

<b>Country name:</b>		Poland
<b>Region:</b>		Mazovia Region
<b>City:</b>		Grodzisk Mazowiecki
<b>Public organisation responsible for the initiative</b>	<b>National language</b>	Gmina Grodzisk Mazowiecki (jednostka samorządu terytorialnego), Urząd Miejski Grodzisk Mazowiecki (urząd reprezentujący jednostkę samorządu terytorialnego – Gminę Grodzisk Mazowiecki)
	<b>English</b>	Municipality of Grodzisk Mazowiecki (local authority), Municipal Office of Grodzisk Mazowiecki (office serving local authority)
<b>Department (if any)</b>		Communication Department of the Municipal Office of Grodzisk Mazowiecki
<b>Address:</b>		ul. Kościuszki 32A, 05-825 Grodzisk Mazowiecki
<b>Webpage:</b>		<a href="https://grodzisk.pl/2020/04/mobilne-targowisko-miejskie/">https://grodzisk.pl/2020/04/mobilne-targowisko-miejskie/</a>
<b>Public organisation representative:</b>		The case has been prepared with the significant support of Aneta Caban, Head, Communication Department of the Municipal Office of Grodzisk Mazowiecki

### Initiative description

<b>Title:</b>	Mobile local marketplace
<b>Features of group/s of beneficiaries</b>	<ul style="list-style-type: none"> <li>Micro enterprises, conducting business activity as sellers (mainly fruits, vegetables and flowers) on a local marketplace in Grodzisk Mazowiecki, managed – in behalf of Municipal Office of Grodzisk Mazowiecki – by ZGK (Zakład Gospodarki Komunalnej; Municipal Services Office)</li> </ul>
<b>Initiative / tool objective</b>	<ul style="list-style-type: none"> <li>To maintain the income of micro-enterprises, that lost the ability to sell their products on the local marketplace in Grodzisk Mazowiecki, as a result of the closing of the marketplace due to COVID19 pandemic.</li> </ul>
<b>Steps / phases / stages of tool / initiative implementation and</b>	<b><u>Step 1. Diagnosis of micro – enterprises needs</u></b>

<p>its activities description</p>	<p>At this stage of the initiative, the representatives of the Municipal Office registered the entrepreneurs, conducting business activity as sellers on the local marketplace, with numerous questions regarding the planned period of closing of the marketplace area.</p> <p>Despite the high level of uncertainty in this matter from one side (general lack of trust from private owners), the will of the Municipal Office to help has resulted in them having an idea to support enterprises through the dissemination of their offer on the official web page and FB profile of Municipality (including informing new customers on the new channel of sale, in the form of delivery of the products to the place indicated by the client, or in the form of pick-up of the goods by the customers by themselves in the place indicated by the seller).</p> <p><b><u>Step 2. Identification of beneficiaries from the micro – enterprises group</u></b></p> <p>At this stage of the initiative, the representatives of the Municipal Office have contacted representatives of ZGK (Municipal Services Office) responsible for the marketplace and day-to-day contacts with sellers, with the request of creating a list of the entrepreneurs, interested in being promoted by the Municipal Office with the use of aforementioned channels (official web page and FB profile of Municipality). Also, the advantages of this solution have been highlighted (maintenance of contact of up-to-date clients with sellers, etc.). Next, the list of entrepreneurs, interested in the support has been delivered from ZGK to respective Municipal Office representatives.</p> <p><b><u>Step 3. Start of the campaign</u></b></p> <p>The starting point for this stage was the e-mail contact of the Municipal Office representative, responsible for initiative coordination, with the entrepreneurs having expressed their interest in support (from the list prepared by ZGK) with the request of:</p> <ul style="list-style-type: none"> <li>• Acceptance for processing of personal data (according to Polish law), for promotion purposes,</li> <li>• Answering a couple of simple questions, enabling preparing the promotional material of web – page and FB profile:             <ul style="list-style-type: none"> <li>○ Short description of the offer,</li> <li>○ Contact (phone number),</li> <li>○ Up-to-date marketplace box number.</li> </ul> </li> </ul> <p>It has to be highlighted, that in particular the last of the above-mentioned elements (box number) was of great importance, as many customers did not recognize the name of the seller, but only the place, where the box was localized on the marketplace when it was open. Hence, the indication of the boxes on the map – for the facilitation of recognition of sellers – was a necessary element of the promotional action. In consequence, on the webpage of the Municipal Office (<a href="https://grodzisk.pl/2020/04/mobilne-targowisko-miejskie/">https://grodzisk.pl/2020/04/mobilne-targowisko-miejskie/</a>), as well on FB profile, has been published, in the attractive graphical form:</p> <ul style="list-style-type: none"> <li>• List of sellers, conducting business activity on local marketplace in Grodzisk Mazowiecki, joining presented initiative, with short information of the art of offered good (vegetables, fruits, etc.) and respective mobile number,</li> <li>• Map of the marketplace, supporting previous visitors/customers in the identification of sellers.</li> </ul> <p><b><u>Step 4. Evaluation</u></b></p> <p>The formal evaluation process has not been conducted, however, one can identify the number of supported enterprises (23 businesses) based on the list published on the Municipality web – page. Apart from this, the informal feedback from businesses representatives indicated the significant added-value of the initiative not only in the economical aspect – the support has been appreciated especially among businesses with limited ability to promote themselves on social – media.</p>
<p>Expected result(s)</p>	<p><u>Initiative / tool organisation dimension (what kind of added-value the initiative / tool brings for the implementing organization?):</u></p>

	<ul style="list-style-type: none"> <li>The problem of the inaccessibility of the local citizens to the local marketplace has been solved. The decision of marketplace closing due to COVID19 restrictions has been often criticized by up-to-date customers, used to stock-up at deliverers from the local marketplace. Recovery of the marketplace functionality throughout the initiative has strengthened the position of Municipality, as the efficient manager of municipality assets.</li> <li>Strengthening of the relationships with the local entrepreneurs – despite the re-opening of the marketplace, the contacts established during the initiative among Municipal Office representatives and supported entrepreneurs exiting still.</li> </ul> <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"> <li>Economical effect for micro – enterprises by the supported entrepreneurs from the marketplace (maintenance of incomes / sale), as well as at their sub-deliverers.</li> </ul>
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**Transferability**

<b>Transferability to other countries (to be assessed by all Project Partners)</b>	<ul style="list-style-type: none"> <li>High – the initiative / tool can be transferred without fulfilment of demanding requirements by adopting organization</li> </ul>
<b>Transferability on country of origin level (to be assessed by all Partner from specific country)</b>	<ul style="list-style-type: none"> <li>High – the initiative / tool can be transferred without fulfilment of demanding requirements by adopting organization</li> </ul>
<b>Necessary resources</b>	<p>Technical infrastructure:</p> <ul style="list-style-type: none"> <li>Offices: <ul style="list-style-type: none"> <li>Basic office infrastructure</li> </ul> </li> <li>Technology: <ul style="list-style-type: none"> <li>Basic ICT infrastructure (telephone, e-mail, computers with internet access)</li> </ul> </li> </ul>
	<p>Knowledge:</p> <ul style="list-style-type: none"> <li>Competencies of members of implementing team: <ul style="list-style-type: none"> <li>Organizational skills and embeddedness in local relations,</li> <li>Communication skills, enabling efficient day-to-day communication with companies representatives.</li> </ul> </li> <li>Procedures: <ul style="list-style-type: none"> <li>Not necessary – the initiative did not require any formal decisions.</li> </ul> </li> </ul>
	<p>Types (categories) of costs to be covered:</p> <ul style="list-style-type: none"> <li>Operational costs of three employees (two persons from ZGK, one person from the Municipality Office), ca. 10 working days,</li> <li>Cost of graphic design of map on www portal,</li> </ul> <p>Amount of costs to be financed (in EUR):</p> <ul style="list-style-type: none"> <li>150 EUR (graphic design of the map).</li> </ul>
<b>Key success factors:</b>	<ul style="list-style-type: none"> <li>Effective action of ZGK (Municipal Services Office) - inquiry among entrepreneurs on their willingness to join the initiative (as being promoted by Municipal Office).</li> </ul>

<p><b>Key challenges:</b></p>	<ul style="list-style-type: none"> <li>• Not identified – all activities were implemented are based on the already existing cooperation between key local actors / decision – makers.</li> </ul>
<p><b>Impact on regional economy (general description)</b></p>	<ul style="list-style-type: none"> <li>• As a result of the initiative, 23 local businesses have maintained their operational ability to deliver offered goods to their customers and therefore the necessary income has been ensured. Moreover, the continuity of their contacts with respective sub-deliverers has been maintained.</li> <li>• The additional, positive effect of the initiative is its sustainability, as the initiative has created a new channel of sale and delivery for the local entrepreneurs – despite the re-opening of the marketplace, their offer is still promoted on the official web page of the Municipality and part of the clients get used to new booking / delivery method.</li> </ul>