



Support for family businesses

Country name:		Poland
Region:		Mazovia Region
City :		Grodzisk Mazowiecki
Public organisation responsible for the initiative	National language	Gmina Grodzisk Mazowiecki (jednostka samorządu terytorialnego), Urząd Miejski Grodzisk Mazowiecki (urząd reprezentujący jednostkę samorządu terytorialnego – Gminę Grodzisk Mazowiecki)
	English	Municipality of Grodzisk Mazowiecki (local authority), Municipal Office of Grodzisk Mazowiecki (service representing local authority unit – The Municipality of Grodzisk Mazowiecki)
Department (if any)		Department of Economic Promotion of the Municipal Office of Grodzisk Mazowiecki
Address:		ul. Kościuszki 32A, 05-825 Grodzisk Mazowiecki
Webpage:		https://biznes.grodzisk.pl/category/komunikaty-firm/ https://grodzisk.pl/2020/04/poradnik-dla-przedsioborcy
Public organisation representative:		The case has been prepared with the significant support of Head of Department of Economic Promotion of the Municipal Office of Grodzisk Mazowiecki

Initiative description

Title:	Support for family businesses
Features of group/s of beneficiaries	<ul style="list-style-type: none"> • Micro enterprises (mainly family businesses), independently operating in the area of Grodzisk Mazowiecki
Initiative / tool objective	<ul style="list-style-type: none"> • To maintain the income of micro enterprises, that lost the ability to sell their products to local as a result of the limited demand due to the COVID-19 restrictions

Steps / phases / stages of tool / initiative implementation and its activities description

Stages 1 & 2. Diagnosis of micro companies – identification of entrepreneur and their stakeholders needs

Better identification of the local entrepreneur needs was a result of a continuous process of dialogue conducted by Municipal Office representatives, in particular – City Mayor – with representatives of local companies. At the very early stage of the COVID19 pandemic and its restrictions, the Municipal Office representatives identified the general lack of knowledge of public support opportunities among local entrepreneurs, especially regarding the support on the national level in form of financial compensations. As a result, actions were taken to develop a “manual” devoted to these issues, which could be freely disseminated among local entrepreneurs. The other important issue was the lack of promotional tools and sales channels of the local entrepreneurs who had to quickly adapt to the new market reality. To accelerate the change and reduce the negative effects of such, the idea of preparation of a dedicated webpage (as a part of the Municipal Office domain) has been proposed.

Naturally, these solutions had an open form – every interested entrepreneur could use opportunities mentioned above or completely resign in doing so (see: Support).

It should be highlighted, that Municipal Office has implemented other countermeasures supporting local entrepreneurs. The list of additional activities included:

- the establishment of “mobile marketplace”
- co-financing of COVID19 testing process (described more in-depth in a separate case study from Grodzisk Mazowiecki)
- local taxes and rental exemptions for companies
- dissemination of protective masks for clients and employees of the local stores
- Adaptation of small sale points of vegetables to continuously operate under the new rules of health protection. (these solutions were implemented by various municipalities, presented in other case studies).

Stage 3. Support

- a) Dissemination of information about the local entrepreneurs offer through Municipal Office webpage.

As a part of the official Municipal Office webpage domain, a separate webpage “Communicates from companies” was created (<https://biznes.grodzisk.pl/category/komunikaty-firm/>). The tool was designed in the most convenient form enabling the companies to publish short information to their customers. Most of the time, this information was their current offer and the delivery/services functioning. It is important to note, that the mechanism of publication has been simplified to the maximum. The aforementioned webpage has been supplemented by an online form (“Add communicate”) on a separate web-page (<https://biznes.grodzisk.pl/dodaj-komunikat>), to be filled by the company. After submission and fast acceptance by the Municipal Office the communicates was finally published public. Also, each communicate was followed by Municipal Office social media under the action “# Wspieraj lokalnie” (“Support locally”).

- b) Advisory on public funding opportunities for the local companies

The scope of this support included preparation of “Manual for entrepreneur during the COVID19”, presenting the precise list of funding opportunities detailed instructions on how to apply for them. This manual turned out to be exceptionally handy for the financial support frameworks of national programs dedicated to companies affected by COVID19.

The Manual was distributed through the official Municipal Office webpage (<https://grodzisk.pl/2020/04/poradnik-dla-przedsioborcy>) and social media. To ensure

	<p>adequate quality and reliability of the manual, the task of its elaboration has been assigned to a professional lawyer hired for that task by the Municipal Office.</p> <p>Stage 4. Evaluation</p> <p>The formal evaluation process has not been conducted. However, the webpage is still functioning, it includes offer descriptions from 12 local entrepreneurs (https://biznes.grodzisk.pl/category/komunikaty-firm/). The number of beneficiaries of the Manual has not been precisely estimated.</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"> • Strengthening the relationships with the local entrepreneurs • Supporting the local entrepreneur’s needs (market communication) • Improved access to public funding and support opportunities • Information about the Manual two weeks before planned publication – building trust for Municipal Office actions <p>The very beginning of the COVID19 pandemic was the most difficult for the small companies due to the lack of high-quality information enabling entrepreneurs to plan their market operations. This communication fuss and knowledge gap burdened the Municipal Office, constantly receiving a significant number of similar enquires. The publication of the Manual solved these issues, both for Municipality and its companies.</p> <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"> • Economic effects for supported micro–companies, in particular as a result of maintaining their income on a steady level • Improvement of entrepreneurs awareness of public funding opportunities • Maintenance of communication between companies and their customers during COVID19

Transferability (max number of characters with spaces: 2500)

<p>Transferability to other countries (to be assessed by all Project Partners)</p>	<ul style="list-style-type: none"> • High – the initiative / tool can be transferred without the fulfilment of demanding requirements by adopting organization
<p>Transferability on country of origin level (to be assessed by all Partner from specific country)</p>	<ul style="list-style-type: none"> • High – the initiative / tool can be transferred without the 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"> ○ Basic office infrastructure • Technology: <ul style="list-style-type: none"> ○ Basic ICT infrastructure (telephone, e-mail, computer with the internet access)
	<p>Knowledge:</p> <ul style="list-style-type: none"> • Competencies of members of implementing team: <ul style="list-style-type: none"> ○ Organizational skills and a proper awareness of local relations ○ Communication skills, enabling efficient day-to-day communication with companies representatives ○ Regarding the Manual – professional backup, an expert hired for this task by the Municipal Office • Procedures: <ul style="list-style-type: none"> ○ Not necessary – the initiative did not required any formal decisions
	<p>Types (categories) of costs to be covered:</p> <ul style="list-style-type: none"> • Operational costs of two employees (lawyer – approx. 10 working days, IT specialist – approx. 5 working days) • Additional workload for current employees of the Municipality (especially for the time of creating a solution) <p>Amount of costs to be financed (in EUR):</p> <ul style="list-style-type: none"> • No external cost - all costs have been covered in the framework of operational costs of Municipal Office.
Key success factors:	<ul style="list-style-type: none"> • Proactive approach of Municipal Office representatives and will to make an additional effort to change things for the better from the very beginning of the pandemic • The process of the local companies needs identification has a continuous character. This factor along with the high level of accessibility of Municipal Office representatives ensured fast, accurate and relevant support for entrepreneurs.
Key challenges:	<ul style="list-style-type: none"> • Not identified – all activities were implemented on the basis of already existing, mutual cooperation between local stakeholders and the decision makers.
Impact on regional economy (general description)	<ul style="list-style-type: none"> • The described initiatives had a positive impact for approx. 30 local companies

Source: Own elaboration on the basis of indicated sources

