



Extension of the working regime of the commercial markets in Ungheni municipality

Country name:		Republic of Moldova
Region:		Development Region Center
City:		Ungheni municipality
Public organisation responsible for initiative	National language	Primăria mun. Ungheni
	English	City Hall of Ungheni municipality
Department (if any)		-
Address:		MD-3600 Ungheni, Nationala str. No. 7, Republic of Moldova
Webpage:		http://ungheni.md/
Public organisation representative:		The case has been prepared with the significant support of Vera Poia, deputy mayor responsible for the economic field, Ungheni municipality.

Initiative description

Title:	Extension of the working regime of the commercial markets in Ungheni municipality
Features of group/s of beneficiaries	The initiative refers to economic agents (trading in goods and services) that operate on the territory of commercial markets on the territory of Ungheni municipality: Coopcomert Market of UCOOP Ungheni, "Setraco" Market, "Pitulicea" Market.
Initiative / tool objective	<ul style="list-style-type: none"> • Creating working conditions during the pandemic for economic agents in the commercial markets of Ungheni municipality by extending the working regime from 2 days a week to 4 or more days a week, each market having different days of activity. • Avoiding congestion in local commercial markets, by limiting the program being caused by crowds of buyers.
Steps / phases / stages of tool / initiative implementation and its activities description	<p><u>Step 1. Request for LPA support from economic agents operating in the markets of Ungheni</u></p> <p><u>Objective:</u> Notification of the LPA regarding the need to extend the work program of the commercial markets in Ungheni municipality</p> <p><u>Purpose of activities:</u></p>

	<p>A group of economic agents operating in the commercial markets of Ungheni municipality submitted to the Ungheni town hall notifications regarding the need to extend the working hours of the markets from 2 days a week to 4 or more days. The need is based on the reduced schedule of the markets, which makes difficult the activity of the economic agents, 2 days a week being insufficient for the agents to realize their goods, and for the buyers being inconvenient to purchase goods – all these causing crowds both of buyers and economic agents.</p> <p><u>Step 2. Establishing the new extended activity regime of the commercial markets in Ungheni municipality</u></p> <p><u>Objective:</u> To regulate the extended working regime of the commercial markets in Ungheni municipality from 2 to 4 or more days per week.</p> <p><u>Purpose of activities:</u> The Deputy Mayor for Economic Affairs informed the Municipal Council and Decision no. 5/7 of 17.07.2020 regarding the working regime of the commercial markets on the territory of Ungheni municipality was approved. The extended program is: for Coopcomert UCOOP Ungheni Market - Tuesday, Thursday, Saturday and Sunday, and “Setraco” and “Pitulicea” Markets will be active - Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday.</p> <p><u>Step 3. Execution of the decision regarding the new activity regime of the markets from Ungheni municipality</u></p> <p><u>Objective:</u> Implementation of the new extended activity regime of the markets in Ungheni municipality</p> <p><u>Purpose of activities:</u> The decision of the Municipal Council was brought to the attention of the market administrations and economic agents operating in the markets of Ungheni municipality, as well as to the general public (citizens).</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"> • Strengthening the communication with the economic agents and the receptivity of the LPA to the needs of the economic agents in a pandemic period <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"> • Creating comfortable conditions for carrying out trade activity for economic agents, but also citizens / buyers • Continuity of commercial activity during the pandemic • Ensuring the accumulation of sales revenues in commercial markets

Transferability

Transferability to other countries (to be assessed by all Project Partners)	<ul style="list-style-type: none"> High – the initiative / tool can be transferred without the fulfillment 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"> High – the initiative / tool can be transferred without the fulfillment of demanding requirements by adopting organization
Necessary resources	Technical infrastructure: <ul style="list-style-type: none"> Offices: <ul style="list-style-type: none"> Basic office infrastructure and working spaces for the implementation team (specialized department) Technology: <ul style="list-style-type: none"> Basic ICT infrastructure (telephone, printer, e-mail, computer, internet connection)
	Knowledge: <ul style="list-style-type: none"> Competencies of members of implementing team: <ul style="list-style-type: none"> Communication skills with economic agents and citizens Crisis management skills Procedures: <ul style="list-style-type: none"> Procedures for approving and executing legal local acts Procedures for informing the economic agents and the public regarding the activity of the spaces of public interest
	Types (categories) of costs to be covered: <ul style="list-style-type: none"> No special costs were recorded
Key success factors:	<ul style="list-style-type: none"> The high level of receptivity of the mayor's office towards the real needs of the economic agents activating in the markets from Ungheni municipality. Procedural efficiency regarding the establishment of an extended working regime of the markets in Ungheni municipality. Constructive dialogue between economic agents and LPA, including collaboration experience.
Key challenges:	<ul style="list-style-type: none"> Compliance with hygiene rules to prevent the spread of the virus in commercial markets.
Impact on regional economy (general description)	<ul style="list-style-type: none"> 3 local and regional markets operating on an extended basis. More than 100 local and regional economic agents (including from the neighbouring localities, from Ungheni district) trading in goods and services within the markets of Ungheni municipality in an extended regime, which ensures continuity of commercial activity and the accumulation of income or even their growth.

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| | <ul style="list-style-type: none">• Access of buyers / citizens from the entire Ungheni district (74 localities, with approx. 100 000 inhabitants in total) to services and goods traded by economic agents in the commercial markets of Ungheni municipality for more days a week. |
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