



## Small producers fair

<b>Country name:</b>		Republic of Moldova
<b>Region:</b>		North Development Region
<b>City:</b>		Drochia
<b>Public organisation responsible for the initiative</b>	<b>National language</b>	Primăria or. Drochia
	<b>English</b>	City Hall of Drochia
<b>Department (if any)</b>		-
<b>Address:</b>		Independentei av., no. 15-a, MD – 5202, Drochia city, Republic of Moldova
<b>Webpage:</b>		<a href="https://primariadrochia.md/">https://primariadrochia.md/</a> <a href="https://www.facebook.com/PrimariaDrochia/posts/1551649585032891">https://www.facebook.com/PrimariaDrochia/posts/1551649585032891</a>
<b>Public organisation representative:</b>		The case has been prepared with the significant support of Elena Parasca (main specialist, Drochia City Hall).

### Initiative description

<b>Title:</b>	Small producers fair
<b>Features of group/s of beneficiaries</b>	<ul style="list-style-type: none"> <li>22 local small producers from the city and district of Drochia, but also from other regions of the country. Mainly producers of artisanal goods and food, crafts.</li> </ul>
<b>Initiative / tool objective</b>	<ul style="list-style-type: none"> <li>Supporting local producers during the pandemic and facilitating the direct relationship between producer and consumer.</li> </ul>
<b>Steps / phases / stages of tool / initiative implementation and its activities description</b>	<p><b>Step 1. Submission of the application for the initiative to organize the fair</b></p> <p>Objective: Enunciation of the initiative and intention to organize a fair of small producers. Scope of activities (activities description):</p>

	<p>Tatiana Melnic, the director of SRL MELTAN submitted a request to the mayor of Drochia to organize an open-air fair to provide a sales platform for small producers in the city and Drochia district during the pandemic.</p> <p><b><u>Step 2. Taking the decision of the mayor's office regarding the organization of the fair</u></b></p> <p>Objective: Decision on the organization of the fair.          Purpose of the activities (description):          Following the discussions and consultations inside the mayor's office, the Mayor's Disposition was issued - no. 2 of 18.02.2021 regarding the permission to organize and conduct the fair on 20 - 21.02.2021 (8.00-17.00) on the pedestrian street in the Drochia city.</p> <p><b><u>Step 3. Measures of organizing the fair</u></b></p> <p>Objective: Ensuring the good organization of the fair          Purpose of the activities (description):          Tatiana Melnic (the person who came up with the initiative) was appointed as responsible person of the event. The Police Sector no. 1 of Police Inspectorate Drochia was informed in order to ensure the public order during the event. City Hall Drochia was responsible for promoting the event through various channels (TV, online, etc.). City Hall Drochia provided the public space and the necessary infrastructure on the pedestrian street for the organization of the fair, and each entrepreneur arranged his own place (tables, stands, products, etc.).</p> <p><b><u>Step 4. Organising the event</u></b></p> <p>Objective: Selling the products of small producers during the pandemic.          Purpose of the activities (description):          On February 20 and 21, 2021, the fair of small producers was organized with the participation of 22 producers from Drochia district, but also from Hincesti, Riscani, Straseni, Chisinau. The event took place on the pedestrian street in Drochia.</p>
Expected result(s)	<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>• Promoting the image of the City Hall as a partner of the small producers event</li> <li>• Establishing dialogue with the local business sector in order to identify solutions in times of crisis</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>• Selling goods during the pandemic</li> <li>• Accumulation of income and promotion of business at the regional level</li> </ul>

#### Transferability

Transferability to other countries (to be assessed by all Project Partners)	<ul style="list-style-type: none"> <li>• Medium – the initiative / tool can be transferred with the fulfilment of some demanding requirements by adopting organization</li> </ul>
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<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 the 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 of LPA</li> </ul> </li> <li>Technology: <ul style="list-style-type: none"> <li>Basic ICT infrastructure (telephone, printer, e-mail, computer, internet connection)</li> </ul> </li> </ul> <p>* infrastructure of public spaces (open spaces, access roads for buyers, sellers, electricity, etc.)</p>
	<p>Knowledge:</p> <ul style="list-style-type: none"> <li>Competencies of members of implementing team: <ul style="list-style-type: none"> <li>Effective communication with economic agents</li> <li>Operativity in decision making</li> <li>Efficiency in organizing public events</li> <li>Skills for promoting events of public interest</li> </ul> </li> <li>Procedures: <ul style="list-style-type: none"> <li>Procedures for approving and executing local acts</li> <li>Procedures for organizing public events in open spaces</li> <li>Procedures for promoting public events</li> </ul> </li> </ul>
	<p>Types (categories) of costs to be covered:</p> <ul style="list-style-type: none"> <li>No special costs were recorded</li> </ul>
<b>Key success factors:</b>	<ul style="list-style-type: none"> <li>The receptivity of local authorities to the needs of economic agents on concrete cases.</li> <li>The personal and direct involvement of the mayor in organizing the event.</li> <li>The efficiency of the mayor's office team in organizing public events.</li> </ul>
<b>Key challenges:</b>	<ul style="list-style-type: none"> <li>The initiative was organized without major challenges.</li> </ul>
<b>Impact on regional economy (general description)</b>	<ul style="list-style-type: none"> <li>Facilitation of sales for 22 local and regional producers and stimulate revenue accumulation during the pandemic.</li> <li>Applying alternative trade platforms and promoting direct producer-consumer relationship at regional level.</li> <li>Creating positive precedents (good practices) of collaboration between the public and private sector at the local level.</li> </ul>