



“Drohobych buys at home” Local business support

Country name:		Ukraine
Region:		Lviv
City :		Drohobych
Public organisation responsible for the initiative	National language	Дрогобицька Міська Рада
	English	Drohobych City Council
Department (if any)		
Address:		Rynok sq,1, Drohobych, Ukraine, 82100
Webpage:		https://drohobych-rada.gov.ua/

Title:	“Drohobych buys at home” Local business support
Features of group/s of beneficiaries (if group/s of beneficiaries) / features of beneficiary (if one beneficiary) – e.g. branch, localisation, size...	<ul style="list-style-type: none"> • small and medium business companies in Drohobych • city residents
Initiative / tool objective	<ul style="list-style-type: none"> • to preserve the steady level of income and a number of workplaces in a local small and medium-sized businesses, which were subject to restrictions during the lockdown
Steps / phases / stages of tool / initiative implementation and its activities description	<p><u>Step 1. Preparation of the #Drohobycz buys at home by Drohobych City Council</u></p> <p>The city of Drohobych has one of the highest levels of digital services for its residents. The Internet portal of Drohobych City Council is visited by about one hundred thousand unique users a month. Due to the COVID-19 outbreak, the idea arose to use this portal</p>

	<p>as a local business promotion support tool. All sides are beneficial since local companies have a lion's share as a taxpayer to the local budget.</p> <p>For this task, the additional webpage section was created where entrepreneurs are offered to post information about their companies, products, and services on the Internet portal of Drohobych City Council in the special section "#Дрогобичкупувдома" (#Drohobych buys at home).</p> <p><u>Step 2. Collection of information and proposals from entrepreneurs</u></p> <p>Entrepreneurs are invited to apply for placement on the portal of the city council. The application must indicate the following information:</p> <ul style="list-style-type: none"> - Photo of the institution - Name of the institution - Working days and hours - Address - Contact phone - Website (if available) - Links in social media (if available) - Short presentation text (1-2 paragraphs) - List of goods and services with prices <p>To disseminate the information about the new functionality of the portal among the city's entrepreneurs, the local media were involved, as well as special events were organized on the social media (official Facebook page of the Drohobych City Council), during which entrepreneurs were invited to explain the details of their offer and to promote their products and services.</p> <p><u>Step 3. Implementation of the action</u></p> <p>Information from entrepreneurs is posted on the Internet portal of Drohobych City Council in the special section "#Дрогобичкупувдома" (Drohobych buys at home). The City Council also promotes certain offers and other events held by the business.</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"> • improving the city government's relations with local businesses, increasing the responsibility of local communities and leaders for the economic condition of the city and its residents • supporting the local economy during the crisis, which has a significant effect on the employment rates, quality of the product services and general income of the city <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"> • keeping the sales on a steady level during COVID-19 for the local small and medium companies • better knowledge of the local goods and services for residents
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Transferability

Transferability to other countries (to be assessed by all Project Partners)	<ul style="list-style-type: none"> • <u>Medium</u> – the initiative / tool can be transferred with the fulfilment of some 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"> ○ Basic office infrastructure • Technology: <ul style="list-style-type: none"> ○ Electronic system / Register of leased municipal property ○ Basic ICT infrastructure (telephone, printer, e-mail, computer, internet connection)
	<p>Knowledge:</p> <ul style="list-style-type: none"> • Competencies of members of implementing team: <ul style="list-style-type: none"> ○ Communication skills, workforce capacity enabling efficient every day communication with representatives of the companies • Procedures: <ul style="list-style-type: none"> ○ Internal procedures regarding the rules of publications on the portal of the city council (mostly IT security)
	<p>Types (categories) of costs to be covered:</p> <ul style="list-style-type: none"> • Local budget expenses for additional allowance of the city council employee who is responsible for creating and filling the content of the council portal
Key success factors:	<ul style="list-style-type: none"> • Convincing the entrepreneurs that joining this campaign will be beneficial for their business
Key challenges:	<ul style="list-style-type: none"> • Not identified – all the implemented activities are based on the already existing cooperation between key local actors and the decisionmakers
Impact on regional economy (general description)	<ul style="list-style-type: none"> • More than 10 local businesses posted their proposals on the city council portal and this helped them increase their revenues

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| | <ul style="list-style-type: none">• The action had a positive effect and continued after the first lockdown. Also, the action brought attention of the tourists and residents of other cities of Ukraine whom became more interested in the local business goods |
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