



## Project “Made in Karpaty: Support small business mountainous regions in countering the effects of the pandemic COVID-19.

|   |                          |  |
|---|--------------------------|--|
| <b>Country name:</b>                                      |                          | Ukraine  |
| <b>Region:</b>  |                          | The Carpathian region of Ukraine   |
| <b>City :</b>   |                          | Lviv   |
| <b>Public organisation responsible for the initiative</b> | <b>National language</b> | Асоціація органів місцевого самоврядування «Єврорегіон Карпати-Україна».   |
|   | <b>English</b>           | Association of local governments "Carpathian Euroregion Ukraine" (Lviv, Zakarpattia, Ivano-Frankivsk, and Chernivtsi)  |
| <b>Department (if any)</b>                                |                          | -  |
| <b>Address:</b>   |                          | вул. Винниченка, 12 м. Львів, 79008<br>м. Ужгород, пл. Народна, 4, к. 518, 88008   |
| <b>Webpage:</b>   |                          | <a href="https://ekarpaty.com/">https://ekarpaty.com/</a><br><a href="https://www.facebook.com/madeinkarpaty.shop">https://www.facebook.com/madeinkarpaty.shop</a> |

### Initiative description

|   |   |
|---|---|
| <b>Title:</b>                               | Project “Made in Karpaty: Support small business mountainous regions in countering the effects of the pandemic COVID-19   |
| <b>Features of group/s of beneficiaries</b> | <ul style="list-style-type: none"> <li>• business entities - local producers of Lviv, Zakarpattia, Ivano-Frankivsk and Chernivtsi oblasts of Ukraine;</li> <li>• small local producers and artisans of the Carpathian region in Ukraine</li> </ul>  |
| <b>Initiative / tool objective</b>          | <ul style="list-style-type: none"> <li>• Support for initiatives of local Carpathian communities aimed at solving the problems of development of mountain areas.</li> <li>• Creating an e-commerce tool that will allow producers to sell their products (including jewellery, clothing, ceramics, wood products, farm products, etc.) without visiting the point of sale by the customers</li> </ul> |

|   |  |
|---|--|
|   | <ul style="list-style-type: none"> <li>• Stimulating the development of small business and supporting local producers in the mountainous areas of the Ukrainian Carpathians.</li> <li>• Consolidation of local Carpathian producers of authentic products on one site,</li> <li>• To help small producers finding a way to market their products, especially in the context of the COVID-19 pandemic and to customers who are interested in high-quality authentic products</li> </ul>   |
| <p>Steps / phases / stages of tool / initiative implementation and its activities description</p> | <p><b><u>Stage 1. Creating an Internet platform on Facebook</u></b></p> <p>To test the tools to support local producers, a social media was first created, since the costs are close to none (<a href="https://www.facebook.com/madeinkarpaty.shop/">https://www.facebook.com/madeinkarpaty.shop/</a>).</p> <p>To create this page well, it was needed:</p> <ul style="list-style-type: none"> <li>• conduct research on the target audience of the platform,</li> <li>• develop a content strategy for the platform,</li> <li>• agree on the marketing strategy of the platform.</li> </ul> <p>After the creation of the page, a presentation of the platform was held for local producers in each region that joined the project. At this point it was important to establish direct communication with local business and get their feedback on interest in the Platform and the convenience of the services offered.</p> <p><b><u>Stage 2 Search for local producers in the Carpathian region and filling the platform</u></b></p> <p>Activities description:</p> <ul style="list-style-type: none"> <li>• Development and distribution of the registration form of the manufacturer of the platform "Made in Karpaty"</li> <li>• Creation of a database of traditional crafts and artisans of the Carpathian region</li> <li>• Development and implementation of comprehensive digital marketing measures to promote the platform "Made in Karpaty" to attract more producers and buyers</li> <li>• Organization of business and promotional events, including appearances on radio and television</li> <li>• Filling the information platform "Made in Karpaty" with information about products made in the Carpathians, promotional materials about crafts, products, culture, tourist offers of the region, etc.</li> <li>• Conducting a series of training for artisans (small businesses and those who are not registered) (regarding registration, management, accounting and taxation, advertising of own product, etc.)</li> </ul> <p><b><u>Stage 3 Creation of a cluster of artisans of the Carpathian region "Made in Karpaty",</u></b></p> <p>At this stage, a project application "Carpathian Regional Development Network 2.0" was submitted for the national competition of the sectoral program, which is implemented in Ukraine with the support of the European Union. This large network project has received support under this competition and will be implemented in 2021-2022.</p> <p>One of the components of this project is the creation of a cluster of artisans of the Carpathian region "Made in Karpaty".</p> <p>The project provides:</p> <ul style="list-style-type: none"> <li>• Creating a database of traditional crafts and artisans of the Carpathian region</li> </ul> |

|                    |   |
|--------------------|---|
|                    | <ul style="list-style-type: none"> <li>• Development of a business plan for the cluster of artisans of the Carpathian region "Made in Karpaty"</li> <li>• Filling the information platform "Made in Karpaty" with information about products made in the Carpathians, promotional materials about crafts, products, culture, tourist offers of the region, etc.</li> <li>• Study visits Poland to get acquainted with the practices of local producers clusters and online sales platforms</li> <li>• Arrangement of 4 coordination centres of the cluster in the regions</li> <li>• Conducting a cycle of training for artisans (small businesses and those who are not registered) (regarding registration, management, accounting and taxation, advertising of own product, etc.)</li> <li>• Microgrant competitions for (1) training and consulting support for business entities; (2) obtaining equipment for use on preferential terms</li> </ul> <p>One of the important results should be the creation of a full-fledged portal <a href="http://madeinkarpaty.com/">http://madeinkarpaty.com/</a></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>• Development of institutional capacity of the Association of local governments "Carpathian Euroregion Ukraine"</li> <li>• Improving cooperation between local governments in the field of small business support</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>• increasing the business activity of small businesses;</li> <li>• increase of incomes of local budgets of mountain regions;</li> <li>• creation of new jobs in traditional for the region of the Ukrainian Carpathians types of economic activity;</li> <li>• increasing the level of efficiency of financial and economic activities of enterprises;</li> <li>• formation of a competitive environment in local markets for the supply of goods from local producers;</li> <li>• slowing down labour migration.</li> </ul> |

**Transferability**

|   |  |
|---|--|
| Transferability to other countries (to be | <ul style="list-style-type: none"> <li>• <u>Medium</u> – the initiative / tool can be transferred with the fulfilment of some demanding requirements by adopting organization</li> </ul> |
|---|--|

|  |   |
|--|---|
| assessed by all Project Partners)  |   |
| Transferability on country of origin level (to be assessed by all Partner from specific country) | <ul style="list-style-type: none"> <li>• High – the initiative / tool can be transferred without fulfilment of demanding requirements by adopting organization</li> </ul>   |
| Necessary resources  | <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>○ Electronic system / Register of leased municipal property</li> <li>○ Basic ICT infrastructure (telephone, printer, e-mail, computer, internet connection)</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>○ Ability to communicate with companies and others stakeholders in area of small business</li> </ul> </li> <li>• Procedures: <ul style="list-style-type: none"> <li>○ Template of the necessary documents</li> <li>○ Internal procedures related to agreements and public procedures</li> </ul> </li> </ul> |
|  | <p>Types (categories) of costs to be covered:</p> <p>Necessary funding from state and local budgets, as well as attracting grant funding.</p> <p>The amount of funding depends on the scale of the activities and the duration of the action.</p>   |
| Key success factors:   | <ul style="list-style-type: none"> <li>• Effective cooperation between business, government and NGOs</li> <li>• High level of business activity of small businesses</li> <li>• Effective marketing strategy for platform development</li> </ul>   |
| Key challenges:  | <ul style="list-style-type: none"> <li>• Opportunity to attract grant funding to launch the campaign and show beneficiaries the practical benefits of the planned actions</li> </ul>  |
| Impact on regional economy (general description)   | <ul style="list-style-type: none"> <li>• Development of small and medium business in the mountainous regions of Western Ukraine in the sectors most affected by COVID-19,</li> <li>• Creation of new jobs in economic activities and related sectors of the economy traditional for the region of the Ukrainian Carpathians,</li> <li>• Reduction of negative migration for labour,</li> </ul>  |