

Idea: Mobile local marketplace

Number in the database: 139

Area: 4

General information (only if existing or planned)

Country name:	Poland	
Region:	Mazovia Region	
City :	Grodzisk Mazowiecki	
Public organisation responsible	In national language	Gmina Grodzisk Mazowiecki (jednostka samorządu terytorialnego), Urząd Miejski Grodzisk Mazowiecki (urząd reprezentujący jednostkę samorządu terytorialnego – Gminę Grodzisk Mazowiecki)
	In English	Municipality of Grodzisk Mazowiecki (local authority), Municipal Office of Grodzisk Mazowiecki (office serving local authority)
Department (if any)	Communication Department of the Municipal Office of Grodzisk Mazowiecki	
Address:	ul. Kościuszki 32A, 05-825 Grodzisk Mazowiecki	
www:	https://grodzisk.pl/2020/04/mobilne-targowisko-miejskie/	
Public organisation representative:	The case has been prepared with the significant support of Aneta Caban, Head, Communication Department of the Municipal Office of Grodzisk Mazowiecki	

Idea description

Title:	Mobile local marketplace
Idea objective	To maintain the income of micro-enterprises, that lost the ability to sell their products on the local marketplace in Grodzisk Mazowiecki, as a result of the closing of the marketplace due to COVID19 pandemic.
Sharing process (max 1000 characters)	<p>The city planned to temporarily close the local marketplace. The Municipal Office wanted to support local enterprises/sellers through the dissemination of their offer on the official web page and FB profile of Municipality.</p> <p>The representatives of the Municipal Office have contacted representatives of ZGK (Municipal Services Office) responsible for the marketplace and day-to-day contacts with sellers, with the request of creating a list of the entrepreneurs, interested in being promoted by the Municipal Office with the use of aforementioned channels.</p> <p>In consequence, on the webpage of the Municipal Office, as well on FB profile, has been published, in the attractive graphical form:</p> <ul style="list-style-type: none"> ● List of sellers, conducting business activity on local marketplace in Grodzisk Mazowiecki, joining presented initiative, with short information of the art of offered good (vegetables, fruits, etc.) and respective mobile number, ● Map of the marketplace, supporting previous visitors/customers in the identification of sellers.
Restrictions/rules (law, skills, time, other)	<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, computers with 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 embeddedness in local relations,

	<ul style="list-style-type: none"> ○ Communication skills, enabling efficient day-to-day communication with companies representatives
Procedures (if applicable)	Not necessary – the initiative did not require any formal decisions.
Costs for public institutions (if applicable)	<p>Types (categories) of costs to be covered:</p> <ul style="list-style-type: none"> ● Operational costs of three employees (two persons from ZGK, one person from the Municipality Office), ca. 10 working days, ● Cost of graphic design of map on www portal, <p>Amount of costs to be financed (in EUR):</p> <ul style="list-style-type: none"> ● 150 EUR (graphic design of the map).
Expected result (if possible)	<p>Initiative / tool organisation dimension (what kind of added-value the initiative / tool brings for the implementing organization?):</p> <ul style="list-style-type: none"> ● The problem of the inaccessibility of the local citizens to the local marketplace has been solved. The decision of marketplace closing due to COVID19 restrictions has been often criticized by up-to-date customers, used to stock-up at deliverers from the local marketplace. Recovery of the marketplace functionality throughout the initiative has strengthened the position of Municipality, as the efficient manager of municipality assets. ● Strengthening of the relationships with the local entrepreneurs – despite the re-opening of the marketplace, the contacts established during the initiative among Municipal Office representatives and supported entrepreneurs exiting still. <p>Beneficiaries dimension (what kind of added-value the initiative / tool brings for the Target Group members?):</p> <ul style="list-style-type: none"> ● Economical effect for micro – enterprises by the supported entrepreneurs from the marketplace (maintenance of incomes / sale), as well as at their sub-deliverers.