

Idea: Support for family businesses

Number in the database: 141

Area number: 20

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 (service representing local authority unit – The Municipality of Grodzisk Mazowiecki)
Department (if any)	Department of Economic Promotion of the Municipal Office of Grodzisk Mazowiecki	
Address:	ul. Kościuszki 32A, 05-825 Grodzisk Mazowiecki	
www:	https://biznes.grodzisk.pl/category/komunikaty-firm/ https://grodzisk.pl/2020/04/poradnik-dla-przedsiobiorcy	
Public organisation representative:	The case has been prepared with the significant support of Head of Department of Economic Promotion of the Municipal Office of Grodzisk Mazowiecki	

Idea description

Title:	Support for family businesses
Idea objective	To maintain the income of micro enterprises, that lost the ability to sell their products to local as a result of the limited demand due to the COVID-19 restrictions.
Sharing process (max 1000 characters)	At the early stage of the COVID19 pandemic, the Municipal Office representatives identified the general lack of knowledge of public support opportunities among local entrepreneurs, especially regarding the financial compensations. As a result, actions were taken to develop a “manual” presenting the funding opportunities with detailed instructions on how to apply for them. The Manual was distributed through the official Municipal Office webpage and social media. To ensure adequate quality and reliability the manual has been assigned by a professional lawyer. The other important issue was the lack of promotional tools and sales channels of the local entrepreneurs. To accelerate the change a webpage “Communicates from companies” (as a part of the Municipal Office domain) was created. The tool was designed in the most convenient form enabling the companies to publish short information to their customers. Also, each communicate was followed by Municipal Office social media under the action “# Wspieraj lokalnie” (“Support locally”).
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, computer with the 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 a proper awareness of local relations ○ Communication skills, enabling efficient day-to-day communication with companies representatives

	<ul style="list-style-type: none"> ○ Regarding the Manual – professional backup, an expert hired for this task by the Municipal Office
Procedures (if applicable)	Not necessary – the initiative did not required 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 two employees (lawyer – approx. 10 working days, IT specialist – approx. 5 working days) ● Additional workload for current employees of the Municipality (especially for the time of creating a solution) <p>Amount of costs to be financed (in EUR):</p> <ul style="list-style-type: none"> ● No external cost - all costs have been covered in the framework of operational costs of Municipal Office.
Expected result (if possible)	<p>Initiative / tool organization dimension (what kind of added-value the initiative / tool brings for the implementing organization?):</p> <ul style="list-style-type: none"> ● Strengthening the relationships with the local entrepreneurs ● Supporting the local entrepreneur’s needs (market communication) ● Improved access to public funding and support opportunities ● Information about the Manual two weeks before planned publication – building trust for Municipal Office actions. <p>The very beginning of the COVID19 pandemic was the most difficult for the small companies due to the lack of high-quality information enabling entrepreneurs to plan their market operations. This communication fuss and knowledge gap burdened the Municipal Office, constantly receiving a significant number of similar enquires. The publication of the Manual solved these issues, both for Municipality and its companies.</p> <p>Beneficiaries dimension (what kind of added-value the initiative / tool brings for the Target Group members?):</p> <ul style="list-style-type: none"> ● Economic effects for supported micro-companies, in particular as a result of maintaining their income on a steady level ● Improvement of entrepreneurs awareness of public funding opportunities ● Maintenance of communication between companies and their customers during COVID19