

Idea: “Drohobych buys at home” Local business support

Number in the database: 146

Area number: 4

General information (only if existing or planned)

Country name:	Ukraine	
Region:	Lviv	
City :	Drohobych	
Public organisation responsible	In national language	Дрогобицька Міська Рада
	In English	Drohobych City Council
Department (if any)	n/a	
Address:	Rynok sq,1, Drohobych, Ukraine, 82100	
www:	https://drohobych-rada.gov.ua/	
Public organisation representative:	-	

Idea description

Title:	“Drohobych buys at home” Local business support
Idea objective	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.
Sharing process (max 1000 characters)	<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 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. 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 “#Дрогобичкупеєвдома” (#Drohobych buys at home).</p> <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. Information from entrepreneurs is posted on the Internet portal of Drohobych City Council in the special section “#Дрогобичкупеєвдома” (Drohobych buys at home). The City Council also promotes certain offers and other events held by the business.</p>
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"> ○ 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 (if applicable)	Internal procedures regarding the rules of publications on the portal of the city council (mostly IT security).
Costs for public institutions (if applicable)	Types (categories) of costs to be covered: <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
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"> 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>Beneficiaries dimension (what kind of added-value the initiative / tool brings for the Target Group members?):</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