

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

Number in the database: 148

Area number: 20

General information (only if existing or planned)

Country name:	Ukraine	
Region:	The Carpathian region of Ukraine	
City :	Lviv	
Public organisation responsible	In national language	Асоціація органів місцевого самоврядування «Єврорегіон КарпатиУкраїна»
	In English	Association of local governments "Carpathian Euroregion Ukraine" (Lviv, Zakarpattia, Ivano-Frankivsk, and Chernivtsi)
Department (if any)	-	
Address:	вул. Винниченка, 12 м. Львів, 79008 м. Ужгород, пл. Народна, 4, к. 518, 88008	
www:	https://ekarpaty.com/ https://www.facebook.com/madeinkarpaty.shop	
Public organisation representative:	-	

Idea description

Title:	Project Made in Karpaty: Support small business mountainous regions in countering the effects of the pandemic COVID-19.
Idea objective	<ul style="list-style-type: none"> • Support for initiatives of local Carpathian communities aimed at solving the problems of development of mountain areas. • 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. • Stimulating the development of small business and supporting local producers in the mountainous areas of the Ukrainian Carpathians. • Consolidation of local Carpathian producers of authentic products on one site. • 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.
Sharing process (max 1000 characters)	<p>To test the tools to support local producers, a social media was first created, since the costs are close to none (https://www.facebook.com/madeinkarpaty.shop/). After the creation of the page, a presentation of the platform was held for local producers in each region that joined the project. Then, search for local producers in the Carpathian region and filling the platform has been done. Afterwards, 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. 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 includes among others:</p>

	<ul style="list-style-type: none"> • Arrangement of 4 coordination centres of the cluster in the regions • 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.) • Microgrant competitions for (1) training and consulting support for business entities; (2) obtaining equipment for use on preferential terms
<p>Restrictions/rules (law, skills, time, other)</p>	<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"> ○ Ability to communicate with companies and others stakeholders in area of small business
<p>Procedures (if applicable)</p>	<ul style="list-style-type: none"> • Template of the necessary documents • Internal procedures related to agreements and public procedures
<p>Costs for public institutions (if applicable)</p>	<p>Types (categories) of costs to be covered: Necessary funding from state and local budgets, as well as attracting grant funding. The amount of funding depends on the scale of the activities and the duration of the action.</p>
<p>Expected result (if possible)</p>	<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"> • Development of institutional capacity of the Association of local governments "Carpathian Euroregion Ukraine" • Improving cooperation between local governments in the field of small business support <p>Beneficiaries dimension (what kind of added-value the initiative / tool brings for the Target Group members?):</p> <ul style="list-style-type: none"> • increasing the business activity of small businesses; • increase of incomes of local budgets of mountain regions; • creation of new jobs in traditional for the region of the Ukrainian Carpathians types of economic activity; • increasing the level of efficiency of financial and economic activities of enterprises; • formation of a competitive environment in local markets for the supply of goods from local producers; • slowing down labour migration.