

Idea: Small producers fair

Number in the database: 167

Area number: 20

General information (only if existing or planned)

Country name:	Republic of Moldova	
Region:	North Development Region	
City :	Drochia	
Public organisation responsible	In national language	Primăria or. Drochia
	In English	City Hall of Drochia
Department (if any)	-	
Address:	Independentei av., no. 15-a, MD – 5202, Drochia city, Republic of Moldova	
www:	https://primariadrochia.md/ https://www.facebook.com/PrimariaDrochia/posts/1551649585032891	
Public organisation representative:	The case has been prepared with the significant support of Elena Parasca (main specialist, Drochia City Hall).	

Idea description

Title:	Small producers fair
Idea objective	Supporting local producers during the pandemic and facilitating the direct relationship between producer and consumer.
Sharing process (max 1000 characters)	<p>Step 1. Tatiana Melnic, the director of SRL MELTAN submitted a request to the mayor of Drochia to organize an open-air fair to provide a sales platform for small producers in the city and Drochia district during the pandemic.</p> <p>Step 2. Following the discussions and consultations inside the mayor's office, the Mayor's Disposition was issued - no. 2 of 18.02.2021 regarding the permission to organize and conduct the fair on 20 - 21.02.2021 (8.00-17.00) on the pedestrian street in the Drochia city.</p> <p>Step 3. Tatiana Melnic (the person who came up with the initiative) was appointed as responsible person of the event. The Police Sector no. 1 of Police Inspectorate Drochia was informed in order to ensure the public order during the event. City Hall Drochia was responsible for promoting the event through various channels (TV, online, etc.). City Hall Drochia provided the public space and the necessary infrastructure on the pedestrian street for the organization of the fair, and each entrepreneur arranged his own place (tables, stands, products, etc.).</p> <p>Step 4. On February 20 and 21, 2021, the fair of small producers was organized with the participation of 22 producers from Drochia district, but also from Hincesti, Riscani, Straseni, Chisinau. The event took place on the pedestrian street in Drochia.</p>
Restrictions/rules (law, skills, time, other)	Technical infrastructure: <ul style="list-style-type: none"> • Offices:

	<ul style="list-style-type: none"> ○ Basic office infrastructure of LPA ● Technology: <ul style="list-style-type: none"> ○ Basic ICT infrastructure (telephone, printer, e-mail, computer, internet connection) <p><i>* infrastructure of public spaces (open spaces, access roads for buyers, sellers, electricity, etc.)</i></p> <p>Knowledge:</p> <ul style="list-style-type: none"> ● Competencies of members of implementing team: <ul style="list-style-type: none"> ○ Effective communication with economic agents ○ Operativity in decision making ○ Efficiency in organizing public events ○ Skills for promoting events of public interest
<p>Procedures (if applicable)</p>	<ul style="list-style-type: none"> ● Procedures for approving and executing local acts ● Procedures for organizing public events in open spaces ● Procedures for promoting public events
<p>Costs for public institutions (if applicable)</p>	<p>No special costs were recorded</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"> ● Promoting the image of the City Hall as a partner of the small producers event ● Establishing dialogue with the local business sector in order to identify solutions in times of crisis <p>Beneficiaries dimension (what kind of added-value the initiative / tool brings for the Target Group members?):</p> <ul style="list-style-type: none"> ● Selling goods during the pandemic ● Accumulation of income and promotion of business at the regional level