

**CREATION OF CENTRE FOR ENTREPRENEURSHIP
AND INNOVATIONS PROMOTION AND SUPPORT**
Mayors for Economic Growth (M4EG) Pioneer Project



PROJECT FACTSHEET

The project in a nutshell

Timeframe: 2018-2021

Budget: EUR 461,478 (EU contribution - EUR 414,869)

Partners: Glubokoye District Executive Committee, Glubokoye District Council of Deputies, the Centre for Contributions to the Socio-Economic Development of the Latvian-Lithuanian-Belarusian 'Lake District' Territories, the Vitebsk State University named after P. M. Masherov

Geographic coverage: Glubokoye district, Vitebsk region, Belarus

Target groups: Social groups with low comparative and competitive advantages on the labour market, SME sector, households, local entrepreneurs (including social and innovative entrepreneurs), the community at large

CONTEXT



Founded on 15 January 1940 and covering an area of around 1,800 km², Glubokoye district is one of the most industrialized districts of Belarus's north-western Vitebsk region. The district centre is the town of Glubokoye, which lies 176 km from the capital, Minsk, and 187 km from the regional centre, Vitebsk.

With 37,300 inhabitants (1 January 2017), Glubokoye is the most populous district of the Vitebsk region. Its economy predominantly rests upon the industrial and agricultural sectors, and investments tend to be concentrated in food production (dairy and meat products) and services (tourist activities).

PROJECT GOAL AND OBJECTIVES

The Project's main goal is to facilitate the Glubokoye district's socio-economic development via the creation of hard and soft infrastructure for the improvement of the business environment, supporting human capital development, and promoting innovative SMEs. The Project's **objectives** are:

- 1) Legal, advisory, informational and media support and the promotion of local SME initiatives in the Glubokoye district;
- 2) The development of essential entrepreneurial skills and legal and economic knowledge within the target groups;
- 3) The stimulation of self-employment and the creation of new jobs.

PROJECT ACTIONS

In order to ensure sustainable economic growth and to improve the quality of people's lives in the Glubokoye district, the coordination of state, private and public actions is needed with the goal of creating the necessary infrastructure for the development of entrepreneurship and supporting innovation at the regional and local levels.

The Project's actions aim to enable the Glubokoye district's local authorities to become active facilitators of economic growth; to improve the general standard of living by encouraging entrepreneurship and innovative

activities through public-private dialogues; and to increase collaboration between the local community and municipal, academic and research institutions as well as civil society actors.

The Project's actions include:

1. Establishing and equipping a **Centre for Entrepreneurship and Innovations Promotion and Support (CEIPS)** in the Glubokoye district. This Centre will incorporate *3 core structural units*:



A **Start-up Support** office (legal, informational, media and advisory support);

A **SME Business Promotion Service** office (marketing and promoting the products and services of local businesses to regional, national and international markets);

A **Business, Entrepreneurship and Innovations** school (educational support).

2. A *CEIPS online portal* will also be developed that will include different service platforms: educational, advisory, business promotion, etc. This portal will promote and market the products and services of the target groups in order to develop social and innovative entrepreneurship, handicrafts, and activities in the field of agro-ecotourism.

ESTIMATED RESULTS

- At least **300** students will be trained by the Business, Entrepreneurship and Innovations School (100 students directly, 200 - through a distance-learning platform);
- **10** start-ups will be launched with the support of the CEIPS;
- **400** new jobs will be created in the district.

In terms of outcomes, the Project will foster additional employment opportunities in the Glubokoye district, will advise on the establishment of start-ups and doing business in general, and will provide educational services. Encouraging and supporting entrepreneurship will intensify the local population's social and economic development, mitigate the problem of unemployment, and facilitate the access to financing of local businesses.

The pioneer project "Creation of Centre for Entrepreneurship and Innovations Promotion and Support" is being implemented in Belarus as part of the Mayors for Economic Growth (M4EG) Initiative. The M4EG Initiative began to operate in January 2017 within the Eastern Partnership framework. Its overall goal is to help mayors and municipalities in Eastern Partnership countries to become active facilitators for economic growth and job creation at local levels. For more information, please visit www.m4eg.eu.



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