

**YOUTH-DRIVEN ORGANIC BUSINESS CLUSTER
IN BARANIVKA AMALGAMATED COMMUNITY, UKRAINE**
Mayors for Economic Growth (M4EG) Pioneer Project



PROJECT FACTSHEET

The project in a nutshell

Timeframe: 2018-2020

Budget: EUR 1,015,000 (EU contribution - EUR 795,754)

Partners: Baranivka amalgamated territorial community, the Civil Society Institute (Kyiv)

Geographic coverage: Baranivka amalgamated territorial community, Zhytomyr region, Ukraine

Target groups: Local authorities, school students / young people in the community, local entrepreneurs, individual farmers, consumers of organic products in Ukraine and abroad, potential investors, community members, young women, internally displaced persons and other vulnerable people

CONTEXT



The village of Baranivka was founded in 1565 in the Grand Duchy of Lithuania. In December 2016, the newly established amalgamated community of Baranivka held its first local elections. The community consists of 34 settlements with 24,100 inhabitants. Its community development strategy was prepared with the support of the Civil Society Institute and was approved by the council of Baranivka community in December 2016. The strategy calls for Baranivka's development as an area of great natural beauty with active citizens, innovation and organic production. The community's largest companies are the "Baranivska Timber Forestry Enterprise" and "Organic Milk", producing certified organic dairy products.

PROJECT GOAL AND OBJECTIVES

The Project's main goal is to encourage local businesses, NGOs and communities in the amalgamated community of Baranivka to create a cluster network for sustainable economic growth. The Project has set itself the following **objectives:**

- 1) To develop hard infrastructure in the community;
- 2) To establish an Organic Business Trade and Training Centre as a cluster facilitator and vehicle for management, marketing and trade, and to set up cooperatives (dairy, fisheries, etc.);
- 3) To engage with young people in Baranivka by establishing a **Youth Business Incubator** and developing school/high school curricula and technical coworkings (wood processing, sewing);
- 4) To update the Local Economic Development Plan and facilitate the implementation of Baranivka's Community Development Strategy.

PROJECT ACTIONS

An **Organic Business Trade and Training Centre** will be built, and a mini-cheese dairy and refrigeration equipment will increase the capacity of the local dairy and berry fruit cooperatives, respectively. All local cooperatives will have their own branded points of sale, which will bring additional income to the local budget.

The **Organic Business Training Centre** will advise young people and local inhabitants on how to set up and develop small organic businesses. The recently established **Agency for Organic Community Development** will encourage local authorities, businesses and young people to work together and to establish ecological and cluster networks



for Baranivka's sustainable economic growth. The local council will allocate funds from the local budget to support local cooperatives. A fisheries (in the village of Smoldyryv), a dairy (Rogachiv) and a berry fruit (Poliana) co-operative will be set up to promote organic entrepreneurship.

The Project will develop a new **entrepreneurship-oriented craft curriculum** and **technical coworkings** in order to harness the local school as a driver of community development. Baranivka's students will be given the chance to develop their skills and launch their start-ups, local schoolchildren will also benefit from a "young entrepreneurs" course.

The Project's actions include:

1. An *organic dairy farm* for the "Galeks-Agro" company and an *organic mini-cheese dairy* for the "Milka" co-operative will be set up in the village of Rogachiv;
2. The community will be equipped with a **solid waste management system** in order to ensure local land and forests are suitably clean for the organic production of berries, milk, cheese, etc.
3. The "Galeks-Agro" company (one of the Project's partners) will build a new 600-cow organic dairy farm. The farm will employ 30 people, and is expected to produce 10 tons of milk per day;
4. An organic mini-cheese dairy will be built for the newly created "Milka" cooperative. It will buy its milk from local households and will thus increase the price of milk.

ESTIMATED RESULTS

- At least **50** people per year will be employed with the support of the Organic Community Development Agency;
- At least **5-7%** of participants of the Technical Coworkings and Youth Entrepreneurship Course will become entrepreneurs, and further **15%** will have the skills to become professional workers in the technical field;
- Baranivka's Business Incubator will become a real business information centre for over **12,000** young people;
- Young people will set up at least **10** businesses in the field of organic production;
- Around **50** young people per year will take part in distance education in the organic business;
- At least **80%** of households and **90%** of local enterprises throughout the community will benefit from the new solid waste management system;
- A new **Entrepreneurship-oriented school curriculum** will be introduced throughout the country with the support of the Ministry of Education and Science of Ukraine.

In terms of outcomes, the Project will attract new investment and will support local start-ups in the organic agricultural sector. New job opportunities in the private and public sectors will emerge as a result of youth initiatives. Other amalgamated communities in Ukraine will follow the *Baranivka model* and will visit the community during organic study tours.

The pioneer project "Youth-Driven Organic Business Cluster in Baranivka Amalgamated Community" is being implemented in Ukraine 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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