

# COOPERATION FOR INCREASING THE COMPETITIVENESS IN AGRICULTURAL SECTOR AND DIVERSIFICATION OF THE STRUCTURE OF LOCAL ECONOMY IN DOLYNA SUB-REGION

*Mayors for Economic Growth (M4EG) Pioneer Project*



## PROJECT FACTSHEET

### The project in a nutshell

**Timeframe:** 2018-2021

**Budget:** EUR 628,855 (EU contribution - EUR 520,605)

**Partners:** Dolyna City Council, the 'Dolyna-Invest' municipal enterprise

**Geographic coverage:** Dolyna district and other neighbouring communities (Ivano-Frankivsk region, Ukraine)

**Target groups:** Local authorities, representatives of local SMEs and entrepreneurs in the agricultural sector, the residents of Dolyna district and other neighbouring communities

## CONTEXT



Dolyna is one of the largest districts in Ukraine's Ivano-Frankivsk (Prykarpattia) region. Most of the district's local economy (67%) is concentrated in the oil and gas sector. The population of the Dolyna district is around 70,000 people, of whom 45,000 (64.3%) live in rural areas. Most of the rural population works in agriculture. Dolyna has the potential to become a successful tourism and health centre in the Prykarpattia region and in the Ukraine as a whole. The city has several promising projects and a strong desire to implement them.

Notable among these is a project for the development of balneological (SPA) tourism in the city of Dolyna thanks to the therapeutic properties of sea barley from the 'Barbara' deposit.

## PROJECT GOAL AND OBJECTIVES

The Project's main goal is to improve the capacity of local systems for economic development and to increase the competitiveness of agricultural SMEs in the Dolyna area. The Project will aim to achieve the following **objectives**:

- 1) To create a local network of motivated and skilled representatives of agricultural SMEs as a basis for the establishment of a cooperative platform in the district;
- 2) To introduce a scientific and systematic approach to pilot agricultural projects in the district, and to modernize basic cooperative technological processes and infrastructure;
- 3) To develop and implement marketing instruments in order to increase sales of local agricultural products, ensuring their access to external markets.

## PROJECT ACTIONS



The Project involves the establishment of a network of motivated and skilled local entrepreneurs (SMEs) that will represent different pilot sectors of agricultural production. A series of information meetings with entrepreneurs will be organized to identify the most motivated and potentially capable local producers in the pilot production sectors of ***beekeeping and growing berries***.

A *services cooperative* will be established as a driver for horizontal co-operation between SMEs in these pilot agricultural production sectors. A central infrastructural '**Agro-Park**' will also be set up with the guidance of the services cooperative; it will include facilities such as production lines, machines and equipment for the use of the cooperative's members.

In order to promote local agricultural production on the regional market, a ***Dolyna Organic Festival*** will be held annually, at which all the area's agricultural SMEs will be able to sell their products. A ***Dolyna Honey Festival*** will also be held in order to share experience and best practices in the field of beekeeping.

### The Project's actions also include:

1. A fully equipped information and advisory centre will be established for the newly created network of local SMEs;
2. A platform of local agricultural producers will be set up to provide training programmes, workshops, study visits, etc.;
3. Two series of training programmes for rural inhabitants and agricultural business representatives will be conducted on management, accountancy, basic aspects of cooperation and modern technologies;
4. A special *local marketing strategy* will be developed to promote the area's agricultural production on national and international markets;
5. No less than 3 study tours per year will be organized in order to share knowledge and experience with other successful cooperatives and foster a horizontal dialogue with local producers from other regions of Ukraine.

## ESTIMATED RESULTS

The total annual volume of agricultural production in the Dolyna district will be **30%** higher than previous years. The Project will improve the quality of life in the Dolyna area, will ensure local economic development and create new jobs in the agricultural and related sectors. The Dolyna district can become a successful example of how to increase the pace of business development in agriculture through a cooperative approach.

The pioneer project "Cooperation for Increasing the Competitiveness in Agricultural Sector and Diversification of the Structure of Local Economy in Dolyna Sub-region" 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](http://www.m4eg.eu).



**This project is funded by the European Union**

This publication was prepared within the framework of the Mayors for Economic Growth (M4EG) Project. Its contents are the sole responsibility of its author(s), and do not necessarily reflect the views of the European Union.