

Welcome to the twenty-second issue of the newsletter published by our Project!

The result of the efforts of Ukrainian partners of the Community Economic Development Project is creation of social enterprises aimed to enhance the development of local communities. We present one such newly opened enterprise started in the framework of the CED Project: "COREGROUP" LTD social enterprise (Pustomyty, Lviv Oblast).

The Idea of the Social Enterprise

"Ptakh" Youth Center (town of Pustomyty, Lviv Oblast), which is a partner of the Community Economic Development Project, established a social enterprise called "COREGROUP" LTD. Before the enterprise was created, the leaders of "Ptakh" Youth Center participated in various trainings delivered by the CED Project and in internships which allowed them to learn about successful examples of the development of social enterprises in Canada, Poland and Slovakia. The opportunity to participate in training programs and to learn about successful examples of social enterprises stimulated the creation of such organizations in Ukraine.

The goal of the "COREGROUP" LTD is to raise the quality of services provided for the community; to develop techniques and approaches to address local issues; to guarantee sustainable and independent financing for further implementation of social projects in the community; and to create new methods to tackle social problems. As Ihor Nazar, Head of "Ptakh" YC says, this is the first social enterprise in Pustomyty to create possibilities of financing social projects in the community. It will also be a good start for the organization to reach a sustainable level, as the profits received from the social enterprise operation will be invested in the development of the community. In addition to that, the social enterprise lays new foundations and principles of cooperation between non-governmental organizations, local authorities and business, and adds to the role of socially responsible business which intensifies the community economic development processes.



*COREGROUP Sales Wagon.
The town of Pustomyty.
November, 2007*

The "COREGROUP" LTD social enterprise consists of a mobile wagon to sell ice cream, pastries, popcorn, tea and coffee to local citizens in the town of Pustomyty. It's important that the enterprise is managed by a director who is accountable to the Board of "Ptakh" YC.

At this time, the social enterprise has been officially registered and received the required finances to start operation. In addition to that, "Ptakh" YC members have enthusiastically participated in the activities of the social

enterprise. They thoroughly studied the market in relation to the products that would be sold, assessed the competition and analyzed price policies and sales opportunities. The management of the enterprise is totally accountable to the "Ptakh" YC.

The money received from the sale of the enterprise's products will be used by "Ptakh" YC to address key community issues with the primary focus on supporting to ecological and social initiatives.

The Third Delivery of the Community Economic Development Courses is Completed

In September – November 2007, the Community Economic Development Project carried out the third delivery of CED courses. The trainings were conducted in Lviv, Cherkasy and Zakarpattya Oblasts in three two-day modules. The participants were selected from among the initiative groups in those communities which could generate certain business ideas feasible for implementation as social enterprises.

The goal of the trainings was to support the development of the economy of communities and in particular to enhance the creation of social enterprises accountable to them. The trainings also aimed to assist community representatives in writing their business plans and to encourage the process of implementation of these business ideas. The participants did marketing research in their communities, which is an essential component for business plan development. Some of the business ideas included tourism development, an investment and consulting center, fitness services, a veterinary medicine shop, and recycling of woodwork waste products. As a result of the trainings there were 27 business plans presented for consideration. On 20 November the Strategic Advisory Group met in Lviv to discuss and rate the most successful business plans presented by the communities.



*A business plan seminar.
Cherkasy, November, 2007.*

The newsletter is issued within the Community Economic Development Project (January 2004 – December 2007), a Ukrainian-Canadian initiative managed by the Canadian Bureau for International Education and funded by the Canadian International Development Agency.

You can find further information about activities, publications, and other materials of the Project on our web-site at www.ced.org.ua. This web-site contains links to other organizations working in the CED area, presents information about the Project's partners, describes activities of partner communities within the Project, provides materials for CED academic courses and seminars. There are a number of exciting photos – you are most welcome to visit our web-site!!!

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