

Informative note

on the project: „Creative – Innovative Center “PRO Cariera” of the city Otaci, district Ocnita”

The applicant: City Hall of Otaci.

Priority 2: „Supporting the development of the private sector, in particular in rural regions”,

I. General project data

The overall objective of the project: Reducing the phenomenon of marginalization and social exclusion in the city Otaci and 3 rural-bounding localities through the services of guidance, training and vocational integration for young people aged 15-25 years that are in situation of difficulty and risk of marginalization.

1. Within the project it is expected to perform the following major activities:

- Launch of the project in the media
- Rehabilitation, adaptation of premises and equipment intended for the implementation of the project
- Elaboration of promotional materials and information
- Recruitment and selection of the target group
- Basic training in business creation and development
- Specialized training in setting up and developing innovative businesses: rural tourism, manufacturing and marketing of handicrafts, Catering, Fitness
- Training in computer use
- Simulation work-shops of 2 innovative business
- Training of trainers in the field of entrepreneurship
- Vocational guidance and counseling
- Mediation and placement on the labor market
- Consultancy in opening/development of the firm
- Establishment of ASAT (Supporting Association of Entrepreneurship for Young people at regional level)

2. Partner (partners):

1. City Hall of the village Calarasovca,
2. City Hall of the village Volcinet,
3. City Hall of the village Codreni

3. The location of the project: The North Region, city Otaci, district Ocnita.

4. The total amount of the project: – 22,222,872.00 MDL, **amount requested from NFRD** – 22,222,872.00 MDL, what constitutes 100% of the total cost of the project.

5. Duration of project implementation: 12 months.

II. Conceptual note

Explanation

Investing in favor of young people is one of the most judicious decisions in the long run, that may adopt the leaders, Governments or communities-here's an idea that, to become feasible, shall be applied on a large scale, so and in Moldova.

City Otaci and bounding localities is located in the border area, which contributes directly to the economic development of the area, however, this opportunity is not seized of the geographical reason of insufficient knowledge in modern entrepreneurial behavior in particular of young people, who through their own business can generate local development and opportunities for development in the region.

Potential beneficiaries of the project/target group

Target-groups are: Young people of the city Otaci, district Ocnita and 3 bounding localities

Final beneficiaries of the project are:

1. 100 young people trained in the field of management and business development.
2. 300 young people in social difficulty oriented and advised professionally on project duration.
3. 20 young people employed that will be added to the salary of 500 lei monthly over a period of 3 months of employment.

Project products.

1. A Creative - Innovative Center well equipped, with spaces for training in the non-farm business and professional advice to youth.
2. Association of support of entrepreneurship for young people at regional level created.
3. 2 workshops of a business simulation
5. 8 training courses in professional matters and non formal education
6. 100 young people trained in the field of management and business development
7. 20 young people placed in employment
8. 300 young advised and professional mediated
9. 15 young people trained as trainers in the field of entrepreneurship
10. A minimum of 50 hours of consulting in entrepreneurship
11. Promotional materials: 1 banner, 50 color posters, 1000 folding presentation.

Results of the project

1. Personal development and significant improvement of general skills of the target group.
2. Developing and improving the ability to search a job of the target group
3. Improving capacities to access sources of information on the labour market.
4. Developing theoretical knowledge and practical skills in entrepreneurship by the target group.

Multiple effects

Achieving the **Creative- Innovative Center "PRO Cariera"** will lead to the creation of a chain reactions to improve local economic activities, initiating the Center and functions that will be met by representing the first "link" to this chain. These are prerequisites for expanding the activities of economic agents and attracting new investment in the region. Will be felt the effect on the labour market through the creation of new jobs. These effects will drive slowly, but surely, increasing living standards of young people.

As a result of the action will be decreased the unemployment rate, will open new non-agricultural business, will increase confidence in own forces of young people.

Partnerships will be created with the University of Balti for the implementation of new projects of common interest.

Successful activity of the Centre will contribute to the development of the city Otaci as urban environment by creating new business and increasing economic sector.

III. Social and economic impact of the project

In the long term the Centre wishes to become an actual solution to the problems of integration of young people in small urban and rural environment and contribute to the economic development of the communities that inhabit the young involved in the program, generating local economic stability through the creation of small local businesses and jobs.

This will help stop the worrying growth in the number of young people involved in criminal activities, especially in theft and malpractice.

The benefits of youth shall be reduced to:

- To get information about setting up and managing a business;

- Understanding about how thinking and how successful entrepreneurs behave in different situations;
- Will learn to negotiate, to lead, to impose, to influence and control the results, to understand the reasons why some companies have success including during the crisis, to handle situations, to work in a team;
- Will recognize the strong points and they will identify the ones that need to be improved;