

From the People of Japan



Government of Ukraine



Rapid Response to Social and Economic Issues of Internally Displaced Persons in Ukraine

Project Progress Report

18 December 2015

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Component 1: Planning, management and coordination of the response to IDP issues at the national and sub-national levels

Sub-component 1.1. To ensure effective response to social and economic problems of IDPs



- **8 kick-off round-table presentations** conducted in all target regions
- **1 National Capacity Building Event** was held in Kyiv, more than 50 representatives from National and Regional authorities participated.
- **8 regional** coordination capacity building meeting in all Project target regions conducted.

Status: in progress (40%)

Sub-component 1.2. To build the capacity of key governmental structures dealing with IDPs issues



- **Guidelines to draft strategies** to address IDPs issues has been developed
- **Strategic planning process** with two pilot oblasts have been launched (in Kyiv and Luhansk).
- Recommendations regarding improving legislation on IDPs developed (amendments to **4 Laws** of Ukraine and to **4 Bylaws**)

Status: in progress (60%)

Sub-component 1.3. To ensure proper planning, programming and management of response on IDPs needs



- **Needs** of the regional and national authorities have been assessed
- **Concept of Analytical Bulletin** on IDP issues was elaborated and presented at the working meeting with MSP
- **1 strategic session** on improving state policy on informing IDPs has been held in Kyiv

Status: in progress (25%)

Component 2: Improving livelihoods of internally displaced persons in relocated and home places

Sub-component 2.1. To support various income generation programmes to ensure that IDPs have means for living



41 contracts for **co-financing creation of new jobs** with a total amount of USD 1,170,747.67:

- 17 contracts with CSOs (USD 317,212.76) – 210 new jobs;
- 6 contracts with Public/Communal Organizations (USD 22,392.51) – 40 new jobs;
- 18 contracts with Private Companies (USD 831,142.40) – 419 new jobs.

Total – **669 new jobs**

Status: **in progress (60%)**

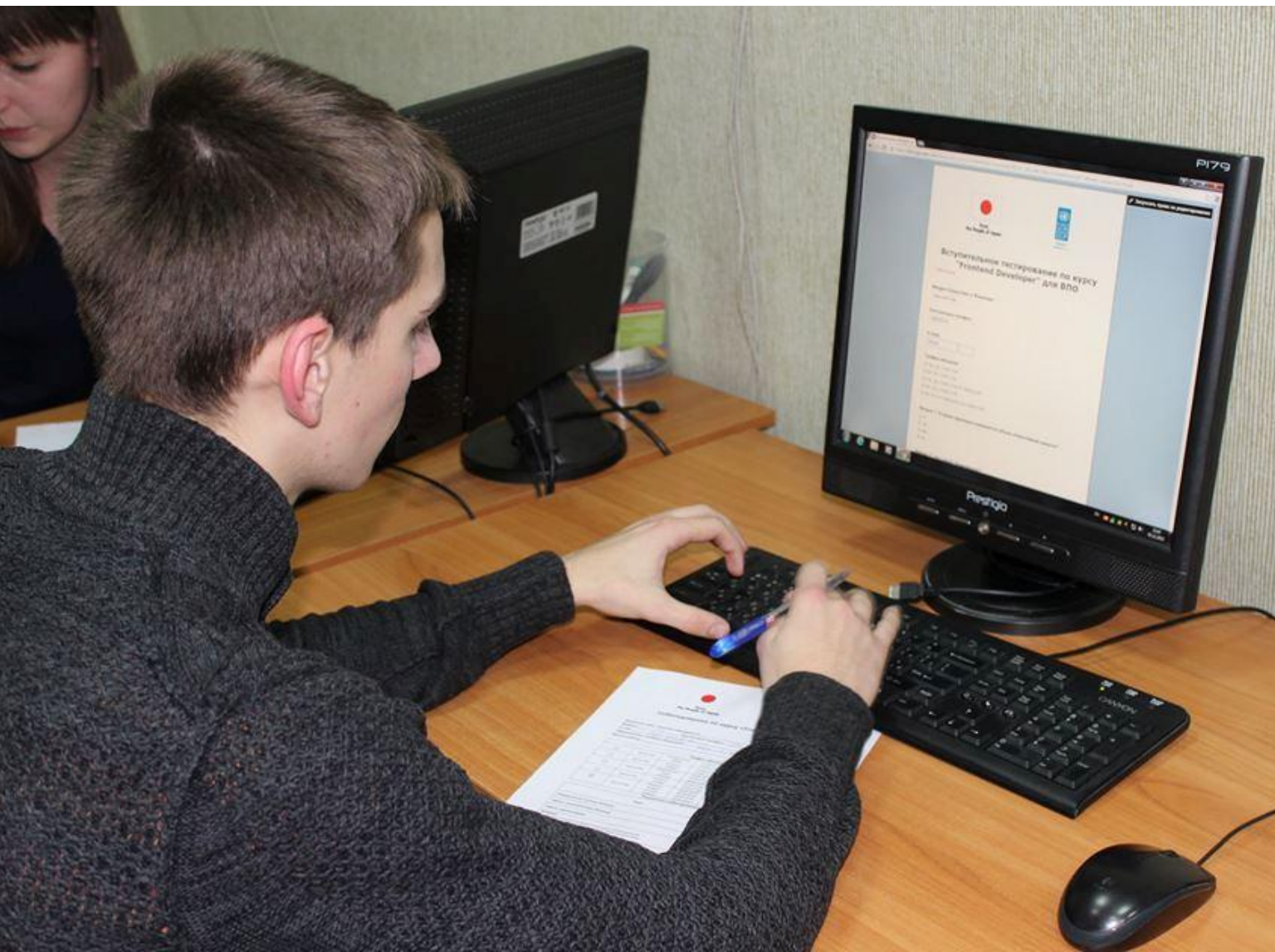
Sub-component 2.1. To support various income generation programmes to ensure that IDPs have means for living



- **Assessment of PES capacities** to provide employment services to IDPs conducted (trainings for PES specialists will start in December 2015)
- **Recommendations on providing employment services to IDPs** and training package for the staff member were developed

Status: **in progress (75%)**

Sub-component 2.1. To support various income generation programmes to ensure that IDPs have means for living



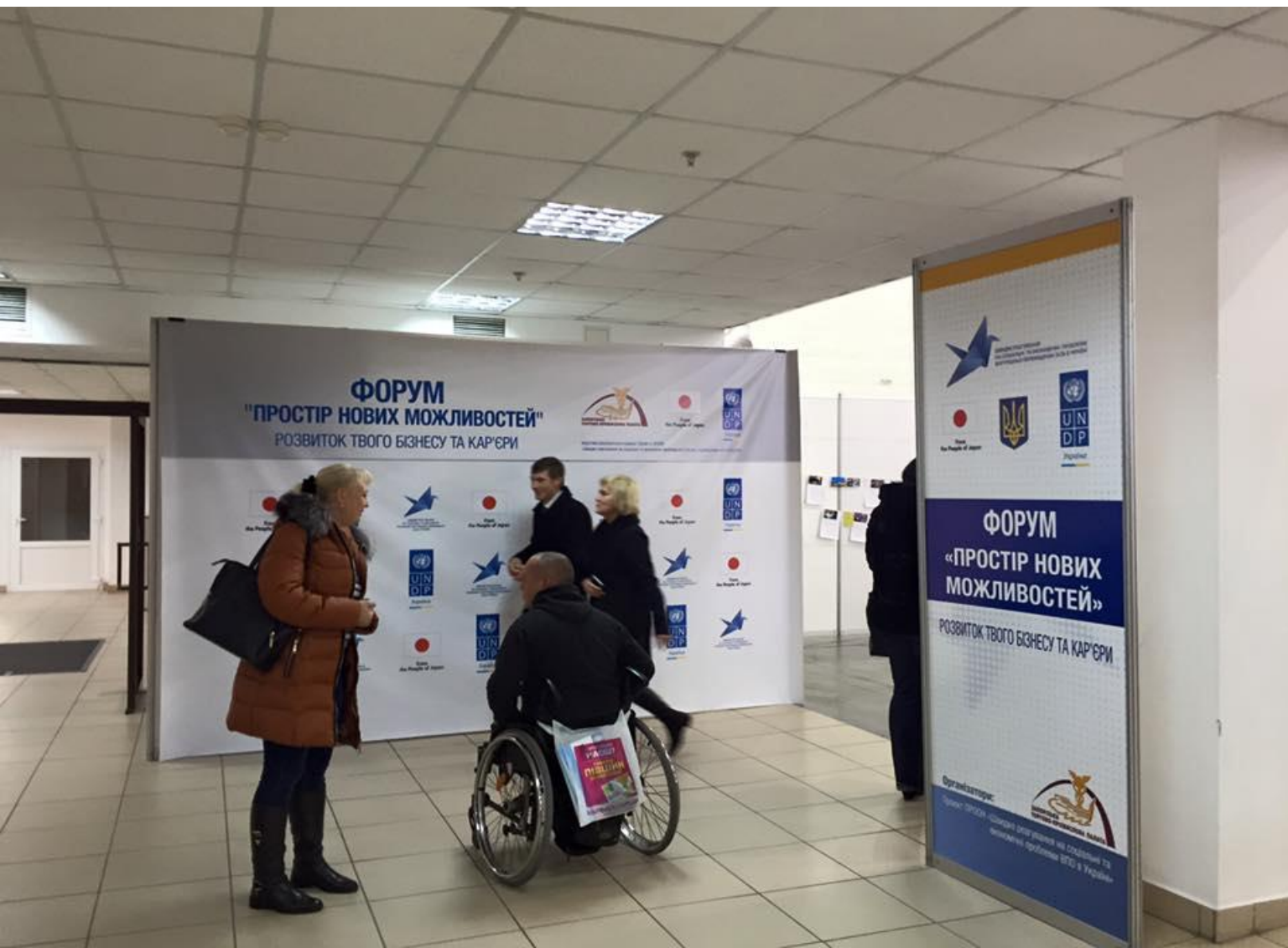
4-month IT-trainings 'Frontend developer'

- Odesa – 30 persons (launched 22 Nov)
- Poltava – 30 persons (launched 22 Nov)
- Dnipropetrovsk – 50 persons (launched 07 Dec)
- Kyiv – 50 persons (launched 14 Dec)
- Zaporizhia – 30 persons (signing contract)
- Kharkiv – 50 persons (signing contract)
- Online course – 160 persons (signing contract)

Total - **400 participants**

Status: **in progress (25%)**

Sub-component 2.1. To support various income generation programmes to ensure that IDPs have means for living



Business Forums and Job Fairs for IDPs

- Odesa – 125 participants
- Zaporizhia – 220 participants
- Pavlograd – 80 participants
- Nykopol – 110 participants
- Dneprodzerzhinsk – 106 participants
- Kryvyi Rig – 115 participants

Total - **756 participants**

Status: **completed 100%**

Sub-component 2.1. To support various income generation programmes to ensure that IDPs have means for living



- **48 five-day trainings** on improving business skills have been delivered in 12 cities in 8 target regions
- **1,268 persons** acquired new skills

Status: **completed 100 %**

Sub-component 2.1. To support various income generation programmes to ensure that IDPs have means for living

РИНОК ПОБУТОВИХ ПОСЛУГ



Передумови: чому існує платоспроможний попит?

На ринку побутових послуг переважно працюють мікро-бізнеси - 30 тис. суб'єктів господарювання, в яких задіяно приблизно 300 тис. працівників. Водночас ринок є досі неформований і активно розвивається, а обсяг ринку зростає (2008р. - 446 млн. грн., 2014 - 1858 млн. грн.).

Факторами, які стримують користування такими послугами є висока ціна (51%), незадовільна якість (18%), відсутність послуг (8%) у міській та (25%) у сільській місцевості, низький технічний рівень надавачів послуг (16%).

Опосередковано зростання ринку можна обґрунтувати падінням платоспроможності населення та відповідним зростанням попиту на ремонт, індивідуальні замовлення, тощо.

Ринкові тенденції: чому попит зростатиме?

Ринок побутових послуг залишається ненасиченим, особливо у малих містах та сільській місцевості. Відсутність часу та поступове призвичаєння споживачів до використання таких послуг призведе до розширення ринку (більша кількість потенційних клієнтів).

Через високу конкуренцію, бізнеси на ринку побутових послуг мають низьку рентабельність (5%-10%). Бізнес-моделі для ринку: диверсифікація – надання споріднених до якірних послуг, продаж супутніх товарів, поєднання послуг, створення комплексних пропозицій кількох послуг; спеціалізація – надання послуг найвищої якості у певному сегменті. Основний фактор зростання ринку - підвищення якості послуг.

Умови: що потрібно для входження?

Приміщення: з відповідним цільовим призначенням (для автосервісів), у зручному для клієнтів місці

Обладнання та інструменти: якісне обладнання, прилади та інструменти відповідно до типу діяльності

Кваліфіковані працівники: з необхідними навичками, сервісноорієнтовані



Ризики: на що звернути увагу?

Конкуренція з незареєстрованими підприємцями. Побутові послуги легко надавати на дому або нелегально, відповідно цей сегмент має значну кількість нелегальної підприємницької діяльності.

Дотримання рівня якості надання послуг. Без постійного дотримання високого рівня обслуговування та надання послуг існує високий ризик втрати клієнтської бази.

Відсутність партнерств. Побутові послуги вимагають постійної активної комунікації для заохочення нових клієнтів та інформаційних партнерів.

Пріоритетні регіони:

- Полтавська область
- Запорізька область
- Луганська область

- **10 potential market niches identified**
- **30 business models developed**
- Analytical report disseminated among conflict-affected population (**3,200+ downloads**)
- **Information campaign** to present the identified opportunities was provided in 8 target regions

Status: completed 100%

Sub-component 2.1. To support various income generation programmes to ensure that IDPs have means for living



- All waves of evaluation committees of **Small Grants for business start-up** completed (except third wave in Kyiv)

122 business plans supported with total amount of **USD 773,310.24**:

- Dnipropetrovsk - 26
- Kharkiv - 25
- Kyiv - 29
- Poltava - 15
- Odesa - 13
- Zaporizhia - 14

Total – **351 new jobs** created

- **Voucher program** to provide free of charge business consulting services to IDPs launched in all target regions

Status: **in progress (70%)**

Sub-component 2.2. To facilitate introduction of case management approaches, to respond to individual IDP needs



- Manual on **Case Management in work with IDPs** has been developed by UNDP and approved by the Ministry of Social Policy of Ukraine
- **8 trainings on case management** for 172 specialists were conducted
- **1 workshop** on implementation of case management conducted for 40 NGOs representatives
- **172 jobs** for case managers created in 8 target regions
- **1285 IDPs** benefited from a case management approach

Status: in progress (70%)

Sub-component 2.3. To promote the organization of free of charge stress counselling services to IDPs



- 13 trainings for **265 specialists** of public institutions (social workers, psychologist), on burnout prevention conducted.
- 5 trainings for **100 specialists** of boarding houses on trauma-focused techniques conducted.

Status: **completed 100%**

Sub-component 2.3. To promote the organization of free of charge stress counselling services to IDPs



In September 2015 UNDP allocated grants to **14 CSOs (USD 274,754.00)** that are providing psychological assistance to IDPs free of charge in 8 target regions.

The activities include provision of crisis psychological aid for IDPs in different forms like face-to-face consultation, on-line, hotline, mobile brigades.

3,614 IDPs benefited from psychological assistance

Status: in progress (65%)

Sub-component 2.3. To promote the organization of free of charge stress counselling services to IDPs



In September 2015 UNDP allocated grants to **16 CSOs (USD 278,706.60)** that are providing legal aid to IDPs free of charge in 8 target regions.

The activities include consultations on clarification of existing laws on IDPs rights and freedoms, assistance in obtaining necessary documents, advocating interests of IDPs before state authorities, etc.

6,870 IDPs benefited from legal aid

Status: in progress (65%)

Component 3: Promote integration of IDPs and social cohesion

Promote integration of IDPs and social cohesion



- UNDP in partnership with the Ministry of Information Policy of Ukraine are developing a **Concept of the National Information Policy** on Integrating IDPs.
- The two public consultations and the first strategic session were held in November-December.
- The subcontractor to produce social TV ads was contracted in October.

Status: in progress (25%)

Promote integration of IDPs and social cohesion



In September 2015 UNDP provided grants to **15 CSOs (USD 142,860.00)** to promote social cohesion among IDPs and host communities

Among the initiatives are:

- theater performances and workshops,
- dialogues,
- trainings for journalists,
- educational activities for youth,
- movie nights,
- cleaning of parks,
- etc.

5,235 persons took part in social cohesion events

Status: in progress (65%)

Promote integration of IDPs and social cohesion



1 ToT, 1 mid-term evaluation meeting and 8 workshops on strengthening social cohesion conducted

146 formal and informal leaders of IDPs and host communities have been trained on tolerance and peace-building

1 dialogue was held in Novohrodivka, Donetsk region

20 more dialogues to be held in December-February

20 community building public events are scheduled for December-February

Status: in progress (40%)

II. Lessons Learned

I. Entrepreneurship Promotion:

Business plan start-up period should be extended to 3 months at least

Applicants should present their business plans in person

To ensure sustainability of results business support infrastructure should be further developed