



# MSMEs Support Grants Lesson Learnt

28/03/2024

JERU (Joint Emergency Response in Ukraine) – Joint mission of Welthungerhilfe and Concern Worldwide

# Objective: Support self-employment, income generation, improved employment opportunities



- **Target Recipients Microbusiness Grants - MBGs:** Socio economic vulnerable Households
- **Target Recipients Small and Medium Enterprises - SMEs:** Enterprises (relocated, war affected etc.)

**Geographic Areas:** Khmelnytsky, Ternopil, Sumy, Poltava, Mykolaiv, Zaporizka, Kharkiv

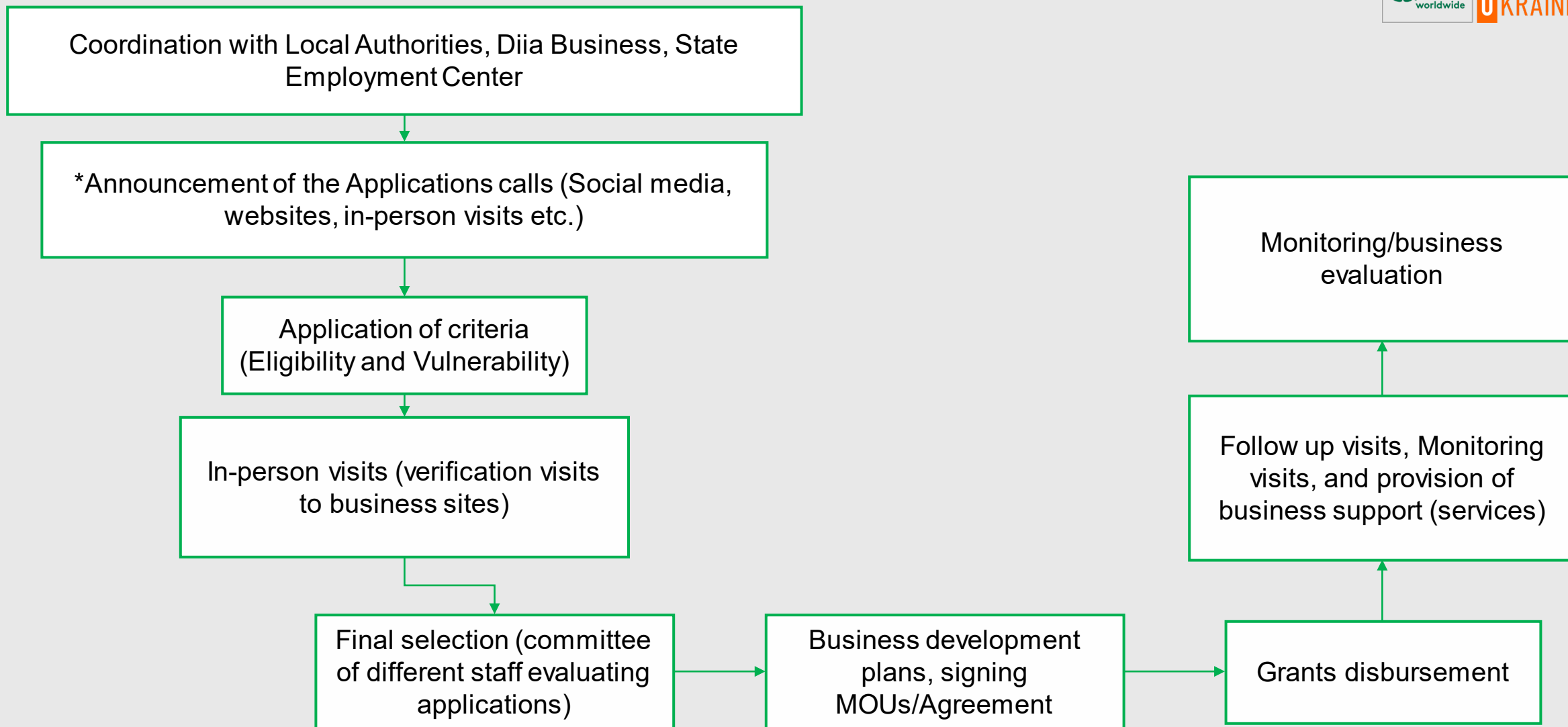
## Support:

1. Financial support : Grant value up to Approximately 1500 Euro (60,000 UAH), Approx 20,000 Euro (800,000 UAH)
2. Business support services : Access to business management learning opportunities (IEC material, training)
3. Job Matching services, Job fairs (networking employers, potential employees etc.)

## Selection Criteria:

- I. **Microbusiness Grants: Eligibility:** Existing Skill or experience in the field, Having existing business/assets that were destroyed/damaged, Being the skilled worker in the sector and have the client/relations in the field to provide the services/products  
**Vulnerability:** Single parents, Households with disabled members or members with chronic illness, Households with larger family size, Households with pregnant/lactating women members, Households with 3+ children
- II. **SMEs Grants: Eligibility:** Existing Skill or experience in the field, Having existing business/assets that were destroyed/damaged, SME working in sector which qualify the criteria of growth, aimed at supporting vulnerable, feasibility and registration.  
**Priority:** Women led, Environmentally friendly, generating more employment opportunities

## How was activity implemented ?



# What are the outputs/results?



## Microbusiness

- JERU received 248 applications out of which only 69 were accepted, i.e rejection rate of 80%.
- 77% grant recipients - Female
- 69 microbusiness grants disbursed @ 60,000 UAH
- 36% Food sector, 22% services (car maintenance etc.) 14% retail (sale purchase of basic goods)
- 54% grant recipients – IDPs, and 46% host/nondisplaced

## SMEs

- JERU received 72 applications out of which only 28 were accepted, i.e rejection rate of 61%.
- 29% grant recipients – Female , 71% male
- 28 SMEs grants disbursed @ 800,000 UAH
- 18% grant recipients – IDPs, and 82% host/nondisplaced
- On average 4 employees will be hired per SME.
- Grants used to purchase equipment's that are related to business expansion and restoration,

## What JERU have learned so far?



### OUTREACH AND ENGAGEMENT

- Tailoring the outreach strategies is necessary to suit the diverse needs and contexts of target beneficiaries (as per locations, rural/urban, sectors of activity).
  - Focusing the outreach activities and clearly delineating eligibility criteria and utilizing relevant information dissemination channels in specific, targeted locations is necessary to reduce rejection rates, and receive more relevant applications.
- Increasing face-to-face interactions and community outreach to build trust and ensure to convey the legitimacy of assistance
- Showcasing success stories, and its results is necessary for trust building and explanation of the assistance.
- It is important to utilize further formal, institutional forums such as chamber of commerce, business centers, Local authorities to reach/target SMEs, as announcements through social media channels are not the most appropriate for this type of assistance

## What JERU have learned so far?



### TARGETING

- Use simple, user-friendly application process and where possible provide individualized support to people with accessibility challenges.
- Establish cross sector referral mechanism (internal/external) , that could serve as channel for graduating participants from MPCA to Livelihoods assistance, and from Livelihoods assistance to other relevant services. Including those who don't qualify for Livelihoods.

## What JERU have learned so far?



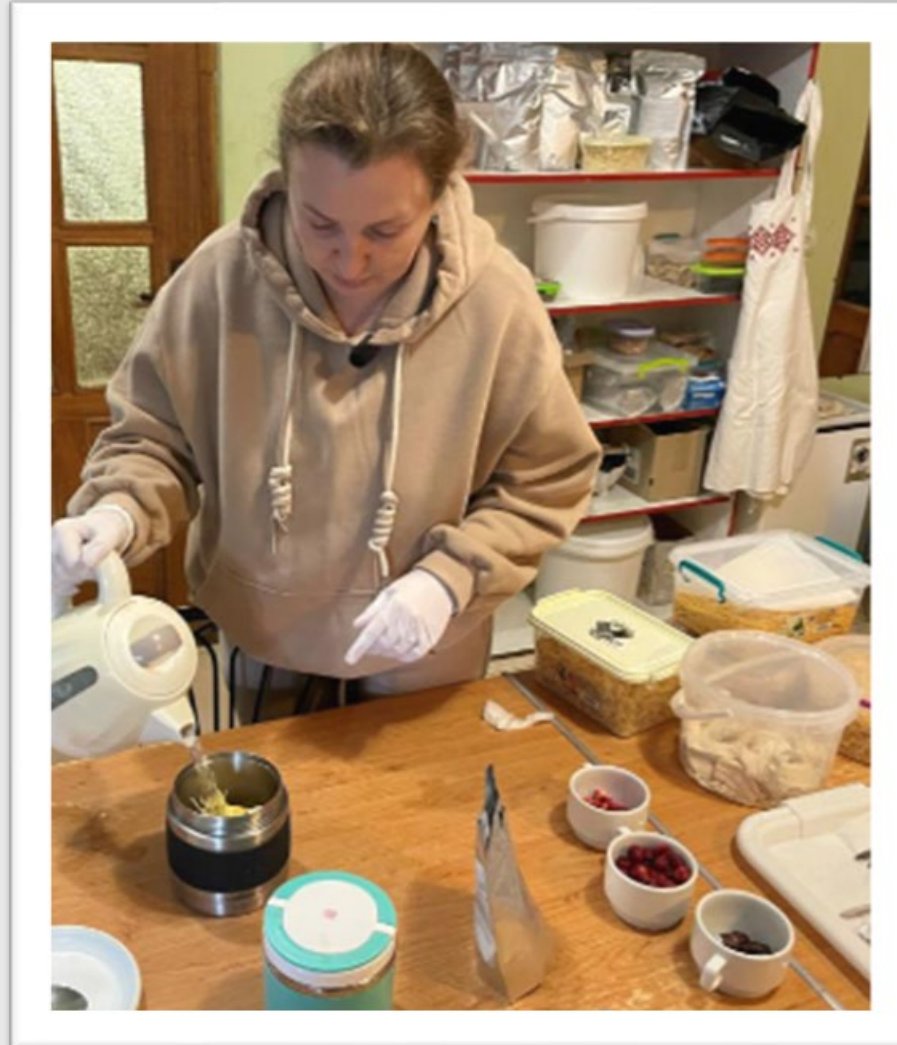
### OTHER POINTS

- Integrated approach needed: Strategically planning of livelihood activities implementation to maximize the impact, and sustainability of the assistance.
- Need to establish coordination mechanism at regional FSLC between the livelihoods actors to refer cases, harmonize the approach and minimize the negative impact (adhere to do no harm principles).

## Examples.



Yulia, (47 yo) displaced from Melitopol. Established showroom in a Mall in Ternopil.



Olena, (48 yo) displaced from Donetsk. Started freeze-dried food business in Ternopil.



QUESTIONS ?

