



USAID ECONOMIC RESILIENCE ACTIVITY (ERA)

implemented by DAI Global LLC



ACTIVITY AT-A-GLANCE

The USAID Economic Resilience Activity (ERA) is a six-year activity (2018-2024), aimed at improving the economy of eastern Ukraine in response to the armed conflict.

ERA's target geographic regions include the Ukrainian Government controlled areas of Donetsk and Luhansk Oblasts, and selected cities in the Azov Sea region (Berdiansk and Melitopol of Zaporizhzhia Oblast and Henichesk of Kherson Oblast).

ERA COMPONENTS

The USAID Economic Resilience Activity's work is centered on three pillars:

Inclusion

building the capabilities of vulnerable populations to capitalize on entrepreneurial and MSME economic opportunities.

Growth

helping micro, small, and medium businesses innovate, invest, and expand markets. ERA focuses on working with businesses in six target sectors, each of which has the potential to grow and create new economic opportunities for MSMEs. These sectors are: honey, vegetables, information technology, innovation for manufacturing, alternative energy, and tourism.

Transformation

working with coalitions and leaders to articulate a vision for the future and put in place a modern, diverse, and SME-friendly economy.

INCLUSION

USAID ERA specifically targets the inclusion of vulnerable populations by:

Training and mentoring that builds the skills of vulnerable populations to successfully participate in economic opportunities

Connecting the unemployed with internships, jobs, mentors

Training support and study tours for MSMEs that employ vulnerable people to expand their operations

Cooperation with NGOs that support vulnerable populations' engagement in the economy

INCLUSION TARGET AUDIENCE

Representatives of vulnerable populations, namely:

- 1) People with disabilities (PWD)
- 2) Single headed household women
- 3) Laid-off workers who lost their jobs since the conflict beginning in 2014
- 4) Youth from NGCAs enrolled to the educational institutions located at GCAs of target regions
- 5) Graduates (youth) of educational institutions located at GCAs, who lived at NGCA before study
- 6) Parents of families with many children (3+) and/or children with disabilities
- 7) GBV survivors
- 8) Other vulnerable categories: internally displaced persons (IDPs), returnees, ATO and JFO veterans, representatives of national minorities, etc.

Additionally, vulnerable representatives of self-employed persons and enterprises that were created by persons from vulnerable categories or provide support to vulnerable groups and representatives of MSMEs (officially registered according to Ukrainian legislation) and running a business in Donetsk, Luhansk oblasts and south of Zaporizhzhia oblast.

ERA Planned Training Events in December 2021

1) Online training course on “Instagram Brand” for self-employed persons and representatives of MSMEs

5 training modules,
20 training hours,
3 individual online consultations for each beneficiary.

- 3 most active participants as a result of successful completion of the course, visiting all online modules and completing tasks from the trainer will receive a set for recording live broadcasts and shooting stories

2) Online training course on “Formation and Establishment of Sales Channels” for representatives of MSMEs

- 10 training modules and 40 training hours

3) Online training course on “Trademark” for representatives of MSMEs

7 training modules,
20 training hours,
3 individual online consultations for each beneficiary.

- 3 most active participants as a result of successful completion of the course, visiting all online modules and completing tasks from the trainer will receive reimbursement of trademark registration costs

Recorded online training course “How to Build a Business Online”

In response to the Covid-19 pandemic, the USAID Economic Resilience Activity, together with the NGO PROMETEUS, created a free video course for representatives of micro, small and medium enterprises from Donetsk, Luhansk oblasts and the Azov region on “How to Build a Business Online”.

The course is available at any time at the link:

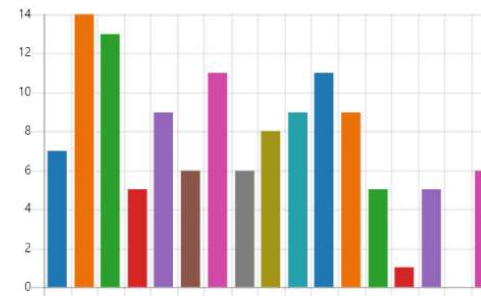
https://courses.prometheus.org.ua/courses/course-v1:Prometheus+CXID101+2021_T1/about

TRAINING NEEDS ASSESSMENT

The annual survey helps to identify key topics, priorities and types of training and to better plan and organize future activities.

17. Яка тематика навчальних заходів для розвитку та отримання нових навичок Вас цікавить?
(Можна обрати декілька відповідей)

Активні продажі	7
Онлайн-маркетинг	14
Бізнес-планування	13
Брендування та корпоратив...	5
Соціальне підприємництво	9
Підприємство, яке надає соц...	6
Фінансовий менеджмент	11
Бухгалтерський облік	6
Створення торгової марки, ...	8
Види продажів (B2B, B2C, B2G)	9
Створення ефективної рекла...	11
Ефективне спілкування, бізн...	9
Вихід на закордонні ринки (з...	5
Написання резюме та підгот...	1
Курси професійної підготовк...	5
Нічого не цікавить	0
Інше	6



The questionnaire is available by following the link:

<https://forms.office.com/r/bcj3kcjB55>



Project website: era-ukraine.org.ua
Project Facebook page:
facebook.com/ERAUkraine

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