



ASOCIAȚIA OBȘTEASCĂ
DEMOS



OPEN CALL

**for regranting proposals within
the EU funded project**

Empowerment of youth
entrepreneurship in Moldova
EU Ref. CRIS 2022 /438-554 , OPSYS PC-24373

REF: GMDA-003-22-23-01

ToR
Methodology for Entrepreneurship
Support

JUNE 16

CONTRACTING AUTHORITY:

Consortium of associations: Help-Hilfe zur
Selbsthilfe e.V., Demos, HomeCare and Pro
Cooperare Regionala



**Funded by
the European Union**

Introduction

The Methodology for Entrepreneurship support has been created and developed by Help over the years of implementation of various projects in the Western Balkan region since 2001. More than 20,000 micro and small businesses have been supported for the last 20 years in accordance to this methodology and related Manual, that provided better understanding of the implementation process and coordination of the procedures among different stakeholders. The modifications of the certain procedures and protocols have been continuously incorporated in this document in accordance to the lessons learned collected upon the finalization of each project related to the support to entrepreneurship.

Within the project “Empowerment of youth entrepreneurship in Moldova”, funded by the European Union, implementing organizations Help, DEMOS, HOMECARE and ProCoRe are announcing the call for civil society organizations (CSO) in Moldova for the implementation of the projects in support of youth entrepreneurship that should be implemented in accordance to this Methodology.

This methodology should be understood as a fundamental base for the project implementation with the specified mandatory activities that should be realized and led to successful project implementation and reaching of the defined project objective. However, the applicants are strongly encouraged to propose innovative approaches/methods in their proposals that will along with this methodology secure higher projects results and sustainability.

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- **Project objective: Strengthening youth capacities in entrepreneurship through coordinating activities of involved CSOs**
 - **Target group: 200 vulnerable young persons (including up to 20% of other vulnerable categories: women, people with disabilities and minority groups) with limited access to employment and regular income, and in need of financial support for start/development of their own businesses**

Through this grant scheme at least 10 CSOs will be supported in three regions of Moldova, specified in the Guidelines (3 in the North, 4 in the Central Moldova and Transnistria region and 3 in the South). Each of 10 selected organizations will be responsible for the selection and support of at least 20 young people (including up to 4 other vulnerable persons) with sound business idea for the start or development of their own small businesses, during the maximum period of implementation of 24 months.

The CSOs that would like to apply to this call are obliged to fill in the application form and provide information about the proposed locations for the implementation of their project and justify their choice in relation to their knowledge of the challenges the target group are facing and current situation in the targeted communities.

Youth entrepreneurship should be supported through the sub-grant scheme by giving the opportunity of supported vulnerable persons to earn sufficient income to support their families, break the cycle of poverty and obtain motivation to stay in the country and further contribute to the development of society. Furthermore, young, vulnerable individuals should increase their competences on the labor market, through the various trainings foreseen by the project.

In order to achieve the set project objective and successfully implement their projects, CSOs selected through this call should implement and adapt the following methodology and set of basic activities that should be implemented within two cycles of project implementation.

Furthermore, selected CSOs will obtain comprehensive training for the implementation of their projects after the contract are awarded, while the Consortium of associations consisted of Help-Hilfe zur Selbsthilfe e.V., Demos, HomeCare and Pro Cooperare Regionala (hereinafter: Contracting Authority) will constantly provide guidelines and mentoring during the project implementation.

I. Project preparation

The targeted local self-governments (LSG) should be actively involved in the project implementation in order to increase both their interest and local ownership of the project results, and their capacities to implement similar projects on their own in the future. They should be included in all stages of project implementation either through direct participation, or constant information sharing.

Therefore, all CSO applying for this call should establish preliminary agreements with all LSGs where they are planning to implement their project prior to submission of their application.

By the local self-governments in the Republic of Moldova are considered local councils /mayors of the 1st or 2nd tier of the local public administration, that is, local authorities of villages and towns or districts and municipalities. Where the action is planned in more than one of 1st tier local administrations of the same district or municipality it is advisable to

➤ ***Formalization of the cooperation with LSGs***

Within the first month of the project implementation, representatives of all targeted LSGs should be contacted and meetings with them organized in order to finalize the arrangements initiated during application phase. Apart from the project presentation, by emphasizing the role of EU as a donor, project purpose, design, expected results and main rules in regard to EU communication and visibility rules, expected involvement of LSGs within the project should be defined (support during information campaign, selection of final beneficiaries, monitoring and project presentation. Furthermore, the business activities that should be prioritized within the project according to the opinion of district/municipal representatives and in accordance to the local development strategies, as well as those activities that should not be supported within the project should jointly be defined. Initial steps for the preparation of the information campaign should be discussed with the representatives of LSG (setting provisional date of the start of campaign and announcement the grant scheme, related requirements for the info/consultation meetings facility, definition of joint visibility actions during the campaign in accordance to the donor rules, etc.). Moreover, focal point persons on behalf of CSO and LSG should be appointed and be in charge for the coordination and communication during the project implementation. Optionally, the cooperation with the targeted LSGs may be formalized through the conclusion of the Memorandum of understanding (MoU) with the target district / municipality, in which the overtaken commitments of both parties within the project will be listed.

➤ ***Preparation of project documentation***

All required templates of the project documentation will be provided by Contracting Authority (CA) to selected CSOs. Selected CSOs will be obliged to adapt received templates to the needs of their projects, including drafts of brochure, poster, application and monitoring forms, socio-economic selection criteria, various reports, information letters etc.

During the finalization of project documentation, attention needs to be paid to gender equality principle, by providing equal opportunities for the participation of women and men.

Moreover, social and economic selection criteria should be adapted and updated according to the type of the project, target group or LSG requirements, during the documentation preparation phase.

All project documentation should be prepared bilingually (English and local language) except the reports that could be prepared only in English language.

Milestones for Activity I:

- 1. Established regular communication channel with the targeted LSGs**
- 2. Project documentation set**
- 3. MoU signed with target districts/municipalities (optional)**

➤ II. Information campaign

➤ Meeting with the focal point of the LSG

Official letter should be sent to all targeted districts/municipalities informing about starting the first project phase – information campaign. Request for a meeting with appointed focal point of the LSG should be organized.

Issues that should be discussed or presented during the meeting:

- Present the project and repeat obligations of the LSG within the project;
- Secure the LSG premises to conduct the information meeting (there should be at least 2 meetings organized in each district/municipality on two different days, one in the morning, one in the afternoon;
Note: Number of meetings should be increased in case of poor response in order to attract more potential beneficiaries;
- Inquire possibility of the organization of the information meeting(s) in rural areas as well (at community offices, cultural centers, or similar);
- Secure an office/premises for the organization of consultative meetings that should be organized at least twice after the information meetings;
- Request for assistance in contacting local media especially local public radio and TV (in most cases the radio and TV announcements about project should be free of charge)

It is obligatory to request a written confirmation from the LSG in regard to place and date of information meetings in each district / municipality.

➤ Meetings with the representatives of the agencies and organizations – associates/partners within the project

In the inception phase of the project meetings should be organized with the National employment agency (local branches), development agencies, social welfare centers, local and international NGOs and agencies active in the region and competent institutions/agencies on the national level.

Issues that should be discussed or presented during the meeting:

- Presenting the project and possible cooperation during the project;
- Distribution of applications during the information campaign by local project partners;

➤ Contact with the local radio and TV stations

Media announcement should be released not earlier than 10 days before the information meetings start in cooperation with CA (with the support of visibility expert contracted by CA). A standardized Media announcement (press release) should be distributed to all media including available social media participating in the information campaign and also during the project duration if needed.

Report on media announcements shared should be created upon the finalization of information campaign.

- **Placing the posters**

Posters that contain details in regard to venue and timing of information meetings should be placed not earlier than 10 days before the information meetings start, at the following places: District /Municipality buildings; Local branches of the National Employment Agency; Offices of international and local NGOs active in the target region; Local communities in villages; Post offices; Shops; Cinemas, theatres; Open markets; Other public institutions.

- **Information meetings**

Schedule for the information meetings for all municipalities should be prepared not later than 10 days before the meetings start.

Representatives of all stakeholders identified during the project preparation should be invited to the information meetings.

Representatives of donor should be invited to at least one information meeting during the information campaign.

During the project presentation, the following issues should be emphasized:

- donor, beneficiaries` obligations (registration of activities, trainings attendance, EU visibility and communication rules etc.);
- business sectors/activities that will be supported in accordance to the local development priorities of the specific local self-government;
- available funds per grant;
- socio-economic evaluation criteria should be presented and further procedure of selection;
- announce consultative meetings that will be held for the interested applicants;
- the procedure for the submission of applications and set deadline;
- application form and each section should be explained in details, each question elaborated with the provision of samples whenever possible, especially within the explanation of the business ideas and specification of required equipment/material;

Applications should be distributed during the information meetings, as well as through local partners. Project information and application forms should also be placed on the web pages and social media available.

Visibility material prepared for the purpose of project promotion received from CA: project banner, leaflets, brochures, press release etc. should be used during the information meetings and shared with all attendees.

Press release should be distributed to all representatives of media present on the information meeting and media list prepared for the registration of present media.

An information meetings report should be prepared, not later than two days upon finalization of all information and consultation meetings.

Information campaign report should be prepared not later than 5 days upon the finalization of the information campaign.

Milestones for Activity II:

- 1. Report on media announcements shared submitted to CA***
- 2. Information meetings report submitted to CA***
- 3. Information campaign report submitted to CA***

III. Selection procedure

As the previous experience showed, the best results are achieved when taking into consideration and putting to best use individual skills, knowledge, personal interests and preferences of the potential beneficiaries. Therefore, the business idea should come from the applicants, with CSO and CA maintaining a monitoring and consultation role.

The selection procedure is based on a multiple step filter approach which identifies and evaluates the self-help potential available (individual skills and resources). Final beneficiaries should be selected through two rounds of beneficiary selection, applying a carefully designed set of selection criteria and pre-defined ranking scales for their evaluation. The criteria are divided into two basic groups: social and economic. When making a final decision, a combination of both criteria will be used to rank the applicants and make the selection transparent, professional and unbiased, while facilitating the support to sustainable businesses that have the highest chances of surviving and further development. In order to mitigate the risk of the conflict of interest, the selection of beneficiaries should be done by the evaluation committees consisted of representatives of all stakeholders involved as elaborated below. Members of those committees and observers should confirm through the signed declarations of impartiality and confidentiality that they are not in any of the situation of the conflict of interest and should restrain from any influence on their fair and professional decisions from any party. Any such an attempt of influence on the committee members should be reported to the CA that will take all necessary actions to prevent it.

Social criteria (family status, number of children and minors, total income of the household, elderly in the household, property status, social status, vulnerability indicators etc. – in consideration of the definition of the target group given above) will assure that the selected beneficiaries are indeed socially vulnerable and in need of grant assistance.

Economic criteria are used to assess the economic viability and sustainability of the proposed business. Since the objective of the in-kind grant component of the project is to provide the selected households with an appropriate continuous source of income to sustain an independent livelihood, this set of criteria will enable the selection of those who have the best chances to fulfil the mentioned objective. Furthermore, it is of crucial importance for the development perspective of the project to support those businesses that have a potential to stay operational on a long-term, possibly develop further and create a multiplier effect by eventually creating new jobs and contributing to the local economic growth.

- ***Registration of applicants in data base***

On line data base will be provided to the selected CSOs by the CA. All applications that were sent before deadline should be first registered in the data base. All applications that were submitted after the deadline should not be taken into consideration.

Registration reports should be prepared within 7 days from the application deadline. The registration report should also be shared with the focal point of the target LSG.

Help's experience showed that around 50% of all persons visited the information meetings are submitting their application. There have been usually 10 times more people attending meetings than final beneficiaries and five times more registered applicants than final beneficiaries.

○ **First selection process**

Evaluation Committee should be created by each CSO and preferably consisted of three members with adequate knowledge, experience and skills necessary for selection of candidates. The work of Evaluation Committee will be closely observed by the CA.

Evaluation Committee processes all registered applications in the selection process according to the adopted social and economic criteria.

First selection process shall be considered completed if the number of applicants selected for individual socio-economic assessment is at least two times higher than expected number of final beneficiaries, otherwise information campaign and meetings should be repeated.

Upon processing of all received applications Evaluation Committee creates three lists:

- Short listed, to be evaluated further through home visits;
- Excluded from further selection;
- To be further considered, sorted by activity group.

List of positively scored candidates (1. Short listed) should be submitted to the focal point of the respective LSG where project is being implemented for the approval/consent.

○ **Second selection process**

Upon received approval/consent from the LSG, home visits to the short-listed candidates should be organized. At least 4 applicants should be visited per day and grouped by location.

Additional support will be provided by the CA in this phase, since it is foreseen that 3 Economic Experts will be contracted (one per each of respective AORs) for the second selection process, that will jointly with representative of CSO visit the applicants and assist in the evaluation of their applications.

All applicants who passed the first selection process should be informed by phone about the exact date and time of home visit. Focal points of the local self-government should also be informed about the start of the second selection process and invited to participate.

Prior to the home visits, the lists of potential beneficiaries should also be cross-checked with other NGOs active in the region and local institutions dealing with the support to entrepreneurs in order to avoid overlapping.

Beneficiaries who already benefited from similar assistance provided by other NGO/institution can be included in the project under condition that the requested equipment/material is foreseen only for expanding business activity and beneficiary is not capable from the justified reasons to apply for micro credits. Those applicants should usually fulfil some additional obligation (like employing of additional worker) and may be included in the project only upon received approval of the CA.

All relevant data about the visited applicants and their activities should be collected during the visit and clearly presented in the Second selection form. The documentation should also contain photo(s) showing the living condition of the visited applicants and business premises, if any.

Special attention should be paid on gathering data about an exact specification of the required equipment/material. All specification should be described in details (model, technical requirements, weight, volume, exact purpose, etc.).

Teams that paid visit to applicants are responsible to provide all relevant data about visited applicant to Evaluation Committee through the completed Second selection form and through other means in case that additional clarifications are needed.

Upon finalization of the visits, Evaluation Committee process all applications of the visited applicants in accordance to the socio-economic criteria and creates three lists:

- very good projects that should be supported
- very bad project that should be immediately rejected and
- projects for further consideration, sorted by activity group (crafts, services, agriculture)

The list of positively scored candidates (1. very good projects that should be supported) should be submitted to the local self-governments where project is being implemented for approval/consent.

The final report on conducted selection should be prepared not later than 5 days after the second selection is finalized.

- ***Final beneficiaries' record***

Final number of the supported beneficiaries is already defined, 20 per CSO (10 per each project cycle) but will also depend on the available funds.

Final beneficiary record consisted of candidates from List 1. very good projects that should be supported for each LSG should be prepared not later than 5 days upon reception of the written approval/consent by the local self-government where project is being implemented.

Final Beneficiary record should be submitted to the Contracting Authority for approval. Once approved, the record can be distributed to all other interested parties.

IMPORTANT!

In addition to the final beneficiary record, it is necessary to create rank list of beneficiaries that satisfied social and economic criteria of selection and due to the limited funds could not be supported (if any). This reserve list of beneficiaries will be used in the cases where final beneficiaries are deciding to give up on the project before the actual realization or additional funds become available.

- ***Specification of the equipment/material***

Specifications of equipment/ material regarding each final beneficiary should be entered into the data base, not later than two days before the scheduled contract signing ceremony with beneficiaries. During this process it is

obligatory to perform market research and confirm estimated price of the equipment (if not performed during the selection process) to make sure that available funds would cover the requested equipment per grant.

- ***Signing contracts with beneficiaries***

After the list of final project beneficiaries has been approved by the Contracting Authority, contracts should be signed between the selected applicants, CSO, respective Contracting Authority (Demos, HomeCare or ProCoRe) and the respective LSG (optionally), specifying the rights and obligations of each contractual party and conditions under which the transfer of ownership will eventually take place.

The main obligations of selected grant beneficiaries include the following:

- registering their business activity in accordance with the Moldavian legislation before receiving the equipment/material
- attending business orientation trainings (before receiving the equipment/material)
- agreeing that until the end of the project implementation, beneficiary will have the right of use of donated equipment under the condition to use it for the purpose for which she/he received it, while the ownership of equipment will be automatically transferred to the beneficiary after the project end.

Should the supported beneficiary fail to fulfil the above stated obligations it will lead to the cancellation of the contract and the related penalties (also defined in the contract).

Ceremony of the grant contracts conclusion should be organized in cooperation with the targeted local-self-governments and Contracting Authority.

This occasion should be used for the enhancing of project visibility and distribution of information about project to the wider population.

After signing the contracts, the selected beneficiaries will be under obligation to duly register their businesses, in line with the relevant legislation, with the aim of supporting legal economic flows and integrating the newly established businesses into the local economic environment. Registration of business activity is precondition for beneficiaries to receive the equipment/material they applied for; therefore, it is strongly forbidden to deliver equipment to the beneficiary before the proof of registration was not collected.

Special attention should be given to provide support to beneficiaries in this process. CSO team, together with CA, should make special efforts to familiarize the beneficiaries with the requirements and advantages of formal registration. Further support should be given in the form of advice, legal assistance and guidance throughout the registration procedure, since it is often incomprehensible and too complex for the start-up entrepreneurs, especially for those with modest education.

Milestones for Activity III:

- 1. Registration report submitted to CA***
- 2. Final report on selection submitted to CA***
- 3. Contracts signed with final beneficiaries***

IV Basic business training

Business trainings should be organized for all selected beneficiaries before the in-kind grants are delivered. These provide basic entrepreneurship skills, such as preparation of a business plan, securing alternative sources of funding, marketing, financial planning and control, management and legal framework for SMEs. During the training, beneficiaries will get the chance to discuss the above-mentioned topics with the trainers and other beneficiaries, in particular in relation to their activities. After attending these trainings, beneficiaries will be aware of the different areas they have to pay special attention to and would be able to identify fields of further developments.

From Help's previous experience, it is important to hold these trainings before distributing the equipment/material, as most of the selected beneficiaries have never been independent entrepreneurs before and are not fully aware of what they can expect when they enter the business world. In some cases, the beneficiaries realize they are in fact not able to fulfil all of the requirements and become successful entrepreneurs and decide to withdraw their applications. In this case, they can rather easily be replaced with the next best ranked applicants.

Group of attendees should be formed in accordance to the type of activity (beneficiaries with the same or similar activities) if feasible, and training should be adapted to the activities. In accordance to the needs and available budget, some of the advanced business trainings could be offered to the beneficiaries in the later stage of the project implementation.

The business trainings should be subcontracted to registered training providers, following the proper procurement procedure in line with PRAG. While the procurement procedure will be conducted by the selected CSO under the supervision of the Contracting authority, payments to the selected providers will be realized by the Contracting Authority.

Milestone for Activity IV:

1. Report on conducted basic business training submitted to CA

V Provision of in-kind grants (procurement and delivery)

A very important feature of the project is that the support will be provided exclusively in-kind, in the form of equipment/material, trainings and advice for the individuals. Therefore, there will be no cash transactions towards the assisted entrepreneurs. This enables the full control over material inputs into selected start-up businesses and minimizes the possibilities of misuse of funds, or inefficiency due to the lack of experience and knowledge of the market situation.

Purchase and distribution of equipment starts after the contracts with the selected beneficiaries have been signed and the beneficiaries have registered their businesses.

Once the beneficiary selection has been finalized, the detailed lists of equipment to be procured should be created. The items on those lists should be grouped into lots by similarity and location. This will form the base for procurement procedures to be implemented.

Depending on the estimated value of lots, the relevant procurement procedure according to PRAG should be applied. The selected CSOs will be responsible to conduct complete procurement procedure for their final

beneficiaries under guidelines and supervision of CA, while the payments to selected suppliers will be realized by CA.

Previous experience has shown that, as an added value and whenever feasible and in line with the established regulations, the purchases are done to a large extent from local companies, thus additionally supporting the local economies in targeted areas.

Procurement and distribution of the procured items should be done in a timely manner and accompanied by appropriate documents. All received bids should be registered in the data base, while the required filling system of original bids will be presented by CA at the beginning of the procurement procedure.

CSOs will be responsible for budget control for all beneficiaries for whom the requested equipment/material is going to be purchased, under the supervision of CA.

In case of any changes in the budget regarding requested equipment of each beneficiary, CSOs should immediately propose solution to the CA, in order to utilize the financial means in the best possible way.

In each of two cycles, the main project result of each selected CSO will be selection and support of at least 10 final beneficiaries with in-kind grants in the average value of 5,000 euros for the start or development of their business activities (20 final beneficiaries in total).

Although the selected CSOs will conduct the procurement procedure for the selection of suppliers and training providers throughout the projects, the payments to all subcontractors will be realized by the Contracting Authority and therefore the applicants (CSOs) should not add those costs to their respective project budgets.

Milestone for Activity V:

1. Equipment / material procured and delivered to all selected final beneficiaries

VI Identification and provision of necessary professional trainings

In order to enable the vulnerable groups to successfully integrate into the local business environment and become sustainable, it is of primary importance that training is provided to upgrade their skills in response to the changing market demands.

Professional trainings provide a chance to deepen, update and expand the knowledge on the chosen field of activity, with the aim to enhance the efficiency of the start-ups and their competitive performance on the market. Along with the rest of the training package (business trainings, networking events, field visits and mentoring), this will develop the human capital among the vulnerable groups and help them sustain their businesses through the most critical first year of their operation, and eventually further develop successful small business operations, independent from further external assistance.

There are no limitations as to the type of professional trainings organized. For each grant recipient the CSO's staff in charge will perform a needs assessment, that will determine whether professional training is needed and deemed beneficial, as well as what type of training this should be, taking into consideration all the specific characteristics and needs deriving from the applicants' background, education, existing skills, characteristics of the chosen activity and the business environment. In all cases when professional training is recommended, the proposal will be defined to suit the individual needs of each beneficiary. In Help's previous experience, this tailor-made approach proved to be most effective in securing the lasting impact.

Once the needs have been identified, the implementation of these trainings should be subcontracted to certified training providers, using the appropriate PRAG procedure, depending on the estimated contract value. A total of at least 6 professional trainings per each CSO will be subcontracted, over the period of two years (60 in total for all CSOs).

Milestone for Activity VI:

1. Report on conducted professional trainings submitted to CA

VII Monitoring and mentoring

Monitoring and follow-up should be an ongoing activity during the complete project implementation period. The main features to be monitored are the following: start and progress of the registration procedure, training implementation, distribution of material inputs, start-up and development of individual businesses. This will assure accountability and transparency of all procedures and steps in project cycle and provide solid ground for justification of all decisions taken in the course of project implementation.

All supported young entrepreneurs should receive individual evaluation form upon delivery of equipment. CSO's staff will be obliged to provide instructions and advices to all supported beneficiaries how to properly fill in the given forms. Each beneficiary should be visited on the regular bases as follows:

- First visit – three or four weeks after the delivery of equipment/material,
- Further on, beneficiary has to be visited regularly on a 6 weeks basis in the first 5 months of the project, and later on bimonthly basis unless differently agreed with the CA.

Frequency of visits should be also planned in accordance to available budget in cooperation with CA.

However, every next visit should be scheduled according to the development and needs of each individual project.

During the visits CSOs staff will be obliged to use the Monitoring sheets provided by the CA for this purpose and fill in all relevant data. They will also maintain and update the beneficiary files and the database with all relevant information necessary to evaluate their progress towards achieving the planned objectives. Before every visit, all existing documentation of the development of the business activities should be checked and in case that business activity is not developing as planned or beneficiary is facing certain difficulties that CSO's staff could not resolve, the assistance of the external experts should be requested. External expertise will be contracted by the CA. This kind of individual monitoring and mentoring approach to each supported beneficiary is seen as a key success factor for securing the sustainability of the supported businesses. The personal bond and trust developed between supported beneficiaries and CSO's staff / external expert will encourage small entrepreneurs to approach them for advice and assistance when needed, which ensures overcoming of occurred obstacles on their way to economic independence.

CSOs will be responsible for coordination of the monitoring process and updating the monitoring reports in the data base. Monitoring reports on a bi-monthly basis should be prepared and submitted to CA.

Milestone for Activity VII:

1. Monitoring report submitted to CA

During the project implementation, attention should be paid to the keeping of evidence of the cooperation with all stakeholders through collecting of official letters, e-mails, composing minutes of the meetings, written invitations, and similar. All project documentation should be filed regularly and in a timely manner in accordance to the instructions given by implementation manual provided by CA.

Types of activities eligible for financial support within the support to youth entrepreneurship:

The general concept is to support self-employment of vulnerable young persons who prove to have feasible and sustainable business ideas, as well as motivation and skills for their implementation, but no own means to finance them. In addition, the project is targeting people who would not be eligible for commercial loans offered by the banks, either due to the lack of collateral, or a number of other reasons, thus disabling them from obtaining necessary funding in this way. Their proposed activities will be thoroughly assessed through a multiple-step selection procedure, and only those who have a potential for success will be awarded the in-kind grants in the form of equipment/material needed to be able to run a small business. In order to additionally increase their chances for survival and future development, their skills and knowledge will be enhanced through the tailor-made package of business and vocational trainings, as well as continuous follow-up and mentoring. Therefore, it is not possible to create a fixed list of different types of eligible activities.

The types of entrepreneurial activity can be the following, without being limited to:

- Beauty services
- Production and marketing of goods (excluding alcoholic beverages, tobacco products, pesticides, harmful substances, firearms)
- Consulting services
- Organization of sections and clubs of interests
- Translation services
- Design services
- Teaching and meditation services for various disciplines
- Crafts and handicrafts
- Rural resort/pension/guesthouse
- Beekeeping
- Agricultural activities, including growing berries, vegetables in the greenhouse, mushrooms, etc.
- Repair services of cars, appliances
- Production and sale of pastries, fast food, soft drinks, etc.
- Sewing and repairing clothes and other textiles
- Raising animals, birds and marketing of derived products
- Event organization services, arranging space for events,
- Leisure services
- Photo / video services
- Repair and construction services, including carpentry
- Trade by setting up an authorized commercial unit
- IT services
- Advertising services
- Other economic activities not prohibited by the legislation of the Republic of Moldova, according to the CAEM-2 guidelines.

The types of persons or categories of persons which may receive financial support:

- vulnerable young persons (including up to 20% of other vulnerable categories) with limited access to employment and regular income, willing to start /develop their own business:
 - person aged between 18 and 34 years
 - residing in the region

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- has a business idea and motivation to implement it
 - with a proven degree of vulnerability (through documents)
 - victims or potential victims of domestic violence and human beings trafficking
 - persons with disabilities
 - people with reduced economic capacities
 - unemployed young people
 - young NEET

The exact amount of the financial support for each supported beneficiary will be defined in accordance to the value of equipment that should be procured as explained above, however average amount of the financial support for all supported beneficiaries will not exceed EUR 5,000.