

## CALL FOR APPLICATION

for

### “Start-ups, Micro and Small Enterprises (MSEs)”

#### 1. Project Background

The project “Cultural Heritage as a Driver for Economic Revival of Janjevë/Janjevo” is financed by the European Union Office in Kosovo (EUoK) and the Ministry of Culture, Youth and Sports (MCYS), and implemented by the United Nations Development Programme (UNDP) in Kosovo. Its overall goal is to boost the sustainable and inclusive economic revival of Janjevë/Janjevo through heritage-led initiatives within the Historic Centre through two components:

- *Physical interventions and rehabilitation of the cultural heritage sites*, including primary infrastructure, improvement of public spaces, rehabilitation, restauration, and conservation of selected buildings, to stimulate the touristic potential and foster long-term socio-economic development for the local population;
- *Economic empowerment through income generation opportunities and promotion of tourism* will support the entrepreneurs, either through the revival or boosting of traditional crafts or opening of new, non-traditional economic activities, upgrading of existing businesses, providing young people with marketable skills, along with the increasing the attractiveness of the sites through the upgrading of physical infrastructure.

The project has partnered with D&D Business Support Center company to implement the “Establishment of a grant scheme for micro and small businesses including provision of business consultancy”. This intervention aims to encourage entrepreneurship and provide opportunities for self-employment, resulting in reduced unemployment, while supporting various sectors with a preference for innovative business ideas, sustainable solutions, and potential for sustainable economic development and tourism. Furthermore, the company will provide business coaching/mentoring and technical assistance for business and marketing plans.

#### 2. Aim of the Call for Applications/Objective

The aim of the call for the grant scheme is to support the establishment of Start-ups and/or reviving Micro and Small Enterprises (MSEs). It focuses on creating employment opportunities, imparting new skills and knowledge, fostering entrepreneurship, and

improving the economic status of Janjevë/Janjevo's residents through the provision of small grants and business consultancy support to selected beneficiaries, aligning with the overall goals of UNDP project.

### **3. Targeted beneficiaries**

This Call for Applications primarily targets individuals and businesses operating in Janjevë/Janjevo village (municipality of Lipjan/Lipljan), including all Start-ups, Micro and Small Enterprises (MSEs) within the area. However, the call is open to interested parties outside of Janjevë/Janjevo, on the condition that they implement and operate within Janjevë/Janjevo.

All participants, to be eligible for a grant, regardless of their origin, must meet the specific criteria listed below:

### **4. Supported sectors**

The grants will support the promotion of economic development and touristic potential in the following sectors:

- Food Processing and packaging;
- Agriculture;
- Traditional Arts and Crafts;
- Textile Industry;
- Creative Industries and Eco-tourism.<sup>1</sup>
- Others (any innovative idea that will contribute to the above-mentioned sectors).

### **5. Amount of the Awarded Grant**

The granted funds will range from EUR 3,000.00 to EUR 6,000.00. These funds are intended to support the development of new business ideas or the expansion of existing businesses, specifically for the acquisition of equipment and necessary materials. However, the awarded grants should not be allocated for covering staff/personnel expenses.

### **6. Systemic Approach**

The project aims to address the challenges encountered by businesses falling under the category of Start-ups, Micro, and Small Enterprises (MSEs). This will be accomplished by providing comprehensive business consultancy services and financial

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<sup>1</sup> Creative industries and eco-tourism sectors will be considered if criteria and evidence of their potential meet the grant's requirements.

support throughout the grant's implementation. The objective is to foster the growth and development of these enterprises, enhance their operational efficiency, and elevate their marketing and branding efforts to facilitate their access to new markets.

The selection process will involve the following stages:

**First stage:** The training on entrepreneurship and the development of business ideas will be provided to all interested beneficiaries. The applicants are encouraged to contact the D&D Business Support Center for additional assistance and support while developing their Business Plan for Start-ups, Micro and Small Enterprises (MSEs).

**Second stage:** The applicants should submit their Business Plan with all supporting documents including:

- A copy of ID Card or Birth Certificate;
- Proof of ownership and/or relevant permits (depending on the business idea);
- A copy of the Business Certificate (where applicable).

*Note: Priority will be given to candidates who have completed the Entrepreneurship Training and can provide a certificate of completion.*

All applications will be reviewed by the committee to ensure all necessary documents are submitted as per the requirements.

**Third Stage:** Following the successful completion of the administrative verification phase, applications will undergo a technical evaluation conducted by a qualified Evaluation Panel. Each Business Plan will be assessed based on program criteria and the quality of the content provided.

Eligibility criteria:

**Individuals** applying for the start-up grant must demonstrate:

- Innovative and/or creative business idea aligned with the goals and objectives of the grant program;
- Fulfilment of specified requirements outlined in the grant application;
- A clear need for financial support to successfully implement the idea;
- Commitment to operate in Janjevë/Janjevo;
- Submission of all necessary documentation and information as per the grant application guidelines;
- Previous recipients of the grant must have fulfilled all obligations as per the terms and conditions of the previous grant (if applicable).

**Existing businesses** applying for expansion must demonstrate:

- Established business experience highlighting past achievements in line with the goals and objectives of the grant program;
- Relevance of skills certification demonstrating professionalism and expertise;
- Fulfilment of specified requirements outlined in the grant application;
- A clear need for financial support to successfully implement the idea;
- Commitment to operate in Janjevë/Janjevo;
- Submission of all necessary documentation and information as per the grant application guidelines;
- Previous recipients of the grant must have fulfilled all obligations as per the terms and conditions of the previous grant (if applicable).

Applicants who are not eligible to apply:

- Entities not willing to operate in Janjevë/Janjevo;
- Entities previously supported through a similar project engaging in unethical behaviour or banned from participating in similar programs and opportunities in the past;
- Member of political parties or institutions.

#### **Fourth Stage:**

Post-Evaluation Notification:

- All applicants will receive information about the decisions made by the Evaluation Panel.

Meeting for Selected Applicants:

- Successful applicants will be invited to a joint meeting;
- They will receive information on the subsequent implementation process.

Guidance for Start-up Owners:

- Entrepreneurs launching new ventures will receive guidance on the formal registration of their businesses.

Tools/Equipment Handover:

- All beneficiaries (both start-ups and existing businesses) will be provided with the necessary tools and equipment essential for their business operations.

## 7. Evaluation Criteria of Business Plan

The evaluation of the business plan will be evaluated in two stages:

### 1. Administrative verification

The administrative verification involves confirming the completeness and authenticity of the documents required by the Program.

### 2. Technical Evaluation

The maximum attainable score for the Business Plan is 100 (one hundred) points. The final score for the Business Plan is determined as the average of the two assessments based on the following criteria:

- **Financial Feasibility:** Demonstrating the income potential of the business. The presented income statement should be in line with the marketing and operational strategies, ensuring the long-term sustainability of the business.
- **Sector Expertise:** Evaluation of the understanding of the particular business sector will be based on the clarity, attractiveness, and effectiveness of the overall description. The business plan should be concise, easily comprehensible within a 7-minute timeframe, and highlight both the current growth trends and distinctive features unique to the sector.
- **Available Resources:** The business plan should provide detailed information about the premises, equipment, supplies, and staff, offering a comprehensive overview of the resources available to the applicant.
- **Risk Management:** Identification of potential risks and challenges. The business plan must address both internal and external risks that could potentially impact the business.
- **Market Assessment:** Introduction of the growth trends in the sector and identification of the primary characteristics and needs of the target audience. Effective market research should present an analysis of the target market, emphasizing their needs, preferences, and potential.
- **Competition Awareness:** Description of the main features, benefits, and competitive advantages of the products or services on offer. Additionally, it should provide details about the main competitors, their strengths, and weaknesses, and illustrate how the applicant intends to differentiate themselves.
- **Marketing:** Identification and understanding of the competition, presenting a promotional strategy against them. Demonstrate knowledge of effective promotional channels, strategies, and techniques tailored to reach the target audience should be evident.

Business Plan Evaluation Criteria: 1 = Poor; 2 = Sufficient; 3 = Good; 4 = Very Good; 5 = Excellent		Points	%	Total	Comments and Suggestions
1	General summary: (clarity, attractiveness, effective as a general description, includes a description of each part of the plan; can be read within 7 min).		5%		
2	Part of the market research (introduction of growth trends in this type of business; identification of the main characteristics /needs of the target market).		10%		
3	Marketing part (identifies and understands competition; has good promotion strategy against competition).		15%		
4	Products and/or Services (describes the main functions and benefits of the product and the competitive advantages of the product and service).		10%		
5	Critical risks (actually identifies internal and external risks that may endanger the business and presents plans to manage the risk).		15%		
6	Income Statement (real demonstration of the business's income potential; the income statement is in line with the marketing and operating strategies of the business).		10%		
7	Investment Plan (clearly presented including actual tools/equipment required for investment).		10%		
Total evaluation points					

### How to apply

All interested individuals and/or businesses who meet the conditions for application, complete the Business Plan Application Form and submit it via e-mail: [info@dd-bsc.com](mailto:info@dd-bsc.com)

For more information regarding the application process please visit the:

**Facebook page:** D&D Business Support Center

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