

URBACT – Tech Revolution

NORA for enterprising Novska

Service for entrepreneurs

Development Agency of the City of Novska – NORA was established by the City of Novska as an institutional support for the development of small and medium enterprises in the area of the city of Novska with the aim of encouraging sustainable development of the entire economy.

VISION

Development Agency of the City of Novska – NORA is a successful support institution that professionally responds to the challenges of modern business and development trends

MISSION

Contribute to the creation of a favorable business and social climate for the economically sustainable development of the town of Novska with our own and professional team, development programs and EU funds.

NEED

In accordance with the purpose of establishment, vision and mission, the agency is focused on continuous monitoring of the needs of local entrepreneurs and the design of its own services in accordance with these needs.

Through previous work and communication with entrepreneurs, as one of the main problems of the entrepreneurship in the city of Novska NORA identified traditional approach to business management and a fear of possible risk by opening up to new and innovative business approaches, business processes, business management, etc. Such an approach is a consequence of working in smaller communities where mostly small and medium-sized enterprises have been working on the same principles for decades in fear of possible risks that would bring in to business with possible changes. This way of business management and thinking is a consequence of insufficient information of entrepreneurs about the various opportunities through which it is possible to improve their own business and the lack of networking with other domestic and foreign entrepreneurs. Many entrepreneurs are aware of this, but due to lack of time they are not able to follow all current events.

Furthermore, potential entrepreneurs who want to start their own business are often not sure where to start, and complicated bureaucracy does not make the situation any easier for them, so they are left to fend for themselves, which is why they often miss business opportunities. Newly established companies and crafts need to be provided with quality sources of information and education on all important topics, from starting a business, business management, financing opportunities, business maintenance, marketing, legislation, accounting, etc. In addition to start-ups, timely entrepreneurs also need timely information, especially about possible sources of financing, current events related to

regular business, legislative changes, but also education on the growth and development of their companies, business transfer, marketing, etc.

Also, many entrepreneurs, especially those working in the field of manufacturing activities, pointed out the insufficient connection with educational institutions, civil society organizations and in some cases with the local self-government unit. The connection of these entities with SMEs is extremely important for mutual cooperation and meeting mutual needs. This is especially evident in the (in)connection of educational institutions, i.e., secondary vocational schools, with the economic sector. Communication between these sectors is extremely important because schools, in cooperation with SMEs, need to educate the staff needed by the local economy. Dialogue and liaison with local government representatives are also important in order to ensure quality preconditions for the growth and development of small and medium-sized enterprises, which are the driving force of the regional and local economy.

In addition to cross-sectoral networking, it is extremely important for entrepreneurs to share experiences with other entrepreneurs and have expressed interest in various networking and networking activities, both with local entrepreneurs and with entrepreneurs throughout Croatia and abroad. It was also noted that many entrepreneurs in the town of Novska are not familiar with the work of other entrepreneurs and expressed the need to establish a platform where information would be available on all companies and crafts in the town of Novska, so that entrepreneurs can enter into contact.

SERVICE PACKAGE - NORA for enterprising Novska

Based on the identified needs of local entrepreneurs, the development agency has created a package of services that seeks to contribute to meeting these needs and keep pace with the challenges faced by entrepreneurs and provide them with support in meeting these challenges of their business.

With this package of services - NORA for Enterprising Novska - the development agency wants to be a unique place in the city where entrepreneurs can find all the necessary information and will support them in solving various bureaucratic requirements related to the establishment and / or development of their business.

The services that NORA provides to entrepreneurs can be categorized into four groups:

1. informing entrepreneurs,
2. connecting and promoting entrepreneurs,
3. education for entrepreneurs and
4. support for entrepreneurs.

This document identifies all activities or services within each group.

1. Informing entrepreneurs

INFORMATIVE WORKSHOPS

<i>DESCRIPTION OF THE SERVICE</i>	The service includes the organization of informative workshops on topics of interest to a particular group of entrepreneurs (e.g., possible sources of funding, available tenders, legal changes and other current issues relevant to the business of entrepreneurs).
<i>IMPLEMENTATION INDICATORS</i>	Number of informative workshops held Number of entrepreneurs who participated in informative workshops
<i>SOURCE OF FINANCING</i>	Development agency of the City of Novska – NORA, the City of Novska
<i>RESPONSIBILITY FOR IMPLEMENTATION</i>	Department of Entrepreneurship of the Development Agency Department of Rural Development of the Development Agency
<i>TIME OF IMPLEMENTATION</i>	2022./2023.

INDIVIDUAL CONSULTATION FOR ENTREPRENEURS

<i>DESCRIPTION OF THE SERVICE</i>	The service includes individual meetings with entrepreneurs through which the needs of each entrepreneur are identified, provide information on available financial resources, business models and solutions.
<i>IMPLEMENTATION INDICATORS</i>	Number of entrepreneurs who used the service Number of individual consultations
<i>SOURCE OF FINANCING</i>	Development agency of the City of Novska – NORA, the City of Novska
<i>RESPONSIBILITY FOR IMPLEMENTATION</i>	Department of Entrepreneurship of the Development Agency Department of Rural Development of the Development Agency
<i>TIME OF IMPLEMENTATION</i>	2022./2023.

E-NEWSLETTERS FOR ENTREPRENEURS

<i>DESCRIPTION OF THE SERVICE</i>	The service involves creating monthly newsletters for entrepreneurs that contain a summary of key news for local entrepreneurs. Monthly newsletters will be sent by e-mail to all entrepreneurs who are in the base of the development agency.
<i>IMPLEMENTATION INDICATORS</i>	Number of e-newsletters sent to entrepreneurs
<i>SOURCE OF FINANCING</i>	Development agency of the City of Novska – NORA, the City of Novska
<i>RESPONSIBILITY FOR IMPLEMENTATION</i>	Department of Entrepreneurship of the Development Agency

	Department of Rural Development of the Development Agency Department of Marketing and Education of the Development Agency
<i>TIME OF IMPLEMENTATION</i>	2022./2023.

2. Connecting and promoting entrepreneurs

ONLINE MARKET AND PROMOTION ON SOCIAL NETWORKS

<i>DESCRIPTION OF THE SERVICE</i>	The service includes the promotion of products and services of local entrepreneurs through posts on social networks of the development agency. Also, the development agency has launched the online Domestic Products Market Novska on Facebook which helps entrepreneurs sell their products through the publication of their products.
<i>IMPLEMENTATION INDICATORS</i>	Number of entrepreneurs using the online marketplace service Number of posts on social networks of the development agency Number of posts on the online market
<i>SOURCE OF FINANCING</i>	Development agency of the City of Novska – NORA, the City of Novska
<i>RESPONSIBILITY FOR IMPLEMENTATION</i>	Department of Entrepreneurship of the Development Agency Department of Rural Development of the Development Agency Department of Marketing and Education of the Development Agency
<i>TIME OF IMPLEMENTATION</i>	2022./2023.

ONLINE ENTREPRENEURS DATABASE

<i>DESCRIPTION OF THE SERVICE</i>	The service refers to the gathering of all entrepreneurs in the online database of entrepreneurs located on the website of the development agency. The database contains basic information about entrepreneurs and contact information in order to facilitate the connection of customers and manufacturers, or providers of certain services, but also for faster connection of entrepreneurs with each other.
<i>IMPLEMENTATION INDICATORS</i>	Number of entrepreneurs registered in the online database of entrepreneurs
<i>SOURCE OF FINANCING</i>	Development agency of the City of Novska – NORA, the City of Novska

RESPONSIBILITY FOR IMPLEMENTATION Department of Entrepreneurship of the Development Agency
Department of Rural Development of the Development Agency
Department of Marketing and Education of the Development Agency

TIME OF IMPLEMENTATION 2022./2023.

PRODUCTION OF PROMOTIONAL VIDEOS ABOUT ENTREPRENEURS

DESCRIPTION OF THE SERVICE The service includes the production of promotional videos about entrepreneurs, their products, services and business, which are published on the website and social networks of the development agency. In this way, local producers and entrepreneurs are further promoted.

IMPLEMENTATION INDICATORS Number of videos made and published about entrepreneurs

SOURCE OF FINANCING Development agency of the City of Novska – NORA, the City of Novska

RESPONSIBILITY FOR IMPLEMENTATION Department of Entrepreneurship of the Development Agency
Department of Rural Development of the Development Agency
Department of Marketing and Education of the Development Agency

TIME OF IMPLEMENTATION 2022./2023.

DEVELOPMENT OF VISUAL IDENTITY FOR BUSINESS ENTITIES

DESCRIPTION OF THE SERVICE The service refers to the graphic design of logos for business entities, as well as the production of promotional materials, business cards, flyers, posters etc.

IMPLEMENTATION INDICATORS Number of developed graphic solutions for entrepreneurs
Number of entrepreneurs using the visual identity creation service

SOURCE OF FINANCING Development agency of the City of Novska – NORA, the City of Novska

RESPONSIBILITY FOR IMPLEMENTATION Department of Marketing and Education of the Development Agency

TIME OF IMPLEMENTATION 2022./2023.

JOINT BRANDING OF LOCAL ENTREPRENEURS

<i>DESCRIPTION OF THE SERVICE</i>	The service includes gathering of local producers and joint marketing through various campaigns (e.g., presentation of Novljanske delicacies in a new guise, honey from local producers, etc.)
<i>IMPLEMENTATION INDICATORS</i>	Number of entrepreneurs participating in branding Number of marketing campaigns branding local entrepreneurs
<i>SOURCE OF FINANCING</i>	Development Agency of the City of Novska - NORA, City of Novska, Tourist Board of the City of Novska, EU funds
<i>RESPONSIBILITY FOR IMPLEMENTATION</i>	Department of Entrepreneurship of the Development Agency Department of Rural Development of the Development Agency Department of Marketing and Education of the Development Agency
<i>TIME OF IMPLEMENTATION</i>	2022./2023.

EVENTS FOR ENTREPRENEURS

<i>DESCRIPTION OF THE SERVICE</i>	The service includes the organization of various conferences, round tables, fairs and similar events aimed at connecting entrepreneurs and stakeholders from other sectors crucial for economic development.
<i>IMPLEMENTATION INDICATORS</i>	Number of events organized for entrepreneurs Number of entrepreneurs participating in events Number of stakeholders from other sectors participating in the events
<i>SOURCE OF FINANCING</i>	Development Agency of the City of Novska - NORA, City of Novska, Tourist Board of the City of Novska, EU funds
<i>RESPONSIBILITY FOR IMPLEMENTATION</i>	Department of Entrepreneurship of the Development Agency Department of Rural Development of the Development Agency Department of Marketing and Education of the Development Agency
<i>TIME OF IMPLEMENTATION</i>	2022./2023.

3. EDUCATION FOR ENTREPRENEURS

START-UP ACADEMY

<i>DESCRIPTION OF THE SERVICE</i>	The service refers to a set of trainings intended for start-up entrepreneurs, i.e., those who intend to start their own business, which would be held once a year.
<i>IMPLEMENTATION INDICATORS</i>	Number of start-up academy students
<i>SOURCE OF FINANCING</i>	Development Agency of the City of Novska - NORA, City of Novska, EU funds
<i>RESPONSIBILITY FOR IMPLEMENTATION</i>	Department of Entrepreneurship of the Development Agency Department of Rural Development of the Development Agency Department of Marketing and Education of the Development Agency
<i>TIME OF IMPLEMENTATION</i>	2023.

EDUCATION FOR ENTREPRENEURS

<i>DESCRIPTION OF THE SERVICE</i>	The service includes targeted thematic education for entrepreneurs in development.
<i>IMPLEMENTATION INDICATORS</i>	Number of trainings held for entrepreneurs Number of entrepreneurs who participated in trainings
<i>SOURCE OF FINANCING</i>	Development Agency of the City of Novska - NORA, City of Novska, EU funds
<i>RESPONSIBILITY FOR IMPLEMENTATION</i>	Department of Entrepreneurship of the Development Agency Department of Rural Development of the Development Agency Department of Marketing and Education of the Development Agency
<i>TIME OF IMPLEMENTATION</i>	2023.

4. Support to entrepreneurs

PREPARATION OF NECESSARY DOCUMENTATION FOR ENTREPRENEURS

<i>DESCRIPTION OF THE SERVICE</i>	The service includes the preparation of business plans, investment studies, cost-benefit studies and other documentation required for the application of entrepreneurs to certain tenders, sources of funding and the like.
<i>IMPLEMENTATION INDICATORS</i>	Number of documents produced for entrepreneurs Number of entrepreneurs using the documentation service
<i>SOURCE OF FINANCING</i>	Development Agency of the City of Novska - NORA, City of Novska, EU funds
<i>RESPONSIBILITY FOR IMPLEMENTATION</i>	Department of Entrepreneurship of the Development Agency Department of Rural Development of the Development Agency
<i>TIME OF IMPLEMENTATION</i>	2022./2023.

CONTINUOUS CONTACT WITH ENTREPRENEURS

<i>DESCRIPTION OF THE SERVICE</i>	The service refers to the continuous maintenance of communication with entrepreneurs and the identification of needs and challenges they face. Maintenance of communication with entrepreneurs will be done through telephone communication, visits to entrepreneurs in their business entities, e-mail communication, etc. at certain times of the year in order to maintain continuity.
<i>IMPLEMENTATION INDICATORS</i>	Number of visits to entrepreneurs
<i>SOURCE OF FINANCING</i>	Development Agency of the City of Novska - NORA, City of Novska, EU funds
<i>RESPONSIBILITY FOR IMPLEMENTATION</i>	Department of Entrepreneurship of the Development Agency Department of Rural Development of the Development Agency
<i>TIME OF IMPLEMENTATION</i>	2022./2023.

1 ON 1 BUSINESS ANALYSIS

<i>DESCRIPTION OF THE SERVICE</i>	The service includes a complete individual analysis of the business entity's business, identification of key business problems and advice in finding solutions.
<i>IMPLEMENTATION INDICATORS</i>	Number of services provided 1 on 1 business analysis
<i>SOURCE OF FINANCING</i>	Development Agency of the City of Novska - NORA, City of Novska

<i>RESPONSIBILITY FOR IMPLEMENTATION</i>	Department of Entrepreneurship of the Development Agency Department of Rural Development of the Development Agency
<i>TIME OF IMPLEMENTATION</i>	2022./2023.

*Some services will be partially charged