



AGENCY FOR INNOVATION AND DEVELOPMENT



GRANTS | SUCCESS STORIES | PARTNERSHIPS

2023



AGENCY FOR INNOVATION AND DEVELOPMENT





The **AGENCY FOR INNOVATION AND DEVELOPMENT** was officially launched on 13 February 2015. Today the Agency unites highly professional and creative people: competent managers with extensive management experience, engaged high quality experts, analysts and volunteers.

MISSION

Development of innovative projects for the purpose of human capital growth and sustainable development of regions in social, economic and cultural spheres through research, educational and informational programmes, consulting and advocacy.



MAIN OBJECTIVES

- ACTIVATION OF INNOVATION;
- DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP AND START-UPS;
- CREATION OF NEW JOBS;
- PROVISION OF LEGAL AND BUSINESS SERVICES;
- TRAINING AND INTERNATIONAL EXCHANGES.

OBJECTIVE GROUPS

- YOUTH;
- WOMEN;
- ENTREPRENEURS;
- NGOS;
- CIVIL SOCIETY;
- REFUGEES;
- CHILDREN AND ADOLESCENTS.

MAIN OBJECTIVES

- TRAINING AND SUPPORT IN THE CREATION AND DEVELOPMENT OF SMALL AND MEDIUM-SIZED BUSINESSES;
- CO-WORKING TO PROVIDE INFRASTRUCTURE FOR TARGET GROUPS;
- INVESTMENT CONSULTING SERVICES;
- LEGAL, ORGANISATIONAL AND ACCOUNTING SUPPORT FOR START-UP CAMPAIGNS;
- DEVELOPMENT OF IT COMPETENCES;
- SUPPORT FOR REFUGEES IN ESTABLISHING FINANCIAL STABILITY;
- ORGANISATION OF INTERNATIONAL CULTURAL AND ACADEMIC RELATIONS, ORGANISATION OF ADVANCED TRAINING COURSES.

Tiraspol, Sverdlova str. 57
tel./fax: +373 533 80988
e-mail: info@innovation.md

www.innovation.md
www.startup.innovation.md
www.smm.innovation.md
www.woman.innovation.md

www.tourism.innovation.md
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www.it.innovation.md



Dear readers!

We are proud to present to you issue 08(2023) of the newsletter of the Agency for Innovation and Development.

The Agency's mission is to provide support and assistance in the development of innovative initiatives, contributing to the growth of human capital and sustainable development of the region in various spheres - from social and economic to cultural.

In this issue, we offer you information about the work and activities of our organisation, successful projects and new initiatives. We strive to make this newsletter a source of informative and useful information for you.

The year 2023 was a year of significant change for us. This year we worked on the basis of three key components: Help, Society and Success (or Support, Society, Success in the English version). During this time we organised and hosted many events that attracted many participants and stakeholders.

We strive for something more, and our goal is to make the world a better place through innovation and development. Together with you, dear readers, we want to create a future where a sustainable economy and innovation drive our society. We aim to build a community where innovative ideas are transformed into thriving businesses and education and information become powerful tools for development. Our goal is to strengthen the social bond, create equal opportunities for all, and create a structure that will foster sustainable growth not only for today, but also for the future.

We hope that you will find this Newsletter not only a source of information, but also a platform for constructive discussions and exchange of ideas. We invite you to join our mission and move forward together towards an innovative and sustainable future.

*Regards,
Zinaida Emelianova,
Director of the Agency for
Innovation and Development*

OUR TEAM

We invite you to meet our team, who work hard and create all that we have achieved today:



Emelianova Zinaida,
Director



Inna Baryshnikova,
financial manager



Tatyana Zholobova,
procurement manager



Anna Blinova,
project manager



Elena Sinika,
legal adviser



Elena Tsurcan,
accountant



Elena Dobrovenko,
manager of educational
and visual content

Our operations are based on the 3 «S» components that make us more efficient and productive:



These three components are complementary to each other.

These three “S’s” are not just words, they are the foundation upon which every step we take and every initiative we undertake is built. They unite our team and serve as the foundation for achieving meaningful results.

Support is the support we provide to entrepreneurs, women, refugees, youth and experts. We believe that working together makes the world a better place, and support is one of our core principles.

Society is not just an abstract concept, it is the people who come to us and stay with us. They are our team, partners, volunteers and everyone who shares our mission. We create a community where everyone can find support, inspiration and an opportunity to contribute.

Success is not just numbers and statistics. It’s the results we achieve and the success stories we and our beneficiaries share. It is the feedback from our residents, partners and beneficiaries that show that our efforts are making a difference and changing lives.



SUPPORT

This component is an integral part of our mission, which epitomises our commitment to helping and supporting those who strive to do better. We provide support through a variety of initiatives and programmes, providing opportunities for growth and development.

GRANT COMPETITIONS:

We support entrepreneurial spirit and creative ideas by providing grants to startups and projects that can make our world more sustainable, create jobs and address unemployment. Since 2015, more than **100** entrepreneurs have been supported and more than **10** grant competitions have been realised. In 2023 we organised **2** grant competitions in which we supported **41** entrepreneurs:

Grant competition "Create or develop your business" of the UNDP / AdTrade project

The project is funded by Sweden and the UK through the United Nations Development Programme in Moldova. The aim of the project is to stimulate micro, small and medium-sized enterprises to develop and expand, create new businesses and increase the capacity of existing ones.

In 2020, **66** entrepreneurs received financial support, which helped create small businesses, as well as existing companies to increase production rates, conduct foreign economic activity and be competitive.

The main activities supported through the grant competition were:

- food production and production of semi-finished products;
- production of juices, jams, jams;
- animal feed production;
- beekeeping;
- solar panel cleaning services;
- IT;
- manufacture of products for machinery;
- manufacture of agricultural products and animal husbandry;
- circus equipment manufacturing;
- sewing atelier;
- tourism.



Grant Competition “Resilient Communities to Climate Change through Women’s Empowerment”

The project is funded by Sweden through the UN Development Programme in Moldova. The grant competition supported **120** women in Transnistria, the security zone, Nisporeni, Calarasi, Bessarabian, Leova districts and ATU Gagauzia.

The project aims to create inclusive and sustainable communities, as well as favourable conditions for women’s economic, social and educational empowerment.

In Transnistria, **11** women developing activities in households were supported. During the project period, training sessions were organised for the women to learn more about running a business, as well as how to improve their environmental performance.

3 entrepreneurs with export potential received support in the form of marketing services to develop their business and enter new markets.





EDUCATION



We believe that knowledge is the key to success, so we organise educational programmes and courses to help people develop their skills and learn new things.

Agency for Innovation and Development has been running StartUp Academy programme for more than **5** years, which focuses on business fundamentals training.

StartUp Academy is a source of strength and education for those who dream of their own business and strive for success. It is an intensive programme that will immerse you in the world of entrepreneurship and equip you with fundamental skills and knowledge.

The StartUp Academy programme includes **10** sessions taught by practising experts in various business fields. During these sessions, you will learn about the following important topics:

- leadership and motivation;
- financial and business planning;
- marketing and digital marketing;
- negotiation and sales;
- taxes and business registration.

An important part of StartUp Academy is the opportunity to put the knowledge gained into practice. At the end of the programme we announce a mini-grant competition where participants can present their business projects and have a chance to win up to **3000** euros to start their business.





StartUp Academy is your key to the world of entrepreneurship and new opportunities. Join us to gain knowledge, inspiration and resources to achieve your business goals.

We believe that future leaders and entrepreneurs are formed from childhood. That's why we held events specifically for teenagers striving for creativity, innovation and entrepreneurship. We inspire young minds and encourage them to explore new areas by stimulating creative thinking and developing teamwork skills.



ASSISTANCE AND SUPPORT TO REFUGEES

In 2023, we provided **HELP & SUPPORT** to women refugees, focusing on the following areas:

75 refugee women trained in business school and **8** refugee women received financial support (grants) to set up their businesses.

More than **40** women refugees were trained in SMM school, learning the areas of social media and marketing, thanks to which the participants improved their online profile and started to advertise their products and services. www.smm1.innovation.md

Our counsellors conducted over **100** counselling sessions with the women refugees to help them resolve various issues and challenges on their journey to financial sustainability and to help our participants keep records and plan their finances.

Over **20** women refugees were supported with one-to-one counselling and business mentoring.

We provided training for **77** women refugees staying in different districts of Transnistria in **7** different professions so that they could learn new skills and find employment. The women were trained in accounting and 1C programme, seamstress, baker (confectioner), hairdressing, make-up, manicure/pedicure, eyelash extension.

We held **5** networking meetings for women refugees on advocacy, peacebuilding and peacebuilding networking, media literacy and countering fake information.

We developed more than **10** roadmaps for women refugees on starting and running a business, employment, peacebuilding and peacebuilding issues.



CONSULTATION SUPPORT

Our team of experts and consultants are available to provide professional advice and assistance in a variety of areas to help you overcome challenges and move forward.

In 2023, we provided more than **500** counselling sessions for small, micro and medium-sized entrepreneurs so that they can become more successful and sustainable.

We provide counselling on the following topics:

- business analytics and business risk analysis
- accounting and financial planning
- legal support and business registration
- marketing/product promotion
- logistics
- sales and negotiations
- entering the international market
- team management / project management

SOCIETY

We aim to create a platform where everyone can contribute, where knowledge and expertise are shared, and where joint efforts lead to the creation of a stable and dynamic economy capable of meeting the challenges of the future. We value the society that exists today and do everything to develop and support it.

Agency for Innovation and Development administers the Business Support and Development Centre - Business Hub, which provides the following services:

1 Businessmen’s Club

These are community entrepreneurs who will have full access to support from the Business Hub. What Club entrepreneurs will get:

1. Mentoring and supervision
2. Monthly group meetings (mastermind)
3. Business breakfasts
4. Study tours to places of business development
5. Access to all Hub events
6. Legal and accounting support
7. Travel and exchange of experience



2 Corporate courses for companies

The Business Support and Development Centre is a unique platform where entire companies can get knowledge and training. In 2023, we trained **20** managers, as well as more than **100** employees of **3** different companies in Transnistria, thanks to which we helped to increase sales, create a corporate culture, and most importantly - to increase income.



3 Business education for children

We believe that entrepreneurial skills are formed from childhood. Therefore, we hold educational sessions for children and teenagers to improve their knowledge in business, finance, English and other areas. In 2023, we held a business school, a hackathon for teenagers and introduced an English language school with a teacher from Canada.



4 Coworking Space

This is a comfortable single workplace with its own storage space for necessary things (own desk, cupboard, office cabinet and if necessary a laptop).

- 16 workstations
- open space for 6 workstations
- 3 mini-offices with 2 workstations each





In 2023, we expanded our community and attracted young people from remote districts and villages of Transnistria. We strengthened cooperation with the Transnistrian University, the Ministry of Education and the Ministry of Economic Development as co-organisers and partners. In 2023, we organised a series of training sessions in Transnistrian districts for entrepreneurs working in agriculture.





Among others, thanks to the Technological Entrepreneurship project, an educational programme on Product Management was created and university teachers and professors were involved.

One component of community support is lobbies and advocacy for entrepreneurial initiatives. Here are some of them:

- Simplified the procedure for the conclusion and termination of civil law contracts between an individual entrepreneur and hired persons (in terms of recalculating the amount of taxes paid for hired persons in proportion to the number of days worked during the month).
- The types of activities of socially oriented non-profit organisations, in the implementation of which they may receive State support, have been expanded.
- The issues of re-issuing a permit on the possibility of operating premises and a sanitary-epidemiological conclusion to an applicant who is an individual entrepreneur have been analysed and outlined.
- Analyse and propose options concerning the order of hiring and dismissal of refugees and temporary migrants under civil law contract and labour contract.
- Proposals on the procedure of granting privileges for payment of public utilities to socially oriented non-commercial organisations have been outlined and worked out.
- Practically worked out and presented proposals in terms of classifying refugees and temporary migrants as residents of Transnistria and granting them a tax deduction.
- The issues of practical necessity of introducing a register of socially oriented non-profit organisations have been analysed and outlined.
- The issues of coverage of a long period of inspections for reasons beyond the control of entrepreneurs and possible negative consequences have been analysed and outlined.

We become stronger when we have our partners by our side.
And we are very grateful to them for their support and cooperation.

PARTNERS IN TRANSNISTRIA

Transnistrian State University named after Taras Grigorievich Shevchenko	www.spsu.ru
IT Association of Transnistria	www.facebook.com/itpmr
Chamber of Commerce and Industry	www.tiraspol.ru
Association of Creative Industries of Transnistria	www.creativity.md
Association of Social Entrepreneurs	www.social.innovation.md
Association of Health and Sport	www.healthy.md
Academy of Open Education	www.education.md
Business companies, NGOs, volunteers, and others	

PARTNERS IN MOLDOVA AND INTERNATIONAL PARTNERS

European Business Association	www.eba.md
Danish Refugee Council	www.drc.dk
UN Women	www.unwomen.org/en
Generator HUB	www.hub.md
Association of IT Companies	www.ati.md
Tekwill	www.tekwill.md
ARTCOR	www.artcor.md
Association of Women Entrepreneurs of Moldova	www.afam.md
Business Laboratory ASEM	www.ase.md
ProEntranse	www.proentranse.md
Technovator	www.technovator.world
AXA Management Consulting	www.axa.md
Agency for Peacebuilding	www.peacebuilding.eu
LLC Hope4	www.hope4.org
National Tourist Organization of Ukraine	www.nto.ua
Center for Development of Entrepreneurship Moldova-Poland	www.cdamp.md
Foundation "Youth Development for Innovation"	www.y4i.md
Contact Center	www.contact.md
Women's Law Center	www.cdf.md
XY Partners	www.xy.md
Business companies, NGOs, volunteers, and others	

DONORS

EU of the Republic of Moldova, UNDP Moldova, Eastern Europe Foundation, Sweden, UK, USAID, Tekwill, UN Women's Fund for Peace and Humanitarian Assistance.

The Agency for Innovation and Development is a member of the Women's Advisory Council.



SUCCESS STORIES

In 2023, the Agency supported **41** entrepreneurs, women entrepreneurs and we are delighted to share some of the success stories they have achieved along the way.



Maria Istomina
growing herbs in greenhouses

When I started my journey as an eco-entrepreneur, I realised that caring for nature and efficient use of resources is not only a responsibility, but also an opportunity to create something unique. I am proud that my products bring joy to my customers and inspire others to make sustainable decisions. All this happened thanks to the support of the Agency for Innovation and Development.



Gorgan Elena
drying flowers and herbs

We produce the highest quality product and are grateful that we are always supported. We trained, learned a lot of new things and were now able to improve our business processes. Thanks a lot!



Anastasia Cojocar
production of sportswear and organisation of a leisure centre for children

The opportunity to learn from the best experts, to receive individual support - this is all that I was able to get from the Agency for Innovation and Development. Now it has become easier for me to make business decisions, I have become a more sustainable entrepreneur, and improved my knowledge and skills in running my business.



Olga Kharchenko
cheese production

Expert support and grant assistance allowed me to realise my dream of starting a business and made it more accessible. Now I can say with confidence that it was the best investment for the enterprise.



Irina Kazaku
bakery production

The mission of our company is to create confectionery products that are useful and of high quality, focusing on the needs and desires of our partners. We have received great support from the Agency - it is both financial support, mentoring and educational support. Thank you!



Elena Shvets
beekeeping

I want to develop this business to a larger scale and help the two banks of the Dniester with pollination. Thanks to the pollination work of honeybees, the yield of many crops increases. Thanks to the activity of bees, mankind receives thousands of tonnes of vegetables, fruits and seeds.



Maria Kulichenko
production of Harry Potter-style souvenirs

For more than 10 years we have been producing souvenirs for fans of various works - we make figurines, paraphernalia inspired by books/games/films/comics. We were able to turn our hobby into a profitable business after receiving support from the Agency for Innovation and Development.



Dmitry Gordinsky
caramel production

Caramel Workshop is a unique confectionery factory where natural handmade caramel is produced. Only natural ingredients are used in production. Thanks to financial support, we were able to enter new markets and expand our production.



Yulia Chernobrivchenko
tailoring studio

We are grateful to the Agency for its support in development and expansion. After all, thanks to StartUp Academy, we trained, expanded production and opened another direction - embroidery on fabric. Thanks to the Agency for Innovation and Development, we learned how to make your startup develop.

THE RESULTS OF OUR WORK FOR 2023



260 m²

16 workplaces:

6 6 open workplaces (co-working) and **3** mini-offices with **2** workplaces each

11
paid services

80
conference room seats

More than **300**
events

More than **2000**
visitors





Tiraspol, Sverdlova str. 57
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