



"Million Worth Community": Western NIS Enterprise Fund grants UAH 1 million to the Pechenizhyn Community



March 12, 2018, Kyiv, Ukraine – "1 + 1" sets up the finale of the first Ukrainian business-social reality TV show "Million Worth Community". At the show, 5 united territorial communities (UTC) contended for UAH 1 million grant from the Western NIS Enterprise Fund (WNISEF) by developing projects to improve life in the regions. Consequently, the Pechenizhyn UTC came out on top, having developed a raspberry shock-freezing project.

The TV show consisted of 7 episodes, each depicting the communities to face a series of trials, so-called business tasks, trying to earn money and prove the ability to run business and develop the potential of their community, as well as team spirit and creative approach. The project was participated by Skala-Podilska UTC (Ternopil oblast), Pechenizhyn UTC (Ivano-Frankivsk oblast), Novoposkov UTC (Luhansk oblast), Buzke UTC (Mykolaiv oblast) and Kniahynyn UTC (Volyn region).

Iryna Ozymok, WNISEF Local Economic Development Program Manager, has become a presenter of the show: *"This show possesses real educational impact – the communities learned to develop business ideas, they made weekend tours programs and became the united teams. Moreover, the show has rallied communities from different regions, and from now on they will keep on sharing experiences and decentralization success stories. I heartily admire all the TV show participants."*

Ihor Dovirak, Head of the Pechenizhyn UTC: *"We have gained a unique experience: to jointly cope with a variety of tasks – from simple to complex – that can surprise Ukraine. The main point is that*

people today perceive reality in a different manner, cohesion made them believe in their strength. And those trials helped to find the like-minded people who founded an agricultural cooperative and now show willingness to implement our raspberry shock-freezing project thanks to the grant from WNISEF. We have plenty of work ahead, as well as risks, but I believe in the cohesion of the community, and we will succeed."

The project is produced by "1+1 Production" with the financial support of the United States Agency for International Development (USAID) DOBRE program. TV-presenters: **Iryna Ozymok**, WNISEF Local Economic Development Program Manager, who supports transformation projects and reforms in Ukraine, and **Dmytro Ohnirov**, a businessman and owner of one of the largest Ukrainian farms, European-modeled "Merynos-Zakhid".

USAID's "Decentralization Offering Better Results and Efficiency" program (DOBRE) is a five-year program implemented by the international organization Global Communities and funded by the United States Agency for International Development (USAID). The program is aimed at supporting local government and creating better conditions for the development of united territorial communities. The USAID DOBRE program works in 7 regions: Dnipropetrovsk, Ivano-Frankivsk, Kharkiv, Kherson, Kirovohrad, Mykolaiv and Ternopil.

Western NIS Enterprise Fund (WNISEF) is a \$150 million regional fund, a pioneer in Ukraine and Moldova with more than two decades of successful experience in investing in small and medium-sized companies. WNISEF was funded by the U.S. government via the U.S. Agency for International Development (USAID). Since its inception 20 years ago, WNISEF's cumulative investments total over \$168 million to 118 companies employing around 25 000 people and made it possible to unlock \$1.5 billion for companies in Ukraine and Moldova. In 2015 WNISEF has launched a \$35 million legacy program focused on export promotion, local economic development, impact investing and economic leadership. WNISEF is funding innovative, high-impact, reform focused programs aimed to transform lives of the ordinary people in Ukraine and Moldova. www.wnisef.org