

## → Developing a municipal brochure and analyzing processes to establish a public center

**Country** Ukraine

**Project title** Raise awareness of citizens on service delivery of Romny

**Trinning** Municipality of Vlaardingen (the Netherlands)

Municipality of Moravská-Trebová (Czech Republic)

Municipality of Romny (Ukraine)

**Project period** 1 December 2006 to 30 September 2007

**Project budget** € 69,241

### Project objective

Increase the quality of information service provision.

### Project summary

The project aimed at improving service delivery and information provision in the field of licenses for small businesses and reconstruction of houses for the handicapped. A municipal brochure on services was developed to raise citizen's awareness as to municipal services available and distributed free of charge to all citizens. An analysis on developing a public information centre was carried out and the process description of this centre has been defined.

### Core information

The municipality of Romny, with a population of 46,000, is one of the industrial centers of Sumy Oblast. There are 13 industrial facilities of different kinds in the city area. It is one of the most ancient cities of the Ukraine with a history of many centuries. The city recently celebrated its 1,100 anniversary. With a rich historical and cultural legacy, it is an interesting place for tourists. It is in the historical and cultural Reserve of Ukraine named 'Posullya'.

### Problem analysis

The supply of services to the citizens of Romny was insufficient and citizens lacked basic information about the municipal organization, procedures and regulations. Local civil servants and politicians also lacked knowledge about efficient and effective service provision in general, and specifically business licenses and house reconstruction for the handicapped. The municipality of Romny wanted modern solutions to these problems and decided to develop a municipal brochure on services for citizens.

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### **Project implementation**

First of all a poll was conducted to assess the service quality level. Research was carried out on the process of developing an information centre in Romny and a process description has been developed for establishing an information centre. A unified municipal brochure containing information on municipal services was developed. A total of 12,000 copies were printed and distributed among all households of Romny. Local media attention was used with an information page 'Romny - a city for citizens'. An instruction to local government authorities' personnel was developed and feedback from clients received. The project resulted in incorporating many new ideas into the system of service provision.

### **Process management**

First a wide information campaign was conducted to overcome the problems. The campaign first of all aimed at raising awareness of citizens on the project. Training and seminars for personnel were conducted including round-table discussions. The project involved staff of structural units of the executive committee and other institutions and organizations of the city.

### **Recommendations: do's and don'ts**

- Provide a thorough study of the main problem and discuss this in public;
- Do not draw conclusions without consulting public opinion;
- Do not take decisions that cannot be implemented;
- Develop concrete actions plan.