



Lviv city
council

*An innovative approach to the
development project in Lviv.
Practical Examples.*

Lviv is the economic, social, cultural, and educational center of Western Ukraine



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Key Facts



- First historical records date back to 1256
- Long history of Austro-Hungarian and Polish traditions
- UNESCO-protected city centre: 366 monuments
- 25 museums and over 10 modern art galleries
- Hosting Euro 2012 Football Championship



- Capital of Lviv Region (population: 2.5MM)
- 7th largest city in Ukraine (population: 850,000)
- Area : 171 km²



- 38 institutions of higher education
- 130,000 students in the city
- 2nd leading IT center of Ukraine
- Financial center of Western Ukraine - >100 banks, 2 stock exchanges

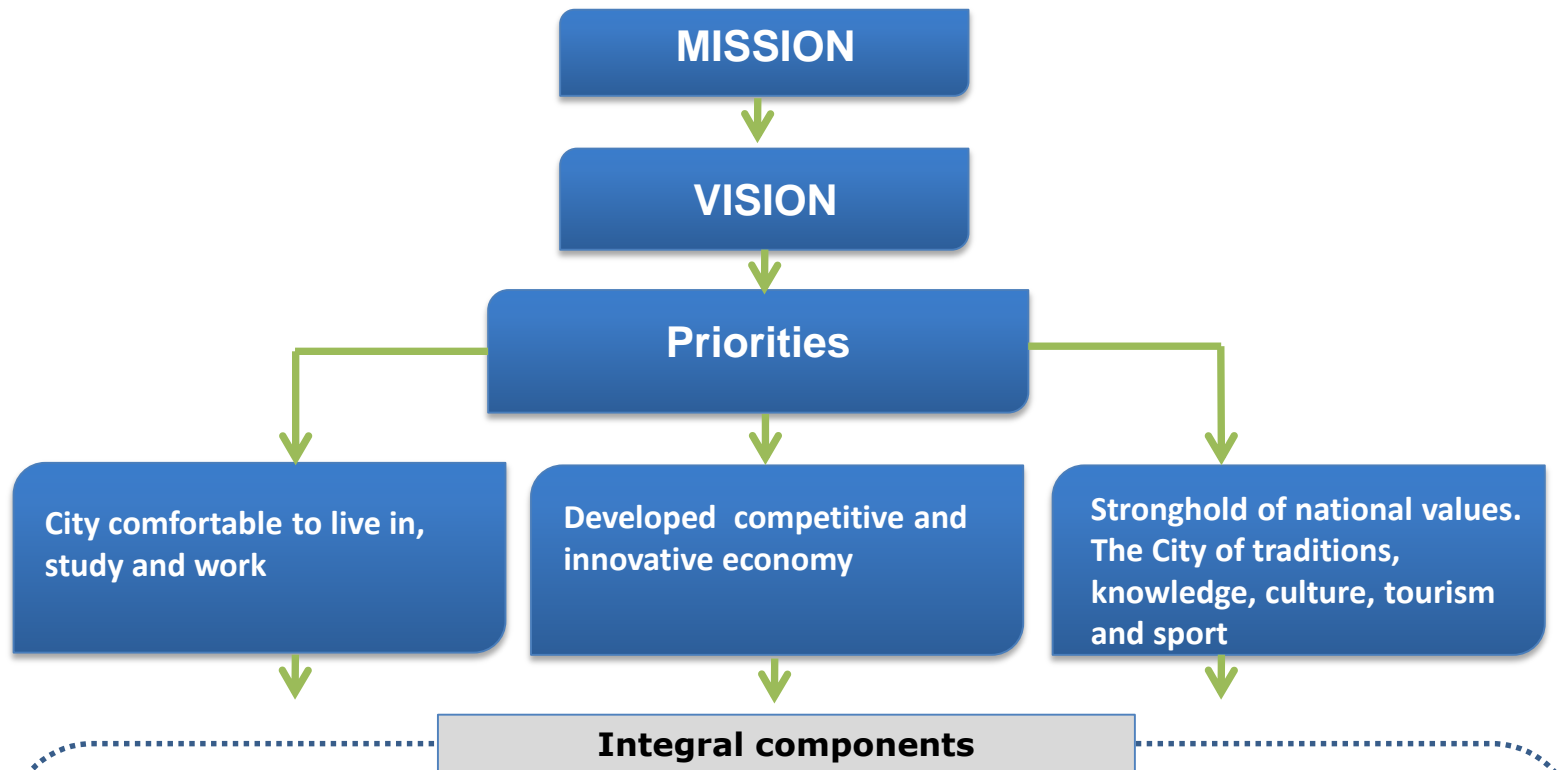


- International Airport with direct connect to Kyiv, Vienna, Munich, Moscow etc.
- Gateway from Ukraine to EU - A3 and A5 international routes
- High-speed euro-standard railroad to Krakow under construction
- General Consulates of Poland, Czech Republic, Austria, and Russia

Lviv Complex Development Strategy



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Integral components

▶ Lviv Development Master Plan

▶ The Integrated Concept of Lviv Central Part Development

▶ Lviv Sustainable Energy Development Program

▶ Lviv Competitiveness Strategy 2015

▶ Lviv Cultural Development Strategy 2025

▶ Complex Ecological Program for 2012-2016

▶ Strategic Plan of Investment Attraction to 2020



Mission

Lviv is an open to the world and friendly to the people city. Preserving unique European heritage for over 750 years Lviv is a stronghold of Ukrainian national and spiritual values.

Working honestly, efficiently, all together, we are building ecologically clean and comfortable for inhabitants, favorable and safe for investors, interesting to travelers environment.

Lviv is modern and dynamic, it is prestigious and joyful to study here, to grow culturally and spiritually, to do sports, to create and to love...■

Vision: Lviv in the year of 2025 is...



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National traditions

Lviv regularly conducts events regarding popularization of national cultural values



Comfort for residents

Lviv is a city, where contentment level with municipal services is higher than 80%, with highest level of investments and highest salary level per one resident



Cultural and touristic capital

There is an annual growth of new touristic products and conduction of cultural events of European significance



Healthy lifestyle

Lviv is a city with modern sport infrastructure



High-tech industries

Modern light, food, biotechnical, electronic industries are developing in Lviv. City is a leader in Eastern Europe in the field of IT business



Education and innovations

Lviv universities are competitive on the market of educational services and are ranked as best universities of the world (TOP-500). Lviv pupils have the highest ratings of external independent testing



Favorable conditions for business

Lviv – is a city, where level of contentment with transparency and clearness of regulations/procedures for business is higher than 80%. Here functional modern technopark is created according to European standards



Modern energy supply

CHP-1 and CHP-2 meet the demand of the city in energy for over 30%. Lviv achieved the best level of energy preserving and ecological technologies among oblast centers of Ukraine



Social protection

All schools, kindergartens, hospitals are repaired and modernly equipped. Level of contentment with medical care is over 80%. Lviv – is the most comfortable city of Ukraine for disabled



Ecology

Lviv has modernized system of sewerage and of wastewater treatment, dump is closed and there is a new waste processing plant. City parks are arranged. Recreation and entertaining infrastructure is created

City Economy Development Strategy



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City Administration together with the Foundation for Effective Governance and Monitor Group has developed an integrated economic city strategy that aims to develop priority clusters as well as four key economic pillars:

Shared Economic Vision

Tourism Cluster

Realize Lviv's potential as a major CEE tourism destination by aligning cluster participants behind a focused tourism strategy and upgrading tourism experience and the overall infrastructure to cater to the target tourist markets and segments

Business Services Cluster

Drive cluster collaboration and attract expertise and capital to develop and promote Lviv as a leading CEE business services center that leverages local human potential to serve Ukrainian and international customers

Education

Education aligned with business needs provides companies with a well-qualified pool of talent for growth and ensures talent development and retention in Lviv

Foreign Direct Investment Agency

Foreign Direct Investment Agency attracts capital and expertise to Lviv to boost development in priority areas

Governance Transparency

Improved business regulation and a general culture of transparency allows companies to develop in a transparent and business-friendly environment

Supporting Infrastructure

Providing/ upgrading the city infrastructure that supports the development of clusters and the overall economy

Funding

Obtaining and generating the funds required for financing city investment in cluster development and economic pillars



Examples of strategy implementation

- **Lviv Promotion Concept**
- **Business tourism development**
- **Development of bicycle infrastructure**
- **The Integrated Development Concept (IDC) for the Old City of Lviv**
- **Infrastructure projects**
- **Development of Industrial park**
- **Energy management system**
- **Opening of the first municipal business incubator for IT sector**

Lviv Promotion Concept



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- Internal promotion

In Lviv – organizing city contests and events,

“Transparent government” – publishing informational booklets, placing of social advertising,

“Authorities and community - Partners” - involving NGO's and institutions, business for cooperation, joined projects and events.

In Ukraine – “Lviv’s hospitality for tourists”, “Lviv – the biggest Ukrainian speaking city in the world”, “Lviv – center of Ukrainian traditions”, “In Europe without visa”, “Lviv – city of festivals”

- External promotion

In Europe and the world – “Lviv - you should meet with him”, “Lviv – last hidden gem of Eastern Europe”, Lviv open for investors.



Business tourism development: Lviv Convention Bureau



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Established in 2013 as a subdivision of Lviv City Council

A platform for the cooperation between the authorities and business sector in the sphere of marketing, that aims at common promotion of Lviv as an attractive city for hosting meetings, incentives, conferences and events (MICE)



Fields of work

Sales and marketing

- ICCA membership
- FAM-trips
- Press tours
- Marketing plan development
- Honorary Ambassadors Program
- Participation in international forums

Promotion

- Website promotion
- Active presence in social media
- Meeting planner's guide
- Videos
- Promo campaign in Ukraine
- Promo materials

City environment

- Main city conferences support
- Cooperation with travel agencies
- Tourism barometer
- Events calendar
- Monthly newsletter
- Surveys

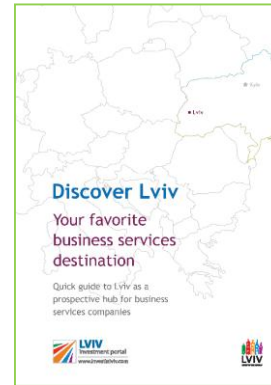
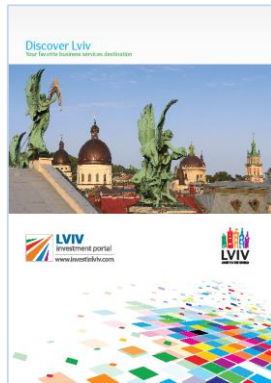
Infrastructure

- New congress and convention center
- Improvement of the existing conference halls
- Standards introducing

Investment promotion



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➤ Promotion of the city, as a good place for entrepreneurship activity, between potential investors through the participation in business meetings, forums etc.

[Investment portal of Lviv city](http://www.investinlviv.com)
www.investinlviv.com

➤ Promotion of portal through social networks Facebook, LinkedIn, links on the partners pages (EBA, UDC, Lviv Today, etc.)



The screenshot displays the LVIV investment portal website. At the top, there is a navigation bar with buttons for 'How to invest' and 'Find investor', along with social media icons and a search bar. Below the navigation bar, the main content area is divided into several sections:

- Why Lviv?**: A section with a photo of a row of colorful buildings.
- Business environment**: A section with a photo of a modern office interior.
- What We Offer**: A section with a photo of a large industrial building.
- News list**: A section with a blue header and a list of news items, including 'Siemens AG extends its footprint in Western Ukraine' and 'December 16th, 2014, Siemens Ukraine opened the new regional representative office in Lviv. The open...'. There is a 'All news' link below the list.
- Events list**: A section with a green header and a list of events, including 'Оголошення про намір Львівська міська рада, як ініціатор створення індустріального парку та департамент економічної політ...'. There is an 'All events' link below the list.
- Investor's Feedback**: A section with a red header and a testimonial from David Pavlita, Consul General of Czech Republic in Lviv. The testimonial reads: '«I am happy to be here. The atmosphere in the city is fantastic. Lviv reminds me Prague today. Here are lots of tourists. I wish them always come back to your city...'. There is an 'All testimonials' link below the testimonial.

At the bottom of the page, there is a 'Home' section with a photo of a man in a suit and a short paragraph of text: 'Lviv is an important political, economic, cultural and scientific center of Western Ukraine. Lviv is a place where mysteries and superstitions of East are combined with heroic and pragmatic Western Culture. The city with its outstanding culture is situated in the centre of Europe and connects all poles of the globe. Many talented architects, sculptors, painters, craftsmen and merchants from all over the world have been always attracted by this one of the most multi-ethnic and multi-cultural city. They were fascinated not only with the city's unique charm and...'

Development of bicycle infrastructure



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Goal of the project:

*construction of the **270 km** bicycle paths*

*Project costs: **58 million UAH.***

*Project implementation period: **9 years***

The Integrated Development Concept (IDC) for the Old City of Lviv



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With the support of the Ukrainian - German project “Municipal Development and Rehabilitation of the Old City of Lviv”, the City of Lviv developed The Integrated Development Concept (IDC) for the Historical Old City of Lviv.



- The concept was formally adopted by the Lviv City Council on the 21st April 2011, and was the first of such concepts to be adopted in Ukraine
- The IDC is concerned with all the important measures and projects related to the regeneration of the historical inner city of Lviv over the next 10 years



Infrastructure projects



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- EBRD-funded Projects:
 - Lviv Public Transport Modernization – 38 mln euro
 - Sykhiv Tramline Extention – 15 mln euro
 - District Heating Modernization – 30 mln euro
 - Sludge Treatment – 22 mln euro
- German government (KfW, GIZ):
 - Historical Heritage Rehabilitation
 - Bicycle Infrastructure
 - Energy Efficiency
- The World Bank and IFC:
 - Water Supply
 - Waste Management
 - Energy Efficiency
- ▶ European Commission
 - ▶ Purchase of used rolling stock
 - ▶ Construction and rehabilitation
 - ▶ Supply of equipment, new technologies
 - ▶ Cogeneration
 - ▶ Repair and renovation
 - ▶ Construction of bicycle lanes
 - ▶ Heat Insulation
 - ▶ Waste treatment technologies and equipment



THE WORLD BANK
Working for a World Free of Poverty

Industrial Park Project



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25 hectares in industrial zone, expansion possible



8 KM

- City Center
- A4 highway along the site

11 km

- Lviv International Airport
- Airport Cargo Terminal

4.5 km

- Major Rail Cargo Terminal

2 km

- Catchment area (50k inhabitants)

Public
Transport

- 10 intercity and municipal bus routes

Water

- D = 500
- €0.45/m³

Electricity

- €0.076/kWh

Gas

- D=89
- €0.374/m³

Energy management system



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SEAP

Plan for the Sustainable
Energy Development

TIME HORIZON

10 YEARS (TILL 2020)

SCOPE OF COVERAGE

ALL SECTORS

SCOPE OF COVERAGE

STRATEGY (OPTIMAL AMOUNT OF ENERGY
SAVING, OPTIMUM ENERGY BALANCE,
BELONGING ECOLOGICAL STATUS)

STRATEGIC OBJECTIVES
OF MUNICIPALITY:

*IN ACCORDANCE WITH NATIONAL
AND INTERNATIONAL DOCUMENTS*

- REDUCE ENERGY CONSUMPTION BY
20% BY 2020 AND 50% BY 2030,

- REDUCE HEAT LOSSES DURING
TRANSPORTATION BY 7-8% IN 2020,

- REDUCE THE VOLUME OF NATURAL
GAS USE BY 20% BY 2020 THROUGH
COST SAVINGS AND ITS
REPLACEMENT WITH ALTERNATIVE
FUELS,

- REDUCING CARBON DIOXIDE
EMISSIONS BY 20% BY 2020
DEVELOPMENT OF THE RENEWABLE
ENERGY SOURCES TO 20% OF THE
TOTAL CONSUMPTION OF PRIMARY
ENERGY

Energy management system



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Monitoring of energy consumption

Institutions of public sector

Institutions of residential areas

1

*The First Deputy of
city Mayor*

The director of economic
policy department

Office of energy management
(5 persons)

Energy managers of
departments and sectors
(11 persons)

Responsible for energy monitoring
in public buildings
(324 persons)

Energy managers of
districts administrations
(6 persons)

Energy managers of Lviv
Communal Enterprise
(51 persons) responsible for
views collecting of the metering
devices

2

Energy management system



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EUROPEAN CAMPAIGN DISPLAY



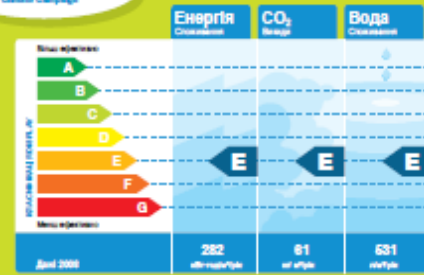
Житловий будинок
(вул. Морозна, 27)
Як виглядає ця будівля у порівнянні?



Житловий будинок
(вул. Морозна, 31)
Як виглядає ця будівля у порівнянні?



Школа-інтернат №2
Як виглядає ця будівля у порівнянні?



У напрямку до будівлі класу А

Дисперсія енергії

97%	0%	0%
Відходи	Відходи	Відходи

www.display-campaign.org



www.display-campaign.org



www.display-campaign.org

Startup Depot. Lviv IT Business Incubator



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Areas of activity:



Coworking
*- creative lab
for developers,
companies,
designers and
entrepreneurs
- Workplaces
24\7 with
high speed
internet,
kitchen etc.*



Mentorship
*- 2 month
course of
methodology
of IT startup
launching for
people with IT
business ideas
(10-12
participants)
- Mentorship
from successful
entrepreneurs*



Events
*- meetups
with
successful
entrepreneurs
2 events\month
- Hackathons
1\quarter
- Startup
conferences
1\year*



Consulting
*- feedback for
business ideas
- business
model
- financial
model*

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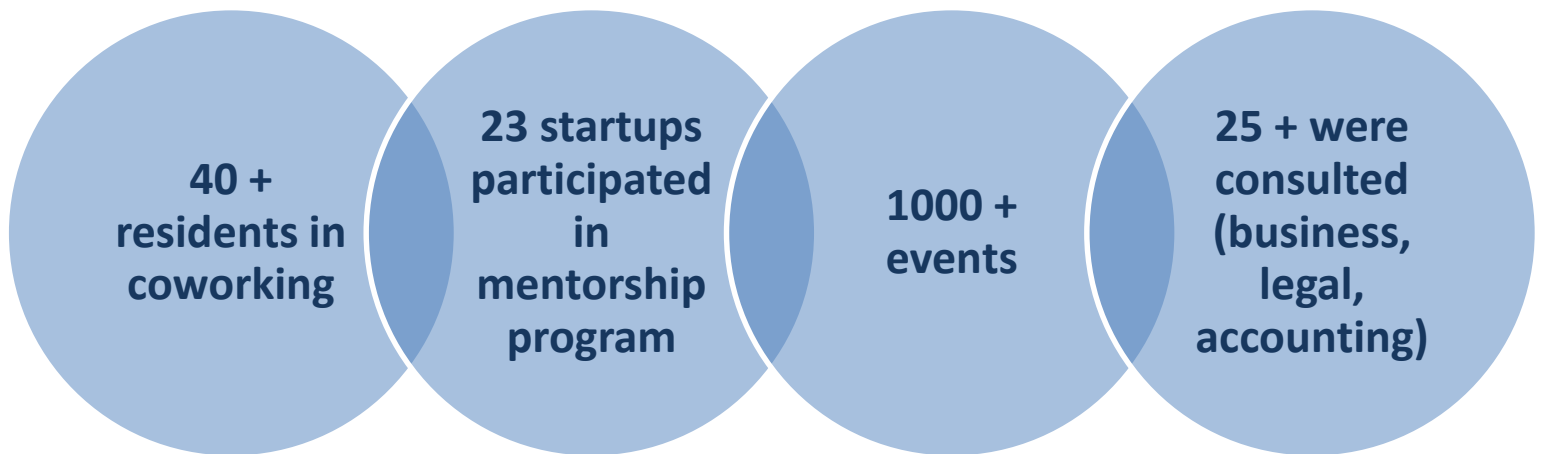
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Business model of Startup Depot:

Self – sufficient organization that needs no external funding



Results and key figures:



Next steps



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- **Lviv Business Park**
- **Support center for entrepreneurship and innovations**
- **Revitalization and public space development**
- **PPP development**
- **Energy management of housing sector**
- **e-government**



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THANK YOU FOR YOUR ATTENTION!

VIKTORIA DOVZHYK

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