

December 2022

Terms and Conditions of MAOF Business Support Services in Local Space

1. General

- 1.1. The MAOF Business Support Services (hereinafter: "**the MAOF Services**"), run by the Small and Medium-Sized Business Agency (SMBA) in the Ministry of Economy and Industry (hereinafter: "**the Ministry**") are among the range of services the Ministry offers entrepreneurs and enterprises to encourage and promote Israel's SME sector.
- 1.2. The MAOF Services will assist entrepreneurs and enterprises by various means in areas related to their business needs, with the aim of encouraging and developing SMEs in the area and boosting local economy.

2. MAOF Services in local space

- 2.1. Business promotion consulting in the local authority, as outlined in Section 5.
- 2.2. Workspace consulting, as outlined in Section 6.
- 2.3. A forum for the promotion of local economy led by the local authority, as outlined in Section 7.
- 2.4. Local authority business promotion program as outlined in Section 8.
- 2.5. A program for the establishment and management of business communities in local authorities, as outlined in Section 9.
- 2.6. Sustainable local economy, as outlined in Section 10.

3. Threshold conditions for receiving MAOF Services

A signed application form for the MAOF Services must be submitted. (See Appendix I – Application for Business Support Services from the Small and Medium-Sized Business Agency (SMBA) to the Terms and Conditions of the MAOF Services – the local authority version).

The scope of the MAOF Services is determined according to the budgetary framework available to the SMBA.

4. Process for receiving the MAOF Services

The MAOF Services include a business process mapping session and the provision of business advice and support, as outlined in the Terms and Conditions of the MAOF Services and in the relevant Sections below.

5. Business promotion consulting in the local authority – REGISTRATION FOR THIS SERVICE IS

CLOSED

5.1. Background

The SMBA attaches great importance to the development of the local economy, and offers a **consulting program** that address the economic challenges in the local arena and how to deal with them.

5.2. Service products

An action and support plan with business consultants in a variety of areas, including the following:

- 5.2.1. Community management and creating community-economic resilience; bringing together sectors of the business community and officials who handle enterprises.
- 5.2.2. Local procurement consulting: marketing and advertising; establishing an online platform for business procurement or advertising; increasing local authority procurement from local businesses; encouraging procurement among enterprises and a connection between large and small enterprises.
- 5.2.3. Development of local authority services: business information center; means of transferring information to businesses; development of local authority services to businesses .
- 5.2.4. Organizational consulting: the role of the body responsible for businesses in the local authority; management of the entities in the local authority who interface with businesses; information flow, division of labor, remote workforce management; building an emergency management work plan, and developing emergency work procedures.
- 5.2.5. Consulting services in other relevant areas.

5.3. Cumulative eligibility criteria for local authority participation in this program

- 5.3.1. The SMBA's eligibility approval to participate in the program.
- 5.3.2. Eligibility for consultation is a one-time eligibility. A local authority that in the past received eligibility approval to consultation as part of the program "Consultation for the promotion of business in the local authority following the corona crisis" shall not be entitled to additional consulting hours in this track.

5.4. Scope and cost of the MAOF Services

- 5.4.1. A local authority with at least 50,000 residents is entitled to up to 150 consulting hours.
- 5.4.2. A local authority with less than 50,000 residents is entitled to up to 100 consulting hours.
- 5.4.3. The consulting fee is NIS 93.6 / hour, including VAT.

5.5. Work process

- 5.5.1. A local authority is obligated to undergo business process mapping (at no cost) prior to receiving consulting services as outlined in the Terms and Conditions of the MAOF Business Support Services.

5.5.2. A local work team will be set up together with the local authority, a MAOF consultant and a MAOF representative.

5.5.3. The consultation will be subject to the MAOF terms and procedures.

6. **Workspace Consulting Track – REGISTRATION FOR THIS SERVICE IS CLOSED**

6.1. **Objective** - To improve the stability and profitability of enterprises operating in a shared workspace, or of enterprises—in cooperation with the local authority—that share common characteristics or a common business interest, even if they are not physically in the same space. This done by improving shared elements, such as the physical space, marketing activity, branding, etc.

6.2. **Eligibility criteria for consultation**

6.2.1. A group of 10 or more enterprises that have joined together in cooperation with the local authority, for the benefit of jointly receiving the MAOF Services and which meet the following conditions:

6.2.1.1. The group—as a group with the same characteristics that share the same interests and location—has not received MAOF Services in the past.

6.2.1.2. Each group will have one-time eligibility for the MAOF services.

6.2.1.3. Each enterprise in the group meets the requirements of Sections 4.1-4.2 to the Terms and Conditions of the MAOF Services.

6.2.1.4. The group has received eligibility approval from the Director of the SMBA to participate in the program. The head of the local authority must specify in his application the shared workspace for the group of enterprises and why that space was chosen; the details of each enterprise in the group (name of the participant, name of the enterprise, address of the enterprise, the enterprise's main field of activity); the local authority's involvement in the workspace; the activity that will take place in the workspace and the expected results from this activity.

6.2.1.5. The local authority will be eligible for the MAOF Services once a year.

6.2.1.6. Local authority eligibility will not be approved in parallel with the activity of another workspace.

6.3. **Important note:**

Enterprises that receive the MAOF Services must fully cooperate with the local authority and their MAOF branch.

6.4. **Scope of assistance**

- 6.4.1. A group of 10 to 20 enterprises will be eligible for up to 75 consulting hours. This eligibility must be exercised within two years from the date of completion of the process mapping for the group of enterprises.
 - 6.4.2. A group of over 20 enterprises will be eligible for up to 100 consulting hours. This eligibility must be exercised within two years from the date of completion of the process mapping for the group of enterprises.
 - 6.4.3. Eligibility in this track does not affect the eligibility of any enterprise in the group to individually participate in the Consulting Track, in accordance with Section 6 to the Terms and Conditions of the MAOF Services.
 - 6.4.4. The business process mapping session for enterprises in the Workspace Track will be free of charge.
 - 6.4.5. Participation fees in respect of this track appear in Section 6 of the Table of Rates in Appendix III to the Terms and Conditions of the MAOF Services.
7. **Forum for the promotion of local economy headed by the local authority – REGISTRATION FOR THIS SERVICE IS CLOSED**
- 7.1. **Primary goals:** To develop and promote local economy, headed by the local authority.
Secondary goals: To serve as a platform for the local authority and business owners to create and develop strategic plans for local economic growth; to streamline business licensing processes; to improve local authority services to businesses; to promote local procurement from local suppliers; to promote commercial / industrial areas; to increase the demand from local businesses.
 - 7.2. **Eligibility criteria to receive MAOF Services**
 - 7.2.1. A local authority with over 50,000 residents will be approved up to two forums.
 - 7.2.2. A local authority with less than 50,000 residents will be approved one forum.
 - 7.2.3. Eligibility to receive this MAOF Service is a one-time eligibility only.
 - 7.3. **Period of eligibility**
 - 7.3.1. The eligibility approval is valid for 90 working days.
 - 7.3.2. The forum will terminate its activity within 12 months from the date of SMBA approval.
 - 7.3.3. There is an option to extend the execution dates with the approval of the SMBA after submitting a reasoned request.
 - 7.4. **Partner planning and meetings**
 - 7.4.1. A representative of a local authority / a number of local authorities – mandatory.

- 7.4.2. A MAOF representative – mandatory.
- 7.4.3. A forum moderator – mandatory
- 7.4.4. Business representatives who are forum members.

7.5. Project phases and components

- 7.5.1. A MAOF kick-off meeting with the local authority to formulate the topics that the local authority wishes to raise on the forum; to clarify and outline the local authority's main needs for the purpose of establishing the forum or how the forum will help to promote the needs of the local authority with focus on regional development / local economy.
- 7.5.2. Issue a letter of request to the SMBA for forum approval, specifying the local authority's main needs / strategic plan in the use of this platform.
- 7.5.3. Get operating approval from the SMBA, and hold the first meeting within 90 working days from the date of approval.
- 7.5.4. Hold at least one additional kick-off meeting with the local authority, the appointed forum moderator and relevant MAOF representatives, at which the following will be discussed:
 - 7.5.4.1. Acquaintance with the support plan approved by the director of the SMBA.
 - 7.5.4.2. Clarification of the local authority's main needs for the purpose of establishing the forum, or how the forum will help to promote the needs of the local authority with focus on regional development / local economy.
 - 7.5.4.3. Profiling the businesses that will participate in the forum.
 - 7.5.4.4. Making a joint decision on how the forum will be advertised and marketed.
 - 7.5.4.5. Coordinate expectations.
 - 7.5.4.6. Assigning a responsible body on behalf of the local authority to accompany and participate in the forum.
 - 7.5.4.7. Preparation of a work plan by the forum moderator based on the needs of the local authority and presentation of the steps needed to achieve the objectives.

7.6. General points

- 7.6.1. Every meeting must be attended by a representative of the local authority, the forum moderator and a MAOF representative.
- 7.6.2. A detailed work plan will be prepared by the forum moderator together with the forum members in full cooperation with the local authority.
- 7.6.3. The forum will include **at least** 15 active members.
- 7.6.4. No fee will be charged for forums established with local authorities.

