



TEPLODAR: PUTTING EGGS IN DIFFERENT BASKETS

On Nov. 19-20, 2009, the Expert Committee for Economic Development of Teplodar, Odesa Oblast, identified critical issues of the community's economic strategy, formulated a strategic vision of the city, and did a SWOT analysis



Teplodar Mayor Leonid Pechersky: "In the very beginning, I was skeptical about this idea [of strategic planning]. Then, when we first met, I became very interested. And today I'm absolutely sure that this thing is 'doomed' to success"

Not giving up the idea of consummating the intent of the city origin, the Teplodar community leaders obviously seek diversification of its economic future. Although the Expert Committee (EC) members were nearly unanimous in describing Teplodar as a regional energy center the very first words of the strategic vision, the rest of the text, produced in a heated discussion, features a developed industrial zone, a technopark, and a campus – the latter including not only teaching facilities and dormitories but also R&D facilities and high-tech pilot plants.

The committee identified the following critical issues for the economic strategy to address: (a) investment attraction and housing development, (b) business infrastructure and human resources development, and (c) communal infrastructure development.

Part of the two-day meeting was a SWOT analysis, done to provide a better understanding of the community's strengths and weaknesses as well as the opportunities it may catch at and the threats it has to keep a wary eye on.

EC made all of the above decisions and conclusions based on data in the Teplodar Community Profile and Business Attitude Survey produced by

the USAID Local Investment and National Competitiveness project (LINC) and presented at the meeting. At the next meeting, scheduled for Dec. 1, 2009, the committee is expected to identify goals of the strategy.

The Expert Committee for Economic Development, which is chaired by Teplodar Mayor Leonid Pechersky and includes representatives from the local government and other active community members, was formed on Oct. 13, 2009, with the task of drafting an Economic Development Strategic Plan for the city with assistance from LINC. On that day, LINC signed a Protocol of Intentions with the Teplodar City Rada and facilitated the introductory meeting of EC to familiarize the EC members with the strategic planning process and methodology.



Oct. 13, 2009. LINC Chief of Party Howard Ockman (in the forefront) and Teplodar Mayor Leonid Pechersky (second from the right) sign the Protocol of Intentions. The third and fourth from the right are Senior Advisor Ihor Parasyuk and independent consultant Vasyly Kashevsky who will guide the strategic planning process on the part of LINC

The origin of Teplodar goes back to the early 1980s, when the Soviet government selected this territory for the Odesa Nuclear Power-and-Heating Plant project site, and started developing a settlement. In the late 1980s, following the Chernobyl Disaster – the world's worst nuclear accident – the project was suspended, and it was completely discontinued in 1997 in independent Ukraine.

Nevertheless, the Teplodar leadership is quite decisive about location of a thermal power plant in the city and works actively toward this end.



The former nuclear plant project site. Lying within the city limits, this land may become a tasty morsel for investors