





## Una manera de hacer Europa



The funding lines allocated to finance projects by enterprises within the province of Burgos, personified here by two recipient companies, Valvulería y Riegos por Aspersión, S. A and Rojo Trailer, S.L. Instituto para la Competitividad Empresarial de Castilla y León

# Programa Operativo de Castilla y León

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Fondo Europeo de Desarrollo Regional

Good Practice presented by the Instituto para la Competitividad Empresarial de Castilla y León, consisting of the funding lines allocated to finance projects by enterprises within the province of Burgos, personified here by two recipient companies, Valvulería y Riegos por Aspersión, S. A and Rojo Trailer, S.L.

The funding allocated that lead to this example of Best Practices was granted to promote the creation of new businesses and to help small and medium enterprises become more competitive, and to achieve consolidation of the fabric of the business community of this Autonomous Community. The funding was for the establishment of a new business, or the expansion and diversification of an existing business..

The application scope of funding is all of Castilla y León, the Good Practice presented here came from funding granted in the province of Burgos, which received a total of  $\in$ 2.207.819, of which  $\in$  1.103.909 were from the ERDF. The number of companies receiving aid in Burgos is 26.

Regarding the impact of the funding, we highlight that, in addition to the direct aid granted, an associated investment is involved, a combination that has raised investment in business and manufacturing in the province of Burgos. This is in addition to the overall impact on employment. Estimates are that the projects saved a total of 714 jobs, 119 of which are held by women, and that 82 new jobs were created, 25 held by women.

Within the funds granted to finance business projects in Burgos province, we highlight two, the funding to the company Valvulería y Riegos por Aspersión, S.A., and to the company Rojo Trailer, S.L.

Valvulería y Riegos por Aspersión, S.A. is a manufacturer of agricultural and forestry machinery specialized in irrigation. It applied for funding for an expansion project, to purchase a numerically controlled multi-spindle machine for high production machining of spray irrigation components, thus achieving cost savings and a higher quality final product.

Rojo Trailer, S.L. is a manufacturer of motor vehicle engine bodies, trailers and semi-trailers. It applied for funding for an expansion project to purchase an air plasma cutting machine, to improve its manufacturing process of special-order semi-trailers.

Considered Good Practices because they both meet the following criteria:

## 1. The action was duly disseminated and communicated to beneficiaries, potential beneficiaries and to the general public.

In compliance with its regulatory obligations the office managing the aid informed potential beneficiaries of EU Funds funding opportunities, ensuring that the information was received by the highest number possible of potential beneficiaries, for the undertaking of their projects. It also disseminated the results obtained from these efforts to citizens and the media.

The media employed for dissemination were social media, and the web page of the funds manager, the, *Instituto para la Competitividad Empresarial de Castilla y León*, (ICE) (Institute for Competitive Business Practices Castilla y León). The ICE web page posted news on the projects funded to further inform potential beneficiaries and the general public, highlighting the funding and support received from the European Regional Development Fund (ERDF), that helped lead to project fulfillment.

https://empresas.jcyl.es/web/jcyl/Empresas/es/Plantilla100/1284715318822/ / /





In addition to the above, e-mail bulletins were sent to over 11.500 potential beneficiaries.

Other dissemination actions included presentations of the aid in all provinces of the Autonomous Community, including the province of Burgos.

https://www.diariodelaribera.net/hemeroteca/aranda/jornada-informativa-sobre-las-ayudas-ade-2016-para-la-creacion-y-mejora-de-empresas/



#### TWITTER and FACEBOOK were used to inform of European co-funding.

<u>Competitividad Empresarial - JCyL</u> (Fb) 24 May 13:00 ·

Have you heard about aid available to companies? Choose the aid that best meets your needs: your investment projects, R+D, start-ups or international expansion. ERDF co-financed. <a href="https://empresas.jcyl.es/.../Plantilla66y.../1255644717729/">https://empresas.jcyl.es/.../Plantilla66y.../1255644717729/</a>





Both Valvulería y Riegos por Aspersión, S. A, and Rojo Trailer, S. L., the two companies that received the funds, also posted news on their web pages and installed posters and signs at their company entrances.









#### 2. Action involves innovative elements

The project submitted by Valvulería y Riegos por Aspersión, S. A. involves a major innovation. The company's innovation plan focuses on more efficient use of water, reducing water consumption, and reducing the environmental impact of its spray irrigation system. The investment seeks to optimize and raise production levels of the components used in this irrigation system, in response to rising market demand for efficient fixed underground irrigation systems.

The project submitted by Rojo Trailer, S.L. involves an important innovation, the installation of a new high precision cutting machine, to streamline its production of special-order trailers. The machine is run from a flat screen dashboard. All mobile elements of the machine are electronically controlled. It has an integrated user interface to enable remote management from laboratories and control centers with IOS functions that facilitate manufacturing and quality control.

#### 3. Adequacy of the results obtained to the objectives established

The objective pursued with this line of aid is to foster the consolidation of the business fabric of Castilla y León in general, and, in this case, of the province of Burgos in particular.

Within the Autonomous Community of Castilla y León the province of Burgos stands out as a cutting edge province across all economic and industrial indicators. It leads in employment rate, per capita income, weight of the industrial sector in its provincial GDP, in exchanges with the exterior regarding employment and unemployment, and has three major development hubs concentrated in the cities of Burgos, Miranda de Ebro and Aranda de Duero. Due to its location, Burgos is also a key territory in the European logistics network, along the Atlantic Corridor.

The result obtained by the development operation undertaken by Valvulería y Riegos por Aspersión contributes to the improvement of enterprise competitiveness and to improvement of the beneficiary company's employees' working conditions, since the investment means lower costs for the company, that can be used to provide better working conditions to its employees and serves as incentive for it to undertake other investment projects. Further, the investment made to develop these innovative products serves to foster improvements to pre-existing products offered on the national and international markets that this export oriented company seeks to serve, due to which the end consumers of these products will also benefit from this type of investment. The company Rojo Trailer, S.L received aid to expand the production of its range of gondola semi-trailers, which achieved high levels of acceptance on the European market.

The designs and prototypes developed by the company since 2009 are used in the production of this new type of special trailers. Thanks to this prior work done by the company, it was able to innovate on these new products: The four-line gondola, used mainly for very large cargo such as wind turbines, and the Dolly neck gondola, which is used in public works. These products are in great demand by potential customers in northern Europe, where they have passed all quality testing, some conducted under extreme weather conditions in northern Russia. The company's attendance of industry trade fairs, mainly in Germany, was a determining factor for introducing these products to international markets.

#### 4. Contribution to solving a regional problem or weakness.

The investment project by Valvulería y Riegos por Aspersión, S. A. contributes to improving the company's competitiveness, which also serves to enhance the competitiveness of other companies in the region. The production destinations will expand in the area and in other autonomous communities, as will export, since between 50%-60% of the finished product is destined for the international market, principally that of Latin America.

The ROJO, SL project has led to the expansion and diversification of the company's production process by incorporating new high-precision manufacturing equipment for the construction of special trailers that are distinctive on the semi-trailer market, and competitive in saturated European markets. These products are in high demand by potential customers, primarily from the European market. The investment has created two new jobs, while maintaining another 31 stable employment positions that the company had prior to undertaking the investment.

Another contribution made by the Rojo Trailer S.A company project is that it promotes industry in areas with special reindustrialization needs.

#### 5. High degree of coverage of the target population

The investment aid granted to the companies whose good practices are presented here have major impact, not only in disadvantaged areas, but also in developed areas such as the Burgos province, which has its own economic and social problems and is affected by the depopulation of its rural areas, as is the rest of Castilla y León.

Regarding the company Valvulería y Riegos por Aspersión, given the activity for which the aid was requested, the manufacture of agricultural and forestry machinery, and the location of the potential customers for the product in fundamentally rural areas, the co-financed operation will

also contribute to the reactivation of Castilla y León's rural agricultural zones, by improving sector efficiency that raises employment rates and saves jobs.

The project of Rojo Trailer, S.L also contributes to the reactivation of rural areas such as the municipality of Milagros, Burgos, pop. 460, by using local raw materials, which helps create and maintain employment.

### 6. Consideration of the horizontal criteria of equal opportunity, non-discrimination, social responsibility and environmental sustainability

Regarding the principle of equal opportunity, the call under which these two companies submitted their application for funds, takes into account equal opportunity and non-discrimination due to gender, and values job creation for women, for youth up to 30 years of age, and for disabled persons, valuing integration in the labor force of disabled individuals.

The project by Valvulería y Riegos por Aspersión S.A. contributes to environmental sustainability through non-generation of hazardous waste and lower cost of the final product. It does not use cutting fluids, products that are a combination of water and oil used for lubrication-cooling, that eventually degrade and become hazardous waste. The company's new process does not require the use of solvents to clean machinery.

Thanks to its project, Rojo Trailer S.A. now manufactures lighter weight semi-trailers. The environmental benefits of lighter trailers are numerous: lower fuel consumption and lower emissions being the most commonly perceived, but they also mitigate noise, dust and particle emissions, and prolong tire-life. Lighter trailers do less damage to roadways in general, particularly to asphalt in mountainous regions which can lead to soil erosion, and they generally help lower the impact of road transport on surrounding ecosystems.

Studies conducted on lighter weight vehicles and mitigation of their environmental impacts all show that success depends, to a great extent, on the use of best environmental practices in the manufacturing process itself.

#### 7. Synergies with other public policies or instruments

These operations are consistent with EU intelligent sustainable growth priorities, leading to economic social and territorial cohesion of the European Union.

Both projects are part of the framework targets and objectives set out in the 2017-2020 Castilla y León Master Plan on Industrial Development, which describes the general terms and guidelines to promote reindustrialization in Castilla y León, in accordance with commitments assumed under the 3rd Framework Agreement on Competition and Industrial Innovation 2014-2020.

The project by Valvulería y Riegos por Aspersión S.A. serves to complement other rural development and repopulation programs underway in Castilla y León, whose purpose is to identify, integrate and increase rural population and 4.0 industry development. Examples of programs underway are: the Castilla y León Rural Development Program 2014-2020, and Agenda for the Population of Castilla y León 2010-2020.







# Una manera de lacer Europa



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