

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Grant line invierte in the program INNPULSA 2014
Ministry of Innovation, Industry, Tourism and Trade

Programa Operativo de Cantabria

Año 2021

Fondo Europeo de Desarrollo Regional

GRANT LINE INVIERTE IN THE PROGRAM INNPULSA 2014

The Ministry of Innovation, Industry, Tourism and Trade has been betting on achieving that the culture of innovation is based in the companies of Cantabria. For this purpose, in the period 2012-2015, it designed a subsidy programme called INNPULSA, which proposed a global model of innovation, ranging from research and product design to marketing on the market, through modernisation of production processes and operations, combining technological and non-technological innovation.

INNPULSA consisted of four grant lines, including the INVIERTE programme. The main objective of this line was to support the implementation of industrial actions aimed at increasing the productivity and competitiveness of enterprises through productive investments in equipment and ancillary facilities, giving priority to job-creating enterprises.

In 2014 the INVIERTE programme supported a total of 32 companies, of which 10 belonged to the metallurgical sector “Manufacture and turning of metal parts”. As an example of good practice, two of them who received aid co-financed by ERDF funds through the aid line are identified in this document: Talleres Eléctricos M. Serrano S.A. and Talleres Mecaprec, S.L.

Talleres Eléctricos M. Serrano, is a company located in the Cantabrian municipality of Bárcena de Cicero dedicated to the manufacture of metal parts in series for automotive markets, which has about 100 people and facilities of 5.000 m²



The investment launched with European aid in this case was aimed at technological modernisation through the acquisition of equipment, machines with an estimated useful life of the machines of 10 years.

MECAPREC (Precision Machining) for its part, a company located in Vargas, which is currently part of the FAED group, leader in the manufacturing and machining of large components for the aeronautical, naval and energy industries, thanks to the subsidy received was able to make an investment to acquire a vertical turning center and also carry out the foundation work of that machine.



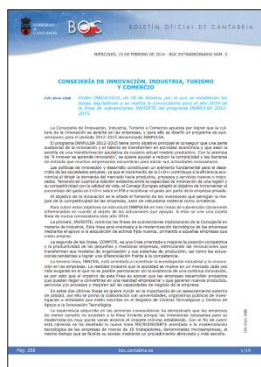
The investments made by the two companies have made it possible to raise the technological level of the facilities, giving them greater capacity to respond to the demands of demand and the market, increasingly oriented towards the delivery of a global solution of the product.

The total expenditure of this aid line for companies in this sector was EUR 5,116,944, of which the ERDF funds contributed EUR 731,584. In terms of impact, it should be noted that this aid generated a private investment of EUR 4,385,410.

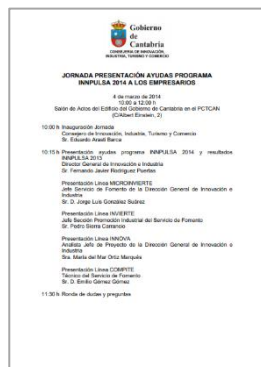
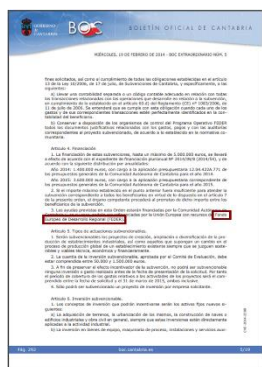
Both actions can be highlighted as good practice, according to the following criteria:

They have been appropriately disseminated to beneficiaries, potential beneficiaries and the general public.

Information and communication have been relevant elements in the development and implementation of the call for the 2014 aid year INVIERTE: publication of the call in the Official Gazette of Cantabria; a presentation day was held and ERDF funding has been made visible in all the internal documentation generated around the call for and implementation of the grants.



Publication in official gazette of the regulatory bases



Programme of Presentation Days

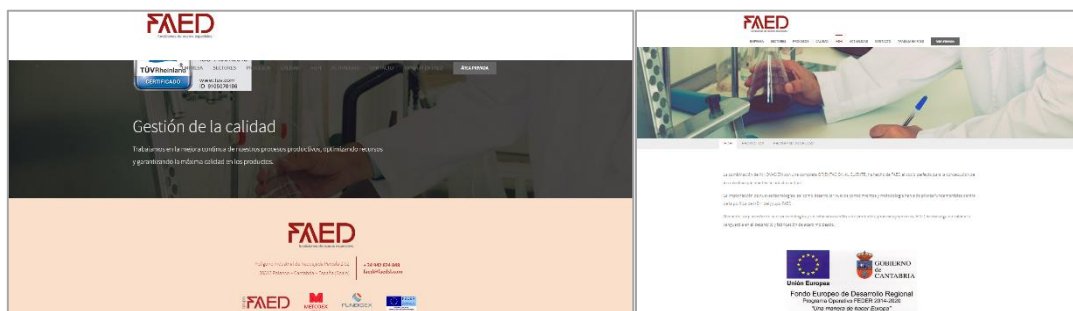


Internal documentation

In addition to complying with the regulatory requirements on information and communication, Talleres M. Serrano has included [on its website](#) the information related to the operation covered by this document, with the reference to the co-financing received through the incorporation of logo, reference to the Fund, aid intensity and motto, has also installed a poster on its premises.



Mecaprec, for its part, collected on the group's website the contribution of the ERDF through the INVIERTE Programme with the incorporation of a logo at the beginning of its page and the integration of a specific section detailing the role of aid received in the framework of the ERDF Operational Programme of Cantabria 2014-2020.

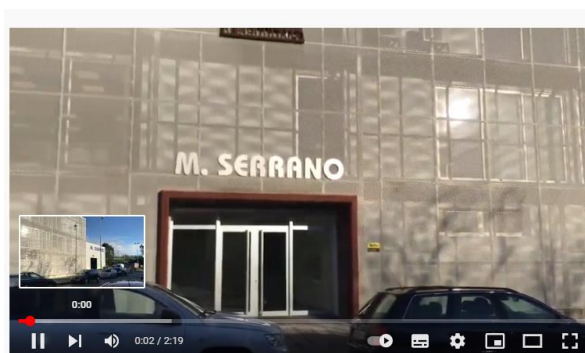


Other communication activities focused on the dissemination of operations to the general public have been the editing and publication of informative videos:

Video: "European Funds are part of your life" <https://www.youtube.com/watch?v=WHTfE-vulfE>



Video Workshops Serrano: [The "key piece" of innovation created by a company in Bárcena de Cicero — YouTube https://www.youtube.com/watch?v=IOyqKjr6PLM](https://www.youtube.com/watch?v=IOyqKjr6PLM)



<https://www.youtube.com/watch?v=IOyqKjr6PLM&feature=youtu.be>

Report on the website Cantabria Europa — Talleres Serrano: <https://bit.ly/33guS6Y>



The coupled support line for these two actions has also been disseminated through a [travelling exhibition](#) held in December 2019 and January 2020.

The communication has also included a Podcast IVOOX helpline INVIERTE: https://www.ivoox.com/apoyo-a-competitividad-pymes-en-audios-mp3_rf_61282504_1.html

The actions incorporate innovative elements.

The general purpose of the INVIERTE programme is the technological modernisation of companies by supporting the acquisition of new fixed assets as a central element of innovation in industries.

The departments of Engineering, R & D & I, production and quality of M. Serrano Workshops developed the manufacture of automotive components for the START-STOP project to reduce CO2 emissions in vehicles since 2012, during the year 2014 they launched the second part of this project, which was based on achieving more environmentally efficient vehicles through the reduction of fuel consumption and pollutant emissions. All of this by building intelligent braking car parts.

So in order to continue the manufacture of “sustainable” components of this type, with European funding they acquired equipment: they invested in waste management systems, reduction of vapours and fumes caused by machinery, and in a water filtering system, together with a weighing scale of trucks for the control of raw material, scrap and chip generated in the production process. All this in view of the optimisation of management costs.

The innovation here is based on high quality standards that improve production and are recognised through the corresponding ISO certifications.

For **MECAPREC**, the acquisition of the Torneado Vertical YOU JI centre with European funding meant raising the technological level of its facilities by incorporating a new machine more suitable to produce workpieces in complex, large and heavy forms.



The results obtained from them are adapted to the objectives set

During the years 2012-2014, the Investte grant line enabled companies to increase investment in tangible assets, according to data from the Statistical Cantabro Institute (ICANE), by 13.13 %, and to modernise technologically. The achievement of the objective of this aid line is evident when it is assessed from the particular perspective of these two undertakings.

With the acquisition of the resources linked to the eligible investment, Talleres M. Serrano has achieved the growth in the production of the models of some of the parts made for its client Robert Bosch (strategic product for the company from which the highest percentage of turnover comes); an increase in bid and award capacity that would not have been possible without these investments; the release of capacity in the area of parts manufacturing and the launch of new projects, thermo-resistant materials for nautical engines, more environmentally friendly exhaust valves and elements for better regulation of the temperature of cars.



Serrano was facing low levels of productivity, as the automotive sector is very demanding and in which it has to be constantly advancing. These investments allowed it to continue to position itself properly as a company in the market.

The incorporation of the vertical turning centre into the Mecaprec equipment has favored the precision processing of medium and large parts, improving the quality of the product offered by the company to the market and, consequently, its competitiveness, in accordance with the objectives of the aid line.

Mecaprec works for the aeronautical, naval, gas, mining and everything related to fluid control. The parts and structures that you have to make are of very varied geometries and shapes and do so in all types of materials, metal and non-metallic. Manufacture in your installations of high volume and high precision parts requires a constant investment in machinery always equipped with the latest technological infrastructures. What the company intends to constantly adapt to customer demand, enter new markets and offer its customers a competitive end product. This was the incentive that was sought by the subsidy granted to this company.

They contribute to the resolution of a regional problem or weakness.

One of the major weaknesses identified in Cantabrian companies was that they had, when the innovation support strategy was initiated by the Ministry of Industry, with a low critical mass and low levels of coordination, which made it difficult for them to access international markets and their ability to mobilise resources to enable them to grow and innovate.

The productivity level of the Cantabrian industry was below the Spanish average, with a low capacity to attract investment and talent, as well as difficulties in accessing finance and a higher cost than in other European regions. Although to a lesser extent than at national level, the business fabric of Cantabria in recent years had been reduced.

The sector in which Talleres Serrano and Mecaprec work is very competitive, constantly evolving, which demands continuous improvements in production processes and adaptation to new technologies in machining matters, without forgetting that it must be combined with the reduction of pollutant emissions to the environment.

Through investments such as those carried out by the two companies to which we refer, the capacity to spend on improvements in production processes has undoubtedly been strengthened, which is an incentive for them that generates confidence in the future, while at the same time enriching their knowledge and competences to strengthen their national and international positioning.

Have a high degree of coverage of the target population

The Invierte aid, together with the improvement of the business competitiveness for these companies, led to an improvement in the conditions of the workers in them, 100 in Talleres Serrano and 30 in Mecaprec, while the co-financing of the investment entails lower costs for the company that can reverse in providing stability and better conditions for its workers.

In addition, we can also talk about the fact that the investments were also directly related to the improvement of the overall competitiveness of other companies with significant deployment in the region such as those related to automotive, steel, foundry, naval, among others, to those that supply components, and a favorable impact on the generation and maintenance of employment.

Serrano was focused at the time of the application for aid with export to EU countries (Portugal, France, Germany, Hungary and Poland) as well as to the USA 76 %, something that companies bet on to continue to grow and, in this sense, the aid allowed it and allows it to maintain and improve this international approach.

On the other hand, the improvement of the parts of a larger size and service life in which Mecaprec works had and has a favorable impact on client companies in the region because it promotes the reduction of waste.

The general population also benefits from the investments made, as the metal parts manufactured by Talleres Serrano are implanted in cars with which people move daily.

Horizontal criteria for equal opportunities and environmental sustainability have been taken into account

Companies' commitment to horizontal principles is also present in their day-to-day operation.

Talleres M. Serrano is a family business formed by highly qualified and constantly trained professionals, in whose management team, made up of a total of eight people, there are three women, currently holding the positions of: Directorate of Engineering, Human Resources Directorate and Planning and Logistics Directorate, key areas in the development of the company.



From the perspective of the principle of sustainable development, the company is firmly convinced that it has to take care of its environment, think in the long term and try to create the best conditions for the company to take care of the environment, which is why they comply with international standards for their environmental management system in their processes endorsed by international certificates.

The investments carried out in the context of the operation under review include a filtering system for sanding water, a ventilation system for the building and a fume filter extractor, all investments directly linked to the management of waste in the company.

The parts it produces save energy and reduce CO2 emissions from road driving.

Mecaprec shows in all its activity the commitment to the environment in terms of minimising the environmental impact of the activity and compliance with the policies and procedures established in the environmental management system, managing to produce less waste with the acquired high precision machinery.

In relation to its commitment to people, its aim is to create stable and quality employment, as well as the promotion of career development based on merit and equal opportunities as core elements. Mecaprec has the constant training of its employees as one of its points of attention, the knowledge of the handling of precision machines is essential and something it takes care of to keep its entire workforce up to date.

Synergies with other public intervention policies or instruments.

The Investing program was based on the premise of: “Innovation is learned by innovating”, and with its support it helped reduce the complexity and entry barriers that many entrepreneurs, especially small and medium-sized enterprises, encountered at the start of their innovative activities. This aid line was complemented by other grant lines within the same programme, such as the INNOVA and COMPITE lines, also co-financed by the European Union under the ERDF Operational Programme of Cantabria, as well as, in particular, the subsequent line MICRO-INVIERTE for smaller companies.

These grants also complement other aid to the business fabric promoted by different bodies of the General State Administration, which may also be financed by the European Union under the Multi-Regional Operational Programme for Smart Growth or the Operational Programme SME Initiative 2014-2020.



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