





Una manera de Bacer Europa



2018 Afiánzate Programm

Regional Ministry of Economy, Industry, Trade and Knowledge of the Government of the Canary Islands

Programa Operativo de Canarias

Año 2022

Fondo Europeo de Desarrollo Regional

GOOD PRACTICE

2018 'AFIÁNZATE' PROGRAMME



The Chamber of Commerce of Fuerteventura (Las Palmas) carried out the project 'Afiánzate 2018', with the support of the General Directorate of Economic Promotion of the Ministry of Economy, Industry, Trade and Knowledge of the Government of the Canary Islands and the cofinancing of the Operational Programme ERDF Canary Islands 2014-2020.

Its main objective has been to provide established companies and entrepreneurs with the necessary tools, mechanisms and knowledge to strengthen their competitiveness in the domestic and foreign markets, taking into account legislative, social, economic and innovative changes, based on the premise that business motivation is a key factor in improving business competitiveness.

The Chambers of Commerce of the Canary Islands offer support, guidance and training to entrepreneurs who want to create their own business, in addition to carrying out actions to enhance their profitability and even evaluate other alternatives for expansion of their business projects. Other services are also offered to entrepreneurs of SMEs who want to acquire training to enable them to adapt to new business challenges.

In order to achieve the objectives of the Programme, 8 training and informative actions were held, distributed in different blocks.

This project reached an impact of 150 people who benefited from employment, out of the 203 who participated.

Financial Information:

Eligible Public Expenditure: 27,704 €.

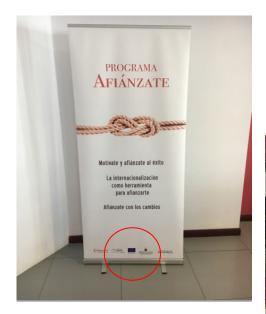
85% ERDF assistance: 23,548 €.

Justification of the Best Practices Criteria:

1-High dissemination among beneficiaries and the general public.

The methodology of the programme included the dissemination work among the target audience, already constituted companies, entrepreneurs and the general public, through the website of the Chamber of Commerce of Fuerteventura and the different communication channels: written and digital press, press announcements, radio spots and social networks.

To promote the 'Afiánzate' Programme, a roll up, banner and a foam board with mentions to the European Union funding were produced:





ON THE WEB SITE OF THE CHAMBER OF COMMERCE OF FUERTEVENTURA: https://camarafuerteventura.org/programmea-afianzate-2/



Radio spots: Radio spots were broadcasted in 5 local radio stations: Fuerteventura FM, Dunas

FM, Radio Sintonía, Onda Fuerteventura and COPE, with the following message:

"La Cámara de Fuerteventura larza Afiárzate, un nuevo Programa para ayudar a las empresas majoreras a optimizar su actividad. Te ofrecemos jornadas formativas gratuitas para que afiances tu negocio en un entorno cambiante, te ayudamos a apostar por la internacionalización como herramienta estratégica de éxito. Y, por supuesto, te motivamos para que nada pueda fallar. Apúntate ya en la jornada del 10 de octubre sobre la "Nueva Ley de Contratos del sector público: sus implicaciones para los empresarios que ofrecerá el experto Juan José Guimera en la sede cameral. Infórmate en la web camarafuerteventura.org o llamando al teléfono: 928 86 10 70 Afiárzate 2018 cuenta con el apoyo de la Dirección General de Promoción Económica del Gobierno de Canarias y la cofinanciación del Programa Operativo FEDER Canarias 2014-2020. Afiárzate con la Cámara de Comercio de Fuerteventura: Tu Cámara"

LA PROVINCIA, December 7, 2018.



This conference was also promoted digitally through the following media:

- -El diario de Fuerteventura
- -Dunes FM
- -Fuerteventura Digital
- -Fuerteventura News
- -Entrepreneurship in the Canary Islands
- -Radio Sintonía

FACEBOOK:



DIGITAL PRESS:

https://www.fuerteventuradigital.net/2018/10/la-camara-de-fuerteventura-impulsa-el.html



Afiánzate dará inicio el próximo día 10 de octubre con una jornada formativa que lleva por título "La nueva ley de contratos del sector público: sus implicaciones para los empresarios" y que impartirá el experto Juan José

2.-Incorporation of innovative elements.

The project 'Afiánzate' 2018 is an innovative service launched, for the first time, from the Chamber of Commerce of Fuerteventura, to meet the demands of companies and new entrepreneurs who need to adapt to new business challenges.

This project is based on offering training and informative actions to help companies and entrepreneurs adapt to legislative changes, as well as providing knowledge about new systems and services with a view to expanding into other markets. The project also provides the beneficiaries with motivation, which is an important factor in improving their business competitiveness.



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

The main objective of the Afiánzate 2018 programme is to contribute to the improvement of the competitiveness of companies and entrepreneurs, through training and information to help them face the new business challenges that today's society presents and achieve sustained economic growth.

In this sense, the objective established at the beginning was to reach an impact of 150 people. After the programme's implementation, 203 people participated, from which some were already established companies and others wanted to become entrepreneurs.

4.-Contribution to solving a problem or weakness detected in the scope of implementation.

The current globalized context, characterized by intense competition, increasingly requires companies to know new markets where they can offer their products and services, to adapt to new legislative and socio-economic realities, and to stay motivated to cope with change. Consequently, companies must work continuously, therefore training and information are key tools to achieve the objectives of their projects.

In order to achieve the objectives of the Programme, a total of 8 training and informative actions were held, which were distributed in different blocks:

• Motivate and set yourself up for success

It consisted of strengthening motivation as a key element for improving business competitiveness.

A total of 3 workshops were held: "Values, Needs, Vision and Motivation", "10 Keys to Adapting to Change" and "Tools for Change: Logical and Neurological Levels in Business".

• Internationalization as a tool to consolidate your company

The aim of this block was to inform about new markets and new business opportunities in person or through digital platforms, to show entrepreneurs the activities that should be carried out before, during and after a national or international fair, to avoid wasting time and money, and to offer the necessary techniques and tools to try to minimize errors in the internationalization process.

Two days were organized, which included the following topics:

"Working from the Canary Islands for the world", "Global ideas for local brands", "Prepare your company for the digital world", "The 10 most frequent mistakes in internationalization and how to learn from them" and "How to get the most out of national and international fairs".

• Get a foothold with change: the new business legal scenarios.

Among the purposes of this block were to provide businessmen with an overview of the new public procurement rules and their implications, as well as to promote the participation of companies in public procurement.

A total of 3 workshops were held: "The New Public Sector Contracts Law: its implications for entrepreneurs", "Learn how to use the Public Sector contracting platform" and "How to understand the specifications and prepare bids".

5.- It has a high degree of coverage of the target population.

Given that the target audience is self-employed businessmen, businesswomen and entrepreneurs, the main needs of these groups, which represent the largest percentage of local companies, were covered. In addition, Afiánzate has favored the creation of business networks that promote the dissemination of knowledge and best practices.

141 entrepreneurs and 62 companies participated in the programme.

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

The principles of equal opportunities, equal treatment between people and equality between women and men have been applied in all phases of the project implementation process, in all training and informative actions aimed at both entrepreneurs and businessmen and women, always seeking parity between men and women.

Of the 203 participants, more than 50% were women.

7.- Synergies with other policies or instruments of public intervention.

The Chamber of Fuerteventura works with different projects that are co-financed by European Funds such as RedCIDE, Consolídate Programme and the Advisory Programme among others. The Chamber also collaborates with other public agencies such as the Cabildo of Fuerteventura and the various municipalities of the island of Fuerteventura, which have made the dissemination of the Afiánzate Programme as these programmes and agencies are committed to the training and information of companies as key elements to improve the business environment and generate sustained economic growth.







Una manera de hacer Europa



Fondo Europeo de Desarrollo Regional