

Una manera de hacer Europa



BUENAS PRÁCTICAS Actuaciones Cofinanciadas

Support for companies in Community of Valencia to incorporate Information and Communication Technologies (ICTs) into their processes

Chamber of Spain

**Programa Operativo
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Fondo Europeo de Desarrollo Regional

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The Chamber of Commerce of Spain has launched the TICCámaras support programme targeting SMEs and self-employed workers in Community of Valencia to promote their digital transformation and thereby improve the competitiveness of their businesses by incorporating new technologies into their processes.

The overall budget of the programme for Valencia stands at €6,096,475.55, of which the European Regional Development Fund (ERDF) contributes €3,048,450.27. Thanks to the ERDF, **703 companies in the Community of Valencia have benefited**, thereby implementing new technologies in their activity.

Two companies are presented as examples of best practices: Naranjas y Frutas and Ballester Badenes.



Naranjas y Frutas (www.naranjasyfrutas.com) is a website for the buying and selling of crops. This website enables wholesalers to contact farmers directly and without intermediaries. Thanks to the support of the European Regional Development Fund, projects such as this website's presence in search engines, audiovisual promotional material and email marketing solutions have been developed.



Ballester Badenes is a pharmacy and, thanks to financial backing from the ERDF, it has been able to implement e-commerce in its activity, as well as to promote its products through social networks.

1. The action has been suitably promoted among beneficiaries, potential beneficiaries and the general public

The grants received have been posted on the website www.naranjasyfrutas.com:



Posters:



And on the Ballester Badenes website

Various media have also reported on the grants received:

ValenciaPlaza:
<https://valenciaplaza.com/encontrar-cosechas-whatsapp-paso-mas-digitalizacion-sector>

Valencia Fruits; <https://valenciafruits.com/encontrar-cosechas-whatsapp-paso-mas-digitalizacion-sector/>

Diario Sevilla; https://www.diariodesevilla.es/sociedad/encontrar-cosechas-WhatsApp-digitalizacion-sector-agrario_0_1623137865.html

The grants from the European Union and the Valencia Chamber of Commerce have also been aired on various radio programmes, such as Radio Villareal, Radio Valencia, Radio Alcira, Radio Manises and Radio Buñol.

Programme of Radio Villareal:



Ballester Badenes has put the poster up in its pharmacy



2. Innovative elements that the action incorporates.

The main innovation brought by **naranjasyfrutas.com** is the tool itself, taking into account the sector for which it is intended (fruit and vegetables). This trading platform also incorporates WhatsApp groups, which connect farmers and wholesalers.

On the one hand **naranjasyfrutas.com** helps farmers to sell their crops, since they receive a large number of offers from wholesalers and, on the other hand, it helps wholesalers to find the products that best suit them.

This platform also gives farmers the option of incorporating the certificates of their harvests, such as the Valencia Citrus Fruit Protected Geographical Indication (IGP), thus enhancing the value of citrus fruits with a certificate of origin.

The **Ballester Badenes** project has incorporated real-time integrated management systems for online sales into its processes, thereby generating a virtual pharmacy counter and an online showcase of products and services. This has boosted its positioning in Google searches.

3. Match of the results obtained to the objectives set.

The **naranjasyfrutas.com** platform was created in April 2012 to facilitate the options of purchasing from farmers in a sector that is unfamiliar with new technologies. It has been so well received that its sales are currently soaring.

At present, there are more than 3,600 crops advertised on the website with fruit and vegetables from all over Spain.

The **Ballester Badenes** project has achieved a major boost in terms of positioning in the pharmacy's online channel and has reached one of its core goals, which was to publicise the pharmacy's extended opening hours, thereby also increasing the number of physical visits to the pharmacy, as well as an increase in online enquiries and sales. It has seen sustained growth since the implementation of the solution with ERDF backing.

4. **Contribution to solving a problem or weakness detected in the territorial area of execution.**

Regarding **naranjasyfrutas.com**, the agricultural sector is a deeply-rooted industry in the Spanish economy, society and territory that generates wealth not only through its own activity, but also through the rest of the economy thanks to its interrelationship and its capacity to influence other sectors.

Its chief weakness is that it is a highly traditional sector, which means that innovation and digitalisation contribute to making its production systems more efficient, lowering costs, improving the quality of production and contributing to sustainability and reducing the environmental impact, as part of the global fight to combat climate change and achieve the Sustainable Development Goals.

Furthermore, the exodus of the young population has increased considerably in rural areas, thereby making support for the sector, such as ERDF grants, essential.

Moreover, this marketing system considerably reduces food waste by improving how crops can be localised at their optimum harvesting point. Thus, farmers indicate in their files the best date for their crops to reach the consumer at the optimum point of ripeness.

The solution of **Ballester Badenes** has managed to solve a lack of information regarding local services in the town of Castelló, while at the same time providing answers to many doubts and queries online. This situation has escalated during the recent pandemic period, and the project has provided remote health care solutions during lockdowns. Thus, it is setting an example to be followed by a number of neighbouring pharmacies.

Following the development of the website and e-commerce platform, the pharmacy went from being a local business to being able to distribute its products anywhere in Spain, no matter how small or far away it is. The increase in new customers for Ballester Badenes without the e-commerce platform would be impossible. Thanks to the grants obtained through the TICCámaras digital transformation programme, it has been able to create a website with its e-commerce platform, which has allowed it to broaden its channels and implement its reach to the entire stipulated geographical area, achieving the objectives set out in its Business and Marketing Plan.

5. **High degree of target population coverage.**

The agricultural area advertised on the **naranjasyfrutas.com** website currently totals 3,500 farmers, 65% of which are from the Community of Valencia, with an average plot size of less than 20 hectares in 80% of cases. Growers from Andalusia and Murcia have also placed their trust in the platform, where 80% of the plots are larger than 20 hectares.

Thanks to its online presence, the **Ballester Badenes** pharmacy has positioned itself as the leading local pharmacy, combining its omnichannel presence with its ample business hours, which means that in many cases it has provided a back-up health service during the standard out-of-hours periods. Its scope covers the Spanish national territory and Spanish-speaking countries.

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

Implementation of the **naranjasyfrutas.com** website targets farmers and retailers, without falling into any type of gender inequality or racial discrimination.

It also takes into account the social and environmental responsibility criterion in terms of reducing food waste.

Ballester Badenes has designed its technological solutions based on the principle of non-discrimination, as it is equally targeted at both men and women. The same criteria are applied to the company's workers, based on merit, skills and professional expertise. As regards environmental sustainability, and in relation to this new project, all shipments made via the e-commerce platform are packaged using environmentally friendly materials, and when plastic must be used it is from recycled material.

7. Synergies with other public intervention policies or instruments.

As part of its National Plan for Recovery, Transformation and Resilience, the Government of Spain approved a series of Strategic Projects for Economic Recovery and Transformation (PERTE) in February 2022. One of these, and the one that has a direct impact on agents in the primary sector, is the agri-food project, which includes *specific measures to support innovation and research with a view to achieving a competitive agri-food sector at all levels*.

The digitalisation of SMEs and the self-employed is another major challenge for the European Union. In that regard, Red.es has launched the Digital Kit, a programme of grants funded by the European Union through the Next Generation EU funds, the goal of which is to achieve the **digitalisation of SMEs and the self-employed**. This programme has been allocated 3,067 million euros and is part of the National Plan for Recovery, Transformation and Resilience, the Digital Spain 2025 Agenda, and the 2021-2025 SME Digitalisation Plan.



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