

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS Actuaciones Cofinanciadas

European Regional Development Fund support for SMEs in Andalusia to incorporate innovation into their processes  
Chambers of Commerce of Andalusia

**Programa Operativo  
Plurirregional de España**

Año 2018

**Fondo Europeo de Desarrollo Regional**



## European Regional Development Fund support for SMEs in Andalusia to incorporate innovation into their processes

The Chamber of Commerce of Spain, via the Chambers of Commerce of Andalusia, has earmarked a line of aid throughout 2017 and 2018 targeting SMEs to incorporate innovation as a key competitive tool into their strategies. By means of the InnoCámaras programme, work methods have been incorporated into the activity of these small and medium sized enterprises to innovate both their production and management processes.

InnoCámaras is characterised by its approach to the specific demands of SMEs, implementing as it does a mixed method that combines diagnosis, support for the innovation process and knowledge dissemination. This is a nationwide project, albeit with a clear territorial focus through the Chambers of Commerce network, understood as the best system to respond to the particular needs and problems facing SMEs in each region.

An overall budget of €8,168,380 was allocated to Andalusia for the aforementioned applications for support, of which €6,534,704 were provided by the European Regional Development Fund (ERDF).

Through this ERDF support, 894 small and medium sized enterprises benefitted from the innovative solutions incorporated into their activity.

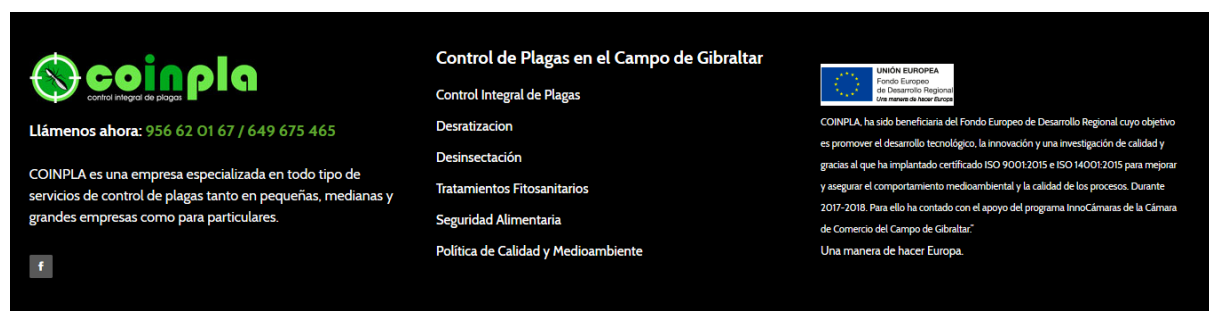
Two companies are presented as examples of best practices. Firstly, **COINPLA**, a company that specialises in pest control and environmental health and has 15 years' experience in providing services to SMEs and individuals in the Campo de Gibraltar area in the province of Cádiz. Owing to the aid received through the InnoCámaras programme, it has been possible to improve and ensure the environmental performance and quality of its processes.

Secondly, **LESIELLE COSMETICS**, the laboratory that has created the first adaptive cosmetic in the world. As in nearly all groundbreaking ideas, Lesielle was created to meet a need. Though the idea first arose in Switzerland, the factory was opened in Jerez (Spain) in 2017. The reasoning behind it is to personalise the formula of the creams people use because *each person is unique*. Lesielle won the "The Best of the Best" prize in March 2018, which is awarded to the most innovative product in the cosmetic industry. ERDF has enabled it to scale up and optimise its production processes, both with respect to certain items as well as in the layout of its electrical circuits to enhance energy efficiency.

We hold that **COINPLA** and **LESIELLE** are examples of best practices because of the:

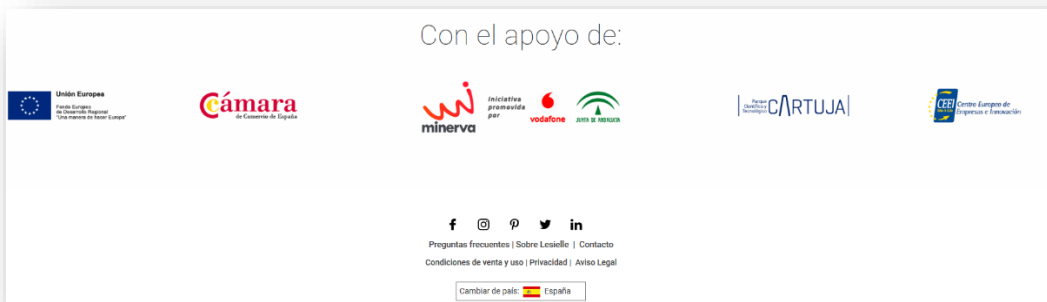
### 1. High level of dissemination among the beneficiaries and the general public

Both SMEs carry images on their websites accrediting the support received from the European Regional Development Fund.



The screenshot displays the COINPLA website with the following content:

- Logo:** COINPLA control integral de plagas
- Contact:** Llámenos ahora: 956 62 01 67 / 649 675 465
- Description:** COINPLA es una empresa especializada en todo tipo de servicios de control de plagas tanto en pequeñas, medianas y grandes empresas como para particulares.
- Services:** Control de Plagas en el Campo de Gibraltar, Control Integral de Plagas, Desratización, Desinsectación, Tratamientos Fitosanitarios, Seguridad Alimentaria, Política de Calidad y Medioambiente.
- Accreditation:** UNIÓN EUROPEA Fondo Europeo de Desarrollo Regional con el apoyo de la Cámara de Comercio del Campo de Gibraltar. COINPLA ha sido beneficiaria del Fondo Europeo de Desarrollo Regional cuyo objetivo es promover el desarrollo tecnológico, la innovación y una investigación de calidad y gracias al que ha implantado certificado ISO 9001:2015 e ISO 14001:2015 para mejorar y asegurar el comportamiento medioambiental y la calidad de los procesos. Durante 2017-2018. Para ello ha contado con el apoyo del programa InnoCámaras de la Cámara de Comercio del Campo de Gibraltar. Una manera de hacer Europa.



In addition to the plate at the entrance to their facilities, the insertion of this image lends greater publicity to the ERDF actions, given that aforementioned websites receive more visits than those made in person to the offices, not to mention that fact that they are of a more diverse nature.



Moreover, the support for these two factories has also been publicised over Chamber of Commerce of Spain, territorial chamber and InnoCámaras Programme social networks:



Furthermore, the local newspaper, *Europa SUR*, published a report in its issue of 28 December 2018 that carried references to the InnoCámaras programme, in which it also highlighted the support given by the European Regional Development Fund to **COINPLA**.

PROGRAMA INNOCÁMARAS

# APOYO A LA INNOVACIÓN EMPRESARIAL DESDE LA CÁMARA DE COMERCIO DEL CAMPO DE GIBRALTRAR

InnoCámaras atiende a las demandas concretas de las pymes y uno de los casos de éxito de esta iniciativa es la empresa de eliminación y control de plagas **COINPLA**

**E**l Programa InnoCámaras, cofinanciado por el Fondo Europeo de Desarrollo Regional (FEDER), tiene como objetivo principal la mejora de la competitividad de las pymes, mediante la integración de la cultura de innovación en sus estrategias empresariales, como herramienta competitiva que para el crecimiento económico sostenible.



### Ayudas

#### La entidad central, a través de FEDER, ha destinado 1066270 euros a las empresas entre 2017 y 2018

Desde el inicio del programa en 2009, hasta su finalización en 2015, con el desarrollo del Plan Operativo 2007-2013, la Cámara de Comercio del Campo de Gibraltar ha beneficiado de las ayudas del Programa InnoCámaras. En este modo, el objetivo principal de la iniciativa es el apoyo a la cultura de innovación en las empresas, como herramienta competitiva que para el crecimiento económico sostenible.

### El caso de COINPLA

En el caso de esta empresa, InnoCámaras ha llevado a cabo talleres específicos de especialización y sensibilización en materia de innovación, así como de desarrollo de actividades con el objetivo de dar visibilidad a los casos de éxito desarrollados en el marco del programa.



### FASES

El programa InnoCámaras tiene una primera fase con un taller especializado apoyado en un sistema de diagnóstico que ayuda a conocer el nivel de competitividad y el entorno económico de la empresa.

Además de las ayudas directas a em-

presas, la Cámara de Comercio del Campo de Gibraltar ha llevado a cabo talleres específicos de especialización y sensibilización en materia de innovación, así como de desarrollo de actividades con el objetivo de dar visibilidad a los casos de éxito desarrollados en el marco del programa.

Además, se ha planteado un sistema escalado, que podrá permitirse en el momento de la innovación en aquellas pymeas que lo permitan.

Another local newspaper, *Diario de Jerez*, published a report in its issue of 27 December 2018 underscoring the support received from the ERDF to enhance SME competitiveness, specifically mentioning **LESIELLE**.

## FUERTE IMPULSO A LA INNOVACIÓN DE LAS EMPRESAS DESDE LA CÁMARA DE COMERCIO DE JEREZ

Uno de los casos de éxito de esta iniciativa es la empresa de cosmética **Lesielle**



El programa InnoCámaras, cofinanciado por el Fondo Europeo de Desarrollo Regional (FEDER), tiene como objetivo principal la mejora de la competitividad de las pymes, mediante la integración de la cultura de innovación en sus estrategias empresariales, como herramienta competitiva que para el crecimiento económico sostenible.

### El caso de LESIELLE

En el caso de esta empresa, InnoCámaras ha llevado a cabo talleres específicos de especialización y sensibilización en materia de innovación, así como de desarrollo de actividades con el objetivo de dar visibilidad a los casos de éxito desarrollados en el marco del programa.



### FASES

El programa InnoCámaras tiene una primera fase con un taller especializado apoyado en un sistema de diagnóstico que ayuda a conocer el nivel de competitividad y el entorno económico de la empresa.

Además de las ayudas directas a em-

presas, la Cámara de Comercio de Jerez ha llevado a cabo talleres específicos de especialización y sensibilización en materia de innovación, así como de desarrollo de actividades con el objetivo de dar visibilidad a los casos de éxito desarrollados en el marco del programa.

Además, se ha planteado un sistema escalado, que podrá permitirse en el momento de la innovación en aquellas pymeas que lo permitan.

In addition to these two specific publications about the companies we present as case studies, other local media have also pointed to the support the InnoCámaras programme offers to Andalusian SMEs. The supplement on innovation in the daily newspaper *HOY* is a case in point.

## InnoCámaras, el plan para pymes innovadoras

La Cámara de España pone a disposición de las empresas, a través de la red de cámaras, más de 23 millones de euros para impulsar su competitividad



Se trata de 23.646.748 euros. Una cifra que se suma a los 23 millones de euros que ya se han comprometido para impulsar la competitividad de las pymes innovadoras. Este plan, que se ejecutará a través de la red de cámaras de España, tiene como objetivo apoyar a las pymes innovadoras en su proceso de crecimiento y desarrollo. El plan se divide en tres líneas de actuación: apoyo a la innovación, apoyo a la internacionalización y apoyo a la sostenibilidad. El plan se ejecutará a través de la red de cámaras de España, que cuenta con más de 23 millones de euros de recursos. El plan se divide en tres líneas de actuación: apoyo a la innovación, apoyo a la internacionalización y apoyo a la sostenibilidad. El plan se ejecutará a través de la red de cámaras de España, que cuenta con más de 23 millones de euros de recursos.

La Cámara de España pone a disposición de las empresas, a través de la red de cámaras, más de 23 millones de euros para impulsar su competitividad. Este plan, que se ejecutará a través de la red de cámaras de España, tiene como objetivo apoyar a las pymes innovadoras en su proceso de crecimiento y desarrollo. El plan se divide en tres líneas de actuación: apoyo a la innovación, apoyo a la internacionalización y apoyo a la sostenibilidad. El plan se ejecutará a través de la red de cámaras de España, que cuenta con más de 23 millones de euros de recursos.

## 2. Innovative elements the action incorporates

Since it began its activity 15 years ago, COINPLA has constantly developed its catalogue of services, products and the training of its employees, incorporating innovation as a key feature of its corporate activity. Accordingly, the basic removal of insects with traditional disinfectants has given way to offering Integrated Pest Control, which gets to the root of the problem. In this way, cutting-edge techniques have made it possible to detect the source of the pest problem and thus avoid its reappearance in the future. The company also offers, among others, textile fireproofing, pruning, wood treatment, container and ship disinfection and legionnaires' disease prevention services.

Innovation at LESIELLE takes the form of the personal kit that enables each person to create the cosmetic they need in their own home by simply pressing a button. Both the treatment, as well as the hydration and even the texture of the product can be personalised. Moreover, these characteristics can be modified before each use to adapt the cosmetic required by the skin at any given moment. All of which goes to explain its name "Adaptive skin care".

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

As stated above, COINPLA aims to base pest control on an integrated approach to the same, fully respecting personal health while caring for the environment. Driven by this principle, the company turned to the Chamber for advice and help to implement a quality and sustainable business system that would both ensure and accredit its know-how. The aid received enabled it to do so.

As far as LESIELLE was concerned, it sought to optimise costs. The idea was to lower the production costs of the device to make the cosmetics and to optimise the supply chain. The support received made it possible to achieve this goal. At present, it has reduced its number of suppliers and offers a quality product at a more affordable price, which has led to an increase in sales.

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

Economic development has changed the concept of pest. Traditionally, a pest was considered to be an animal that damaged crops, but at present it is classified as any situation in which economic damage is done to people's interests: health, sown crops, materials and the environment. As the Bahía de Cádiz

region is an agricultural and maritime area, it is particularly vulnerable to the appearance of pests that require specific plant protection treatment for its crops and the disinfection of ships and containers. This is where **COINPLA** and its catalogue of services come in.

The innovative management system implemented with the aid of InnoCámaras certifies that the pesticides provided by **COINPLA** have an optimal level of quality and are environment friendly, an added value and one increasingly more in demand by large enterprises that include sustainability in their Corporate Social Responsibility policies as one of their key pillars.

For its part, **LESIELLE**, is capable of meeting the problems caused the skin by pollution and climate change. Specifically, in the province of Cádiz, where it is based, but also internationally, given that it markets its product in the USA, France, Germany, Great Britain and Switzerland. As far as users are concerned, the product provides the perfect solution for their greater hydration, sun blocking and facial skin nutritional needs, depending on the user's place of residence and the climate conditions there, such as extreme cold or UV index, thus contributing, moreover, to people's health and welfare.

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

The **COINPLA** catalogue of services enables it to respond to the needs of numerous sectors: agriculture, fishing, distribution, goods transport, etc., ranging as they do from disinfection to fumigation and the control of products prone to contamination.

Meanwhile, **LESIELLE** innovative and adaptive products meet the needs of any skin type and can be used by anyone with a skin problem or some simply wishing to look after their skin.

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

Among the many environmental benefits offered by **COINPLA** are those of optimising resource and waste management, reducing the impact of its corporate activity on the environment and reducing the risks associated with accident situations. The services offered by this company target everyone, regardless of their gender or race. Internally, to develop its services, the company has only taken into account the professional competence and personal attitudes of those who have participated in the project in one way or another.

**LESIELLE** products target the general public as a whole. This is the first bespoke unisex cosmetic at an affordable price. Moreover, the company is committed to transparency throughout its organisation. Accordingly, it always clearly displays the percentage of its active ingredients, because everyone has the right to know what they are buying. The airless packages used avoid product exposure and finger contact, thus making it possible to keep it oxidation free. Which in turn makes it possible to reduce the number of preservatives, and thereby contribute to environmental sustainability.

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

The **COINPLA** Integrated Pest Control procedure was developed on the basis of regional regulations, which in turn incorporate EU directives that oblige the undertaking of global actions following best practice principles in disinfection plans under the Spanish standard: UNE 171210 "Indoor air quality. Best practices for the planning of disinfection, disinfestation and rodent control". In terms of public health, this work method constitutes a more sustainable way to prevent the proliferation of harmful bodies, while minimising the risk to health and the environment. Becoming a company capable of

offering these services has enabled it to develop synergies with suppliers and customers to leverage competitive advantages to the utmost.

As far as LESIELLE is concerned, the Directorate General for Prevention and Environmental Quality of the Andalusia Regional Department of Environment and Territorial Planning is committed to the proper management of waste generated by industrial activity, as this has a considerable impact on the environment. Accordingly, the reuse of the packages of the products made by Lesielle contributes to environmental care and sustainability.



*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

**Fondo Europeo de Desarrollo Regional**