

Una manera de hacer Europa

BUENAS PRÁCTICAS
Actuaciones Cofinanciadas

**SUBSIDIES TO THE RETAIL COMMERCIAL DISTRIBUTION
SECTOR IN CANTABRIA**

Department of Innovation, Industry, Tourism and Commerce

**Programa Operativo
de Cantabria**

Año 2020

Fondo Europeo de Desarrollo Regional

SUBSIDIES TO THE RETAIL COMMERCIAL DISTRIBUTION SECTOR IN CANTABRIA

The Department of Innovation, Industry, Tourism and Commerce of the Government of Cantabria opened an aid line in 2015, aimed at the distribution sector of the retail commercial sector in Cantabria, with the objective to support this sector, which has been the subject of a significant fall in activity, given the general economic situation and unequal, depending on the territorial situation where the business is located. The purpose of this aid was to invest in the construction and purchase of equipment for the adequacy and renovation of these companies and services complementary to trade in the region.

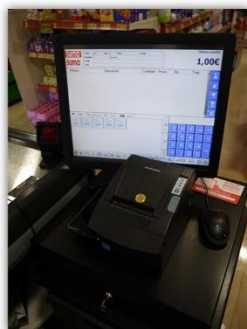
In this respect, and as far as the line of this aid is concerned, eleven establishments in the Santander area and a total of 15 establishments in the rest of the Autonomous Community have been financed, representing a total of 26 establishments assisted in this call, from retail trade in foodstuffs to perfumery products, laundry products, etc.

With the aid co-financed from the European Regional Development Fund, the 15 projects implemented in the territorial area outside the capital of Cantabria resulted in a total investment of EUR 113,776 and ERDF assistance of EUR 56,888. In terms of impact, the private investment has been EUR 234,974.

In this context and as examples of good practice we present here two shops located in the territorial area outside Santander. One run by Rocío Santiago Gutiérrez, in the town of Mataporquera within the municipality of Valdeolea, in the region of Campo-Los Valles, and the other, the Casa del Oído run by Sergio Hervada Campos, in the municipality of Camargo, adjacent to the municipality of Santander.



Rocío Santiago with European aid has carried out works to set up its premises for butchery and grocery in general, as well as all kinds of drug and perfumery products. The project has consisted of a comprehensive reform of the establishment and acquisition of computer equipment. All of this will allow to make its establishment more attractive and modern for the consumer, as well as to improve and innovate in its management.





As for the second of the projects, the House of the Hearing in Camargo, an establishment dedicated to services and the sale of state-of-the-art audiology devices, with this help, has been provided with new commercial equipment and machinery, seeking with it a greater specialization, being precisely this help that could lead him to survive, given the proximity of the capital and the large commercial areas. The equipment purchased has enabled it to improve the commercial performance.

We consider them to be good practices because they meet the following criteria:

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

The Ministry of Innovation, Industry, Tourism and Commerce, as the awarding body, has advertised the call through various publications in official newsletters and web pages, where community participation has been recorded on the management body's page with a description of the projects ([link to the projects on the website of the managing body.](#))

Beneficiario	Monto
JUAN JOSÉ GARCÍA VITA	165015
JUAN TERUEL S.C.	163115
LA CARRETERA S.A.	161915
LAJARRANO PEREZ CALDEREZ	160515
LAVINEROS INDUSTRIAL ALVAREZ S.L.	160015
EL ESTEBAN RIA Y FERRAZ S.L.	161515
BAJOA CONSULTORES SANTIAGO PÉREZ	161815
RODRIGO SERRANO FERRAZ ESPINOSA	161915
EDUCACIÓN PARA EL FUTURO S.L.	161615
RAFAEL ACEVEDO BARRERA	161515
PEDRO CARLOS SÁNCHEZ SANCHEZ	161715
AFICIA PARRAL S.L.	160415
RICARDO CALDEREZ DEBI	160415
RODOLFO SANFABRO CALDEREZ	160415
ROSA MARÍA SÁNCHEZ FERRAZ	160415
ESPESIA INSTITUCIÓN CANTOS	160315
SOCIEDAD COOPERATIVA DE COMERCIO SAN SEBASTIÁN	160615
DEPARTAMENTO DE INVESTIGACIÓN Y DESARROLLO S.L.	161115
TELTRONELL S.L.	160415

For their part, the beneficiaries have publicized the assistance obtained from the European Regional Development Fund (ERDF) in their own establishments (information posters inside and on the door of the establishment, stickers on the equipment purchased), with the following graphic examples:



Moreover we have to highlight the report made to the shop of Rocío Santiago on the website Cantabria Europa: <https://bit.ly/39dkq3J>.



And, the informative video of this and the House of the Hearing entitled “The Funds are part of your life” posted on YouTube: <https://www.youtube.com/watch?v=WHTfe-vulFE>



The travelling exhibition developed in January and February 2020 has also contributed to the communication of the trade aid line:

Promotional video of the exhibition: <https://www.youtube.com/watch?v=1XEAaLvPfeY&t=15s>



This publicity, as a whole, allows the ERDF’s message of support to improve competitiveness in trade and its contribution to regional development in the European Union to be widely disseminated.

The actions incorporate innovative elements.

In the rural areas, the implementation of economic activities included in the service sector, diversification into non-agricultural or livestock activities, and investment in commercial activity are innovative.

The incorporation of new technologies and innovation (equipment, computer network equipment, software, web development, product catalog and e-commerce, development of mobile applications)

are key to achieving this, as well as personalizing the product, thus improving competitiveness and flexibility to adapt to customer demand.

In this line, the beneficiary Rocío Santiago made an important investment in the conditioning of a place for commercial use in which offer all kinds of basic products to the population of the town, incorporating also the new technologies with the acquisition of computer equipment.

Even more evident is the case of The House of the Hearing, with the acquisition of an Astera audiometer and an OTOFLEX device instrument to evaluate the performance of the middle ear in the face of the sound stimulus, as well as the mobility and integrity of the tympanic membrane.

The results obtained with them are adapted to the established objectives.

The commercial distribution sector is a key sector in the region's economy because of its contribution to employment, production, urban planning and the quality of life of citizens. The objective of the aid line is to improve the productivity and competitiveness of small establishments and, in the case of the area to which this good practice refers, to make them more profitable and to increase their chances of remaining on the market, especially in the rural areas of Cantabria.

All these objectives, maintaining small trade, contributing to employment, improving the profitability of businesses, making easier the lives of neighbours in a rural environment, have been achieved by these two projects, two companies thanks to the support received have been modernized, have been able to survive despite the crisis, which have their customers and are operating today, serving their customers and helping to maintain a number of jobs.

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

Cantabria is a region with large territorial imbalances, with a high concentration in Santander, Torrelavega and the coastal strip, and small municipalities in the interior. Rural areas occupy 80 per cent of the regional territory, with the agricultural sector having a great deal of weight in employment in these territories, with the risk that this suppose, owing to the crisis in this sector, an ageing population and abandonment by young people in rural areas, for the establishment of stable long-term employment.

Investment in other alternative sectors, as in the case of the services sector, is necessary to promote the diversification and consolidation of employment. Aid to entrepreneurs in rural areas, such as that of this activity, contributes to the establishment of the population and to reduce the abandonment of these territories, where women are the main population fixators.

The aid offered to the commerce of Rocío Santiago and the House of the Hearing involves supporting "valid" entrepreneurs who provide the neighbors with basic needs, in one of the cases also to a woman; facilitate the consolidation of three fixed jobs with improvements in their establishments and subsequent higher sales; contribute to population-setting and serve a rural clientele.

They have a high degree of coverage of the target population.

The improvement and diversification of the services provided by the two shops represents a direct benefit to the population living in the towns of Valdeolea and Camargo, which together account for 5.5 % of the population of the Cantabria region.

The municipality of Valdeolea, where Mataporquera is located (capital of the municipality), has a population of 939 inhabitants, distributed in 19 villages, with a population density of 11.23 inhabitants per square kilometer.

The project of Rocío Santiago has a direct impact on the population of Mataporquera and the municipality of Valdeolea in general, since the population of the villages goes to this population to make the daily purchase, due to proximity.

The House of the Hearing, on the other hand, serves a large population, 9,563 inhabitants with which Maliaño counts, where there is only one shop more specialized in audiometry.

The horizontal criteria of equal opportunities and environmental sustainability have been taken into account.

The rules governing aid to the retail commercial distribution sector in Cantabria have a neutral effect on the horizontal principle of equal opportunities, since they do not give any percentage advantage because the project is led by a man or a woman.

In the case of the projects presented, one of them is led by a woman.

Other equality criteria, such as those of persons with disabilities, have also been taken into account. This is particularly noteworthy in the case of La Casa del Oído, which provides an improved service thanks to the grant to people with hearing problems, helping to improve their quality of life. In this sense, the trade located in Valdeolea, in addition, complies with the accessibility standards in its facilities.

Regarding environmental sustainability, both examples comply with the municipal ordinances required for this type of business, respecting the proper management of their waste. It has been also indicated that the projects presented help to avoid long trips to the neighbours of the two municipalities, with the consequent lower use of the car and the reduction of pollution.

Synergies with other policies or instruments of public intervention.

In this area of retail trade, given the small amounts that companies can receive through this aid line, it is very important that there are synergies with other types of support, so Rocío Santiago Gutiérrez's retail business received a grant in 2014 for the promotion of self-employment by the Cantabrian Employment Service, as well as support from the Rural Development Group-LEADER, co-financed by the EAFRD, for the equipping of the commercial establishment.

Sergio Hervada Campos also received aid in 2013 for its establishment through the Renewal 2 Plan of Cantabria

This support has been used to support the policy initiated by the Cantabria Government of fixing the population in rural areas and improving their living conditions. This is why all these State aids as a whole have a direct relationship with improving the quality of life in rural villages.



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