

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS Actuaciones Cofinanciadas

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PROCESA!'Sociedad de Desarrollo de Ceuta, G.A

**Programa Operativo  
de la Ciudad de Ceuta**

Año 2021

**Fondo Europeo de Desarrollo Regional**



## CEUTA RESISTS MORE PROGRAMME

### BRIEF DESCRIPTION

The Ceuta Resists More Aid Programme responds to the need to address, urgently and exclusively, the situation created by the impact of the health crisis caused by Covid-19.

The purpose of the Ceuta Resists More programme is to grant aid, in the form of direct subsidies to provide liquidity, as a measure to protect and support the productive and social framework of the Autonomous City of Ceuta in order to reactivate economic activity.

The purpose of the aid is to finance the running costs of companies (rent, social security, wages and salaries, supplies, suppliers, etc.) in order to alleviate the negative effect on their liquidity and short-term solvency due to the fall in activity caused by the Covid-19 health crisis.

This aid is intended for the self-employed and companies operating in the following activities: commerce, restaurants and accommodation, repairs, transport by taxi, shuttle services, ferry-boats and similar, services provided to the public by travel agencies, other teaching activities, sports facilities and schools and services for the improvement of sport.

Among the sectors eligible for the aid, the **taxi sector** stands out. This sector is very sensitive in the Autonomous City of Ceuta, as it is highly conditioned by the endemic characteristics of the city, which directly affects the viability of the service, given that it is limited exclusively to the 19 km<sup>2</sup> covered by Ceuta and the resident population, reinforced by small tourist and commercial flows. The severe crisis that the Covid-19 pandemic has caused for the **taxi sector** is an added feature.

The aid has been endowed with almost four million euros, with almost 240,000 euros allocated to the **taxi sector**, benefiting 117 professionals. The main impact observed is its contribution to alleviating liquidity difficulties and making it possible to maintain the activity of the taxi sector in the Autonomous City of Ceuta.



**The role of the European Regional Development Fund (ERDF) in the action has been well publicised among beneficiaries, potential beneficiaries and the general public.** The action required a major communication effort, especially among potential beneficiaries, so that they could access funding to deal with the extraordinary situation caused by the measures adopted to alleviate the pandemic. For this reason, in addition to the regulatory obligations in terms of communication, a major publicity campaign has been carried out; using traditional media (print media, television and radio) and a major communication effort has been made through social media.

Likewise, the image of the Ceuta Resists More programme has been designed to identify, clearly and immediately, all the news associated with this Programme.

All the phases of implementation of the aid have been accompanied by the corresponding communication. Thus, at the start of the programme, information about the aids has been provided (how to apply for them and deadlines). Moreover, during the process of granting aid, the achievements and results have been announced with final data on aid beneficiaries, the jobs maintained, etc.

In addition, all beneficiaries in general and, in particular those in the taxi sector, have put labels on their vehicles to inform the public of the aid granted by the European Union to help alleviate the damage caused by the Covid-19 pandemic in the economics of the taxi sector. An image of the Programme has been created, highlighting EU funding in response to Covid-19.

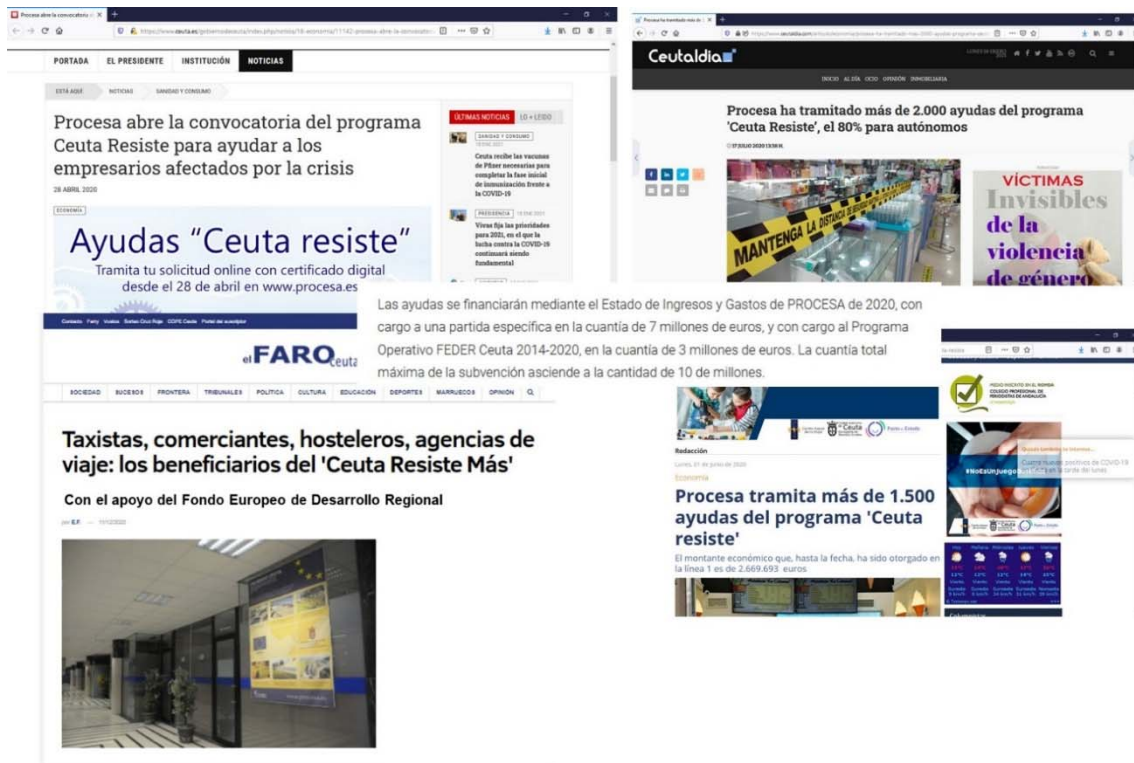
#### Ceuta Resists More Programme



Interview with the Regional Minister of Economy and Finance on local TV to explain the aid financed 100% by the European Union.



## Information in digital and print media



News coverage of the aids on local TV, highlighting its funding as part of the Union's response to the Covid-19 pandemic.



**The action incorporates innovative elements.** The situation of confinement caused by Covid-19 and established in the State of Alarm led the company “Procesa Sociedad de Desarrollo de Ceuta, S.A.” to implement the relevant mechanisms so that potential beneficiaries in the taxi sector could access aid online.

In this regard, it should be noted that, from the ERDF Operational Programme partnership, all possible initiatives have been implemented to reduce the digital divide of the potential beneficiaries of the taxi sector in the Autonomous City of Ceuta.



**The adequacy of the results obtained to the established objectives.** The purpose of the implemented aid is to provide liquidity as a measure of protection and support to the productive and social framework of Ceuta and, in particular, that of the taxi sector, and to achieve, as soon as possible, the reactivation of economic activity in this sector.

It is remarkable that the Autonomous City of Ceuta has an unemployment rate of 26.9%, making it the Spanish region with the highest unemployment rate.

In terms of GDP, this is 1,642 million euros, which places it as the penultimate economy in Spain. In terms of GDP per capita (quality of life indicator), in Ceuta in 2020 it was 19,559 euros, which places it fifth from the bottom.

In spite of all these circumstances, it should be highlighted that, because of the action, the survival rate of the activity of the Ceuta **taxi sector** is the highest in Spain.

**Contribution to the resolution of a problem or weakness detected in the area of implementation.**

When the Ceuta Resists More Programme was approved, the forecasts for the evolution of the taxi sector were subject to an unusually high degree of uncertainty. This was due to the persistence of a significant health risk and restrictions on activity until the application of the vaccine, the impact of the vaccine on the behaviour of economic agents and the management capacity of the European Funds, among other factors. However, the Ceuta Resists More programme has provided the Ceuta taxi sector with a tool that has allowed it to face this crisis in better conditions.

**Post on Facebook**



**High degree of coverage of the target population.** The call for aid was made so that self-employed workers and SMEs could benefit, among which the **taxi sector** stands out, with 97% having benefited from the Ceuta Resists More programme. This shows, therefore, a very high coverage of the population targeted by the aid.

**Consideration of the horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability.** Both horizontal criteria have been incorporated into the action according to their casuistry.

In terms of equal opportunities, the Ceuta Resists More programme is aimed at the entire business framework of the taxi sector in the Autonomous City of Ceuta, regardless of sex, race or religion, and is therefore considered an inclusive and non-discriminatory project.

In terms of environmental sustainability, the implementation of the Ceuta Resists More programme has had no negative impact on the environment. Quite the contrary, as the aid to the taxi sector has allowed this service to be provided with a certain degree of normality, providing the citizenship with a public transport service that encourages less use of private cars, thus contributing to the reduction of the carbon footprint.

**Synergies with other policies or instruments of public intervention.**

The aid from which the taxi sector has benefited in the Autonomous City of Ceuta is complementary to others, both from the ERDF Operational Programme and the Ceuta ESF 2014-2020. For example, the aid for the creation of new establishments, diversification of production, transformation in the production process, aid for indefinite hiring and transformation of temporary contracts and the generation of self-employment.



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