



New strategic lines of action for commerce and consumption

- » The City Council is launching some cross-cutting measures, paying special attention to the needs of small and medium-sized businesses, to create jobs and facilitate social cohesion
- » It is implementing a shock plan with a €150,000 budget to regenerate local commerce in eleven of the neighbourhoods worst hit by the crisis, under initiatives for preventing the closed-shutter effect and raising the profile of local commerce in the social media, among other things
- » The Christmas shopping campaign is to be revamped and based on a responsible consumption model which puts more emphasis on activities that link commerce to neighbourhoods
- » This year's Christmas lights switch-on will be on 1 December, thereby adapting the official switch-on to the Christmas festival calendar and saving 20% of the energy consumed
- » A consultation process open to the sector, professionals and city residents is being started, to establish the days when shops can open during public holidays in the summer of 2016

A new direction for commerce as a means to job creation and boosting social and territorial cohesion

The City Council is launching new strategic lines of action for commerce and consumption that apply to all areas of local government. Its aim is to answer the needs of the city's commercial sector by paying special attention to small and medium-sized commercial businesses in the neighbourhoods, as well as **ensure a vibrant sector throughout the city that creates as many jobs as possible, while boosting social and territorial cohesion and making the best use possible of natural resources.**

This represents a clear commitment to establishing a **commercial presence throughout the city and decentralising commercial policies**, by giving special support to areas in the worst commercial health. To that end, measures are to be adopted for promoting commerce, training, access to information technologies and modernisation, putting special emphasis on adapting the use of public resources to the different realities of each district.

The ten strategic lines of action for commerce and consumption involve: promoting the **presence of commerce throughout the city and decentralising commercial policies**, giving special support to areas in the worst commercial health; promoting local produce; creating a strategic line aimed at promoting “**responsible consumption**”; promoting the **ecological modernisation** and social integration of commercial activities; strengthening **the ties between local commerce and city residents**: modernising participatory structures and associations; giving a new direction to the Christmas campaign; reviewing the opening times of shops during the summer, through a participatory process; improving the integration of activities already included in the areas of training, ICTs and monitoring; and highlighting municipal policy in markets: renovation + maintenance + integration + leadership.



Shock plan for regenerating local commerce in the eleven neighbourhoods worst hit by the crisis

The **Local Commerce Shock Plan** will come into force this October, and run to December, in the **Besòs/Llobregat** area. With a €150,000 budget, it contains a total of 22 emergency measures for **boosting existing retail businesses and helping to open new shops in eleven neighbourhoods** in the Besòs/Llobregat area with specific needs resulting from the social and economic situation of the last few years. The neighbourhoods are as follows: (in Ciutat Vella) **Raval Sud, Sant Pere - Sta. Caterina and Barceloneta**; (in Sants-Montjuïc) **Poble-sec and La Marina**; (in Nou Barris) **Torre Baró, Roquetes and Zona Nord**; (in Sant Andreu) **Baró de Viver, Bon Pastor and Trinitat Vella** and (in Sant Martí) the **Besòs-Maresme** area.

A total of 22 emergency initiatives have been designed specifically for these areas, such as a window display competition; regenerating empty premises; producing and distributing reusable bags; an exhibition of old and present-day photos of shops; launching commercial websites and producing a new service catalogue translated into several languages, as a way of including foreign commerce. Other initiatives in this programme, which the municipal markets are also involved in, include the promotion of tapas routes, local commerce fairs with shop stalls on the streets combined with performances and entertainment to attract the public.

The two main areas of work under this shock plan are **boosting existing local commercial establishments while creating new ones**, through initiatives that raise the profile of established businesses, to maintain and increase customer numbers, while widening the area of influence of local commerce in order to attract more customers from other neighbourhoods and the metropolitan area.

A clear commitment to a commercial presence throughout the city and decentralising commercial policies, by giving special support to areas in the worst commercial health.

The City Council aims to strengthen the presence of small and medium-sized commerce throughout the city, a crucial element for social cohesion in all the neighbourhoods. That means measures will be adopted for promotion, training, access to information technologies and modernisation, putting special emphasis on adapting the use of public resources to the different realities of each district.

This year (2015) has already seen some initiatives carried out to this end, such as **drawing up an up-to-date census of shops in the city** and analysing that to identify areas with closed shutters and business opportunities. With a €72,600 budget, this should be ready for the first

quarter of 2016. The information will be put at the disposal of the districts, which will be able to provide it to any city resident who wishes to start a new business or to any retailers keen to expand their activities, by helping them to set new commercial initiatives in motion. It will also be used to identify possible areas of specialisation in the various districts.

As regards decentralisation, €160,000 have been earmarked for the districts, a budget they will be able to manage themselves for carrying out activities over the Christmas period in 2015. The aim is for the districts to gradually, and increasingly, get back their budgetary capacity for establishing their own commercial priorities.



Steps are also being taken to **boost the presence of local commerce in the social media** and turn commerce into a key element for promoting sustainability, as well as rediscovering the history of commerce in the city. A programme has been launched to put commerce online, with the Raval and Sant Pere i Santa Caterina portals already up and running. Another programme, called “Commerce on the Net”, has also been started, to put small and medium-sized businesses online. The plan is to publish information on 6,000 shops throughout the city within the coming 18 months, beginning in areas with special commercial difficulties.

Promoting responsible consumption and extending consumer care channels

The new municipal government is opting for a more proactive role in consumer policies. It has already begun to **strengthen its consumer care channels and prepare a Responsible Consumption Promotion Plan for 2016-2020** that will integrate, among other things, public procurement, communication and training initiatives throughout the Council. It will also open a line of grants and subsidies for promoting responsible consumption in 2016, with a budget of €300,000.

For the purposes of strengthening consumer care channels, a consumer care service has already been launched this year, on the 010 public helpline, along with the online care, queries and complaints service. The phone service hours will be extended to 10 pm while a face-to-face consumer care service, which must be booked in advance, is also planned.

Strengthening the link between city residents and local commerce

One of the strategic lines of action adopted by the Commissioner for Commerce, Consumer Affairs and Markets is to **strengthen the links between local commerce and city residents by highlighting the distinguishing features of small and medium-sized businesses** (as regards employment, social cohesion and environmental management) to encourage people to use them.

Work has already begun in this regard by highlighting the assets that set city commerce apart, the uniqueness and age of its shops, and other noteworthy features. For example, a project to promote the city's iconic shops began earlier this year that will continue over the coming year and involve widening the avenues for promoting them. We will also explore the possibility of using a local currency for Barcelona that could give city residents and retailers a mechanism for the smooth running of their relationship, as well as being a way of promoting local commerce.

A specific line of action for providing access to local organic produce

A key aspect of Council commerce policies, with a view to **improving public access to local produce, especially in the Catalan food and manufacturing sectors**, will be to encourage initiatives such as the study being carried out at Mercabarna to improve the availability of local organic products in municipal markets, by creating specific distribution areas for such products that will make them more easily available to retailers.

We are also supporting a restaurant guide suitable for coeliacs that is being drawn up by the Barcelona Restaurants and Bars Guild, and a study is being carried out to identify legal barriers to bringing in local produce and craft foods, for 2016, with the aim of improving the direct selling, manufacturing and marketing of food in the city.

Giving a new direction to the Christmas campaign: a new model with decentralised lights and activities that strengthen ties between the public and neighbourhood commerce

The new municipal government is opting for a Christmas campaign that combines street lights with activities that promote ties between local commerce and other neighbourhood associations, to create links between the public and retailers which extend beyond the Christmas period.

This year new features have been incorporated into the Christmas campaign, such as the allocation of €160,000 to the ten districts, to boost activities that link commerce with city residents, besides the traditional street lights, with a budget of €850,000 in the form of Christmas lights grants for retailers.

This Christmas Plaça de Catalunya will be one of the main settings for this change of model, with a responsible commerce fair, activities for everyone and other commercially attractive features.

In 2016 we will start to work with the commercial sector on reducing energy consumption and light-associated expenditure, and on ideas for activities in next year's Christmas campaign.

The aim is to achieve a better distribution of resources for the Christmas shopping campaign, so that the current model, which is based almost exclusively on putting up Christmas lights, gradually evolves and reaches every neighbourhood. The **Christmas lights switch-on this year will be on 1 December**, with an event that is currently being put together. This new lighting schedule will lead to 20% savings in energy expenditure and be better suited to the festival calendar.

A consultation process over the opening of commercial establishments on public holidays in the summer

A consultation process began yesterday, on 8 October, on the opening of commercial establishments on public holidays during the summer of 2016. The consultation will involve gathering the opinions of retailers and city residents for a month, to discuss and seek out maximum consensus, before the end of the year, on the proposed calendar for the opening of commercial establishments over the summer months next year. The aim is to collect a diverse range of current opinions in a public, transparent and structured way, by incorporating views from the commercial sector, union members, consumer associations, residents associations and the general public.

The contributions received will be analysed and presented at a workshop to be held in December, where participants in the process will be called on to discuss and reflect on this matter, and to draft a final proposal on the need to increase, reduce or maintain the areas where commercial establishments may open on public holidays in the summer, and what time period and opening hours will apply.

The survey, which will be open until 8 November, can be answered online on Barcelona City Council's website and on the Department of Commerce and Consumer Affairs website.

As well as the survey, three specific studies are being carried out, using survey and follow-up systems, that will supplement the information for the discussion.



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Ensuring a modernised commercial sector through a better integration of the environmental and social dimensions of its activities

The Commissioner's Officer for Commerce, Consumer Affairs and Markets will be working to consolidate a sustainable commerce model that puts the emphasis on energy efficiency, reducing pollution, improving waste management and better accessibility in shops. These are all key aspects of modernising Barcelona's commercial sector and improving its image. They can boost ties between the environmental and economic aspects of small and medium-sized commerce.

This year has seen the start of the "Sants Without Barriers" project, with a budget of €100,000, in collaboration with the Municipal Institute for People with Disabilities, the UPC and the Creu Coberta Retailers' Association, to improve the accessibility of small shops in the Sants-Montjuïc district. The first results of this collaboration will be seen during the first quarter of 2016. Progress has also been made in designing a series of grants that will be available for improving the energy efficiency of shops, with a budget of €400,000. These will be available by the end of the year or the start of 2016.

Boosting the Municipal Markets

Under the Strategic Plan for Barcelona Markets, 2015-2025, the municipal markets will continue to be promoted as one of the linchpins of the city's commercial sector. To this end, the strategy is based on four elements: renovation, maintenance, integration the shopping hubs, and the green market concept.

As of 2016, the plan is to allocate more resources to maintaining markets that have already been renovated and further integrating them into the shopping hubs, as well as the social and cultural life, of the city's neighbourhoods.

Efforts will also be made during this term of office to promote the green market concept by adopting several measures for improving sustainability.

Progress has already been made this year regarding the invitation to tender for the final stage of Sant Antoni Market's redevelopment and the plans for the Bon Pastor and Vall d'Hebron invitation to tender, while plans are due to be drawn up for the Sant Andreu and Abaceria markets. Over 40 activities are also being held in Barcelona's markets, including those in the next two months, such as the Markets' Market (23-25 October), evening tasting sessions, food

collections and the “green bags” campaign to promote the replacement of plastic bags with reusable ones at 14 markets (Carmel, Clot, Sant Martí, Sants, La Mercè, Llibertat, Provençals, Sarrià, Sant Antoni, Santa Caterina, Concepció, Vall d’Hebron, Hostafrancs and La Marina).

Other municipal lines of action on commerce and consumption

Modernising association and participation structures, improving training areas, establishing effective evaluation and diagnosis mechanisms for Barcelona commerce and improving the legal aspects of using the public highway for commercial and multipurpose activities are just a few of the other municipal lines of action to be implemented.

Notable training initiatives include the work carried out by Barcelona Activa under the free “Open to the Future” training programme, now in its third edition, which over 2,600 people have signed up to, as well as the specific training aimed at Shopping Hubs and Retail Associations, advice given to commercial entrepreneurs and the financial help that Barcelona Activa is offering to boost the number of employment contracts. This term of office will also see the municipal government trying to adapt training programmes more to the districts' various needs.

While these priority action lines are being implemented, the city government will also be attempting to avoid any negative impacts caused by the creation or expansion of shopping centres. Measures will therefore be taken to avoid the building or expansion of shopping centres such as Heron City or La Maquinista and to reduce the commercial plans for La Sagrera Station.