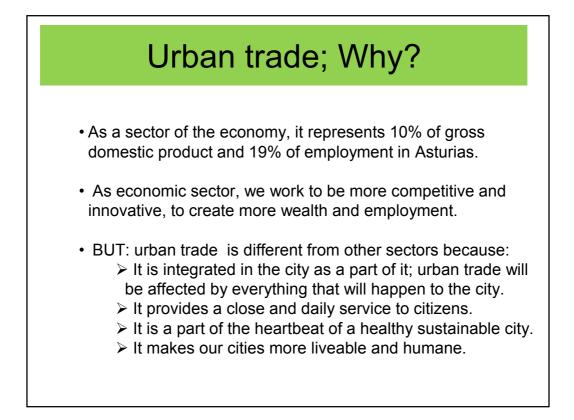
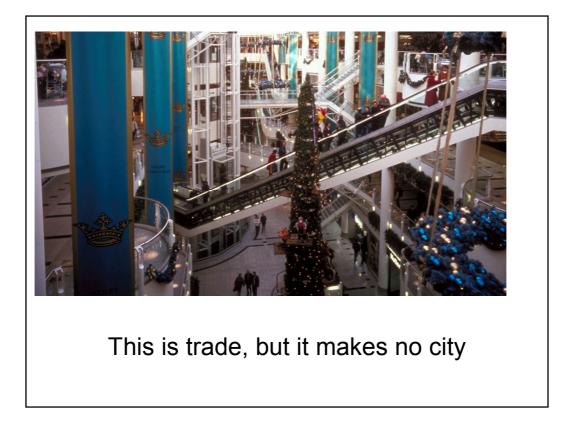


Collective Actions in the Shops and Crafts Sector

How to organise cooperation?

Gijón 15 June 2010







This is not a city, and there is no trade inside



This is the model of a compact, shop-friendly city we are working for!



Objectives of cooperation with...

Regional and National Governments:

•To pass laws which show the importance of urban trade as an essential partner in the compact and sustainable city model

•To propose measures to assist the modernization of businesses, improving their management through technology and business cooperation

With employers.

•To convince them that it is possible to compete and cooperate



The difficulties

With some employers:

•They sometimes consider our proposals as underserved by governments, in comparison with other business sectors. They say: "we are so small that we hardly look at us"

They want impossible solutions against strong competition in the market: They say "ban hypermarkets".
They want their immediate and personal problem to be treated individually as a widespread and general sector problem.

• They sometimes need to see confrontation to feel that their interests are better protected.

The difficulties

With some associations:

• They believe that politics is only for governments and the opposition. They say: "We are a business community; we shouldn't be engaged in politics."

• They just look after their economic activity, without seeing the environment. They say, "Our goal is selling, the city is for the government."

• They do not trust governments. They say "all politicians are alike."

• They live on a continuous complaint, better than providing solutions.

The difficulties

With some public representatives:

• The legitimacy of his election at the polls leads them to believe that they are always right.

•They understand cooperation as a way to lose power.

• When in the opposition, they believe that the business community who reaches agreements with the government is also a political opponent.

• Is it difficult to understand this sentence?: "I give you the idea to turn it into a reality"



Gijón Strategic Plan II. (2002/2012) strategic line 1.2: •<u>Objective</u>: To promote the development and modernization of small and medium trade with the criteria of innovation and expertise to enhance their competitiveness.

Working Lines:

✓To promote partnership and cooperation between shopkeepers to carry out joint actions of promotion and management.

 \checkmark To support commercial areas of the city through appropriate urban development and deployment of specialized shops, especially in new living areas.

 \checkmark Increase training and orientation programs for the modernization of management

Gijón: content of agreements

"Innova Gijón" Agreement (2008/2011) Axis 5 Trade and Tourism.

- Objectives:

•to consolidate the city as a major centre for commerce, promoting technological modernization, quality and commercial management, more dynamic labour market and improving the quality of life of citizens.

• To preserve and revitalize the craft offices.

- Actions:

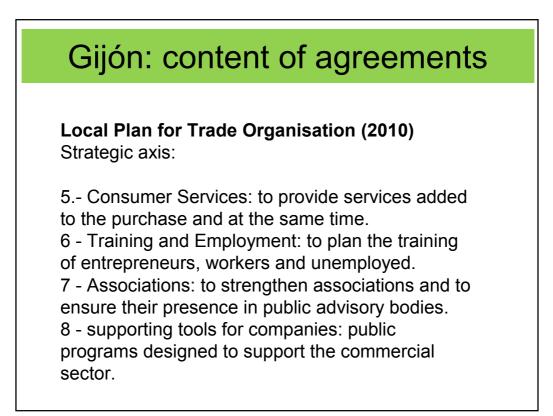
•Development of the "Local Plan for Trade Organisation".

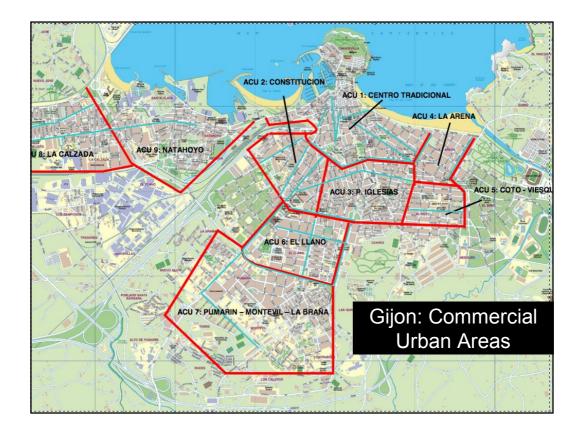
• Promotion through: innovation, quality and technological upgrading of premises and shopping areas, services added to selling and management processes, training and revitalization of commercial areas.

• Development of an adequate business town planning and business cooperation projects involving the formula of "Strip Mall".

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Gijón: content of agreements Local Plan for Trade Organisation (2010) Action Plan: Definition of urban shopping areas. Strategic axis: 1-location criteria: ensuring a sufficient number of shops in every street. 1-frade-sensible town planning: To generate leisure and shopping spaces to serve the citizens. Mixed urban business: managing the commercial mix in public spaces. Innovation: disseminate innovative approaches on technology, purchasing and management services.







Gijón: content of Agreements

3- Consumers:

• Participation in advisory bodies and Arbitration Board; information to employers on campaigns to control and conflict resolution systems with consumers.

4- Tourism and Festivities:

• Proposals for visitors and tourists; participation of the shops in Gijón Card, organization of the ornamental street lighting at Christmas.

5- Environment.

• Programs on commercial cardboard recycling, energy conservation and elimination of plastic bags.

6- Public safety and traffic.

• Biannual meetings, special measures for the intense-sales seasons (Christmas and summer), study of new areas of slow traffic.

7- Sports:

•sports program with local businesses.

Gijón: content of Agreements

Promotion Program 2010:

a) La Calzada Strip Mall.

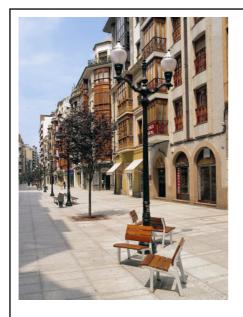
• located in a suburb of the city, the program includes promotion actions, public space organisation, and a management for action development.

b) Management and customer loyalty.

• It comprises three programs: customer loyalty card, paper and cloth bags for sales and promotion via communication technologies.

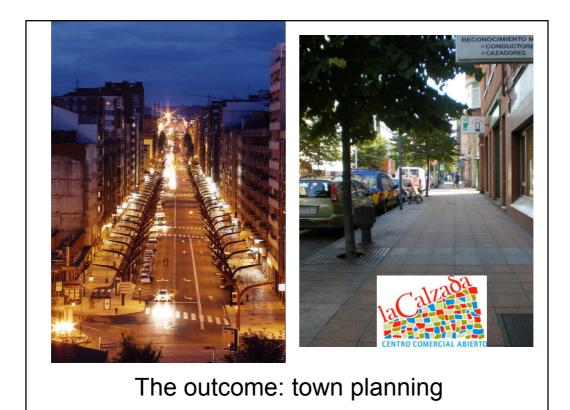
• Total budget: € 256,000.

• Funded by the Regional and the Local Government





The outcome: urban planning



Promotion. La Calzada Strip Mall

A Strip Mall is an Open-Air Shopping Centre, as a mean of promoting and managing a commercial area.

•Urban area renewed.

•Promotions every two months to encourage shopping.

•Environmental program for street cleaning, waste recycling, energy saving and replacement of plastic bags.

•Collaboration with social groups in the area.

•Own Management.

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Management. La Calzada Strip Mall

•Management depends on the association's rules. It has not been created a new partnership in this commercial area.

•The promotions are aimed only at associated entrepreneurs.

•Founded by monthly fees (32 €) and public subsidies.

•Contact with social groups in the area to share solutions in urban planning, security, cleaning...

•The message to dwellers is: "We are your trade; we care about your neighbourhood."



Promotion: customer loyalty

•Customer loyalty card called "GIJON TODO UN REGALO"

• It allows designing an individual program for each shop.

• Purchases give the customers redeem points for discounts on their next purchase in the same shop.

• A single card for all retailers.

• Gift-Card either for each shop or for all retailers.

www.gijontodounregalo.es



Promotion: business cooperation

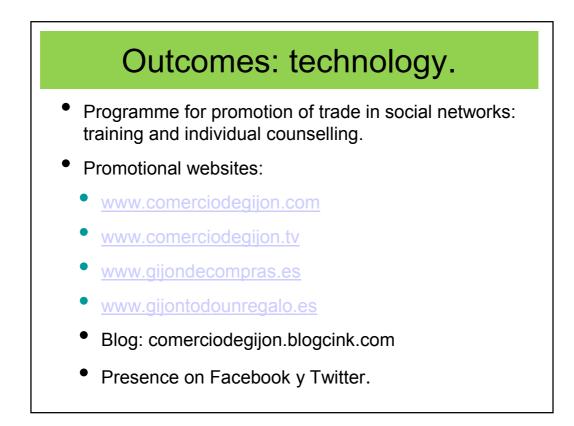
- Fair for the sale of stocks.
- 60 participating companies.
- 2 Fairs per year.
- 15,000 visitors on average.

• Objective: Destocking; to sell seasonal items once the season has finished, after the discount-sales period.

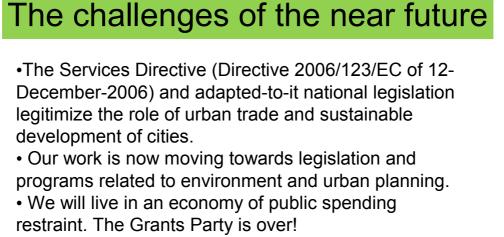
• Average profitability per shop: 4.000 €.











• The associations have to be turned into profitable service companies. They have to increase their private funding.

• Certain services must be implemented through cooperatives or corporations

Thank you very much

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