

## Shops with a history/Lojas com História- SUPPORT PACKAGE

Shall be sent by email [goodpracticecall@urbact.eu](mailto:goodpracticecall@urbact.eu)

### Good Practice Summary (Compulsory)

To place commerce as a differentiating brand of city and simultaneously an economic activity that generates employment requires the articulation of different and complementary measures within the framework of a strategy that links three areas of municipal activity: urban planning and architectural elements, cultural heritage and activities Economic development.

The city of Lisbon has as one of its priorities to work with the traditional and historic commerce of the city in order to preserve and safeguard the establishments and their material, historical and cultural heritage and, on the other hand, to revitalize and revive Commercial activity, essential for its existence.

The trade activities and traditional stores or shops bring positive effects that characterize and enhance the town, in the economic, social and cultural aspects.

The programme Shops with a history/Lojas com História has been created by the Lisbon City Council with the aim of highlighting shops , stores and other places such as restaurants and coffee shops which have helped to foster the identity and character of the city.

Lisbon has been losing population) since the 1980s (standing in 2015), particularly in the historic center and traditional neighborhoods. On the other hand, the country's financial crisis, as of 2011, brought a crisis in real estate, with consequent lack of investment in urban rehabilitation.

Local commerce was hit hard by these circumstances, which led to numerous bankruptcies, changes in use or abandonment of buildings, causing depopulation and a feeling of insecurity in downtown area.

The programme Shops with a history/Lojas com História stimulates the local economy, emphasizing the unique features of their traditional stores. On the other hand, the Municipality contributes to urban regeneration, keeping or attracting people and business to the city, and at the same time increasing and valuing tourism.

After the approval of the award criteria in February 2016, some 100 establishments were selected to be visited.

In July 2016 and in March 2017, the first two groups of shops or stores, in a total of 82, were distinguished - see list in: <http://www.cm-lisboa.pt/en/business/trade/lojascomhistoria>

The Town Council sought from the beginning to involve representatives of shopkeepers and owners of trade and catering Associations, such as UACS- The Union of Trade Associations and Services or AHRESP- Association of catering and similar in Portugal. In this way it was possible to suggest measures to improve or adapt the programme “shops with a history/Lojas com História”.

In addition, the municipality established a protocol with UACS in order to implement and facilitate the access of shopkeepers to both the distinction and the municipal Fund.

Costs since 2016 and by the end of the current year will be around € 120.000, concerning the Distinction “Shops with a history/Lojas com história”. Some of the expenses incurred are:

*Official site*

*Social Networks*

*Advertising (generic) film*

*Thematic documentaries,*

*Public exhibition on traditional shops,*

*Edition of prestigious book about local commerce,*

*Press or TV campaigns, etc.*

The municipal **Fund**, supported by revenues from the tourist tax, reserved 250.000€ to the present year and it can be reinforced, if necessary. We hope to launch applications to the Fund as soon as the respective Regulations are printed in the Diário da República/ Official State Gazette, that will happen soon (next April).

There are some other institutions interested in implementing this program, so that they can also preserve the shops with history that exist in their cities, the Municipality of Porto and the General Directorate of Culture of the Algarve were some of the institutions that have already contacted this program to benefit from the experience already obtained by the Lisbon City Council.