

SMART MOUNTAINS

XII European
Mountain
Convention

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How to make our territories attractive and
future- oriented?

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Digitalisation of rural multiservice points



**Diputación
de Teruel**

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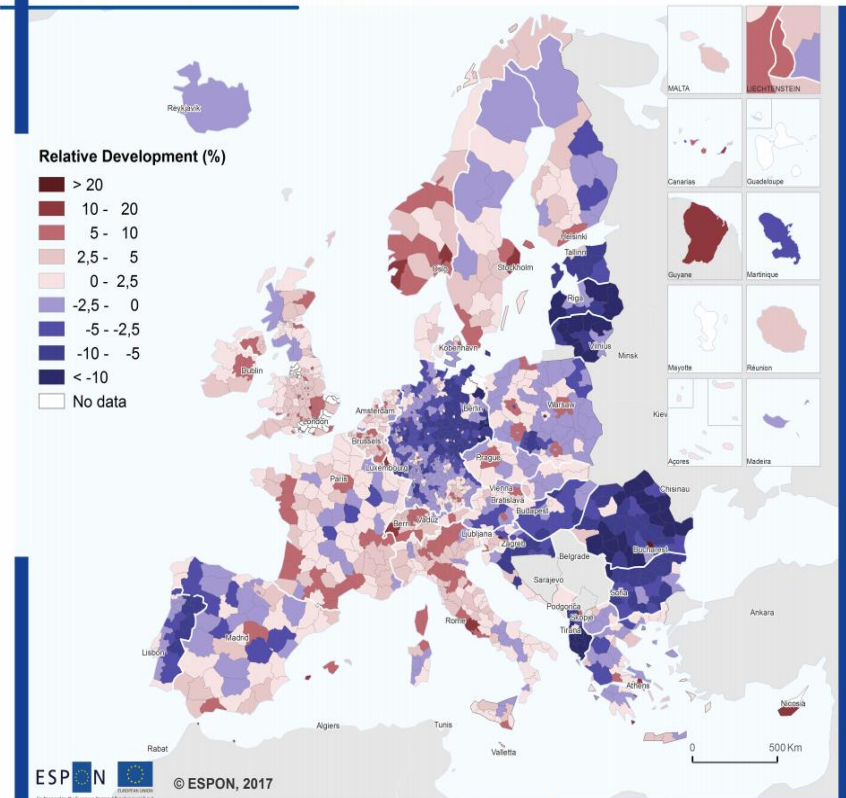
TERRITORIAL CONTEXT : Aragonese mountains

- Aragon: 1.328.753 inh.
- Average density: 28 inh/km²
- Density Teruel: 9 inh/km²
- Rural/mountain and sparsely populated!



Map 2.1 Population development 2008 – 2014

Population development 2008 - 2014



Regional level: NUTS 3 (version 2013)
Source: Spiekermann and Wegener Urban and Regional Research (S&W), Territorial Futures, 2017
Origin of data: ESPON (ESPON_poptot1999-2016_20161019)
Eurostat (online data code: demo_r_gind3), 2008 & 2014
CC - UMS RIATE for administrative boundaries

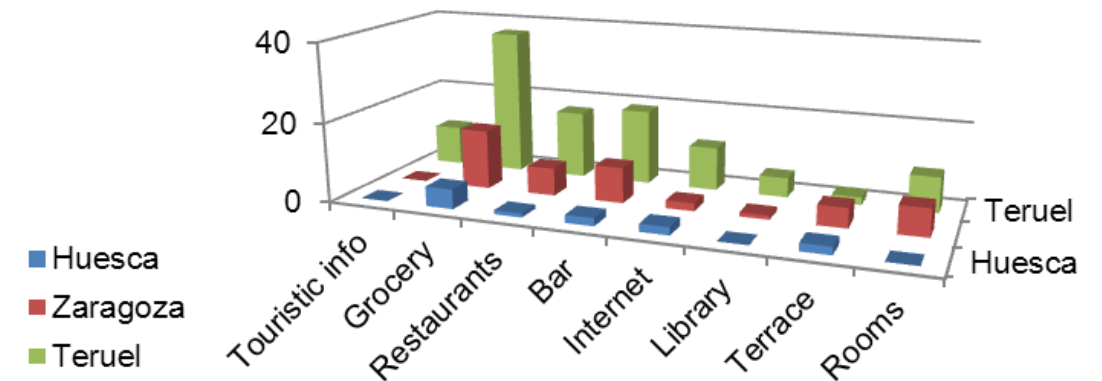
- Demographic challenges
 - Sparse and seasonal population: most villages < 200 inh. 3X more in summer
 - Ageing population: av. age 53, 38,5% above 65
 - mobility issues, access to daily needs, health, social interaction...
- Economic challenges:
 - Shops have closed, sometimes 10-15 km to find a shop
 - Ambulant shops only in summer time or once/week



HOW DID IT START?



- Three women, one village, one innovative idea:
 - Blancas, 2001: Esther, Aurora y Encarna went to the Chamber of Commerce of Teruel with the idea to re-open the grocery store of their village, with 'a bit of everything'
 - 2002: scheme created in Teruel
 - 2006 Zaragoza
 - 2011 Huesca
- 2022: 118 rural multiservices in Aragon
 - Teruel: 90
 - Huesca: 7
 - Zaragoza: 21



MULTISERVICIO RURAL: WHAT IS IT?

- A municipal building, transformed into ...
 - ... a social + market place with a grocery store, bar, restaurant, rural Internet, library, touristic information and in some cases accommodation
- Main objectives:
 - Provide services to a depopulated area
 - Attract new inhabitants, including youth and tourists

Opening hours:

- Normal in summer
- Reduced in winter (2-4h)



SUPPORT PROCESS

Selection of beneficiaries: municipalities with less than 300 inhabitants + no private shop or bar left

Initiative of a municipality offering a building and seeking financial support

Viability study by the Chamber of Commerce

Investment for building renewal and adaptation
(Province + Region funding)

Public procurement for selection of a service manager

FUNDING AND ORGANISATION

Management: Chambers of commerce

Funding: shared between Provincial and Regional governments: 175,000 € total in 2019.

Until 2011 the main granted part was from Regional government

No EU funds because we are not FEDER territory

Investment costs:

Range from: 30k€ to 250k€ depending on No. of services (from simple shop around to a hostel, restaurant, bar, grocery...)

Functioning costs: the manager pays a rent and receives no operating grant: it has to be economically self – sustained!

DIGITALIZATION OF THE MULTISERVICE

- Creation of a web section for placing orders
- MSR Map App Development
- Implementation of a loyalty system
- Advertising in digital media
- Promotional videos of the Commercial Network



NEW STYLE FOR THE MUTISERVICE IT-SELF

2.-Transformation of the sale's point

- Painting of corporate color centers of Multiservices (76 MSR)
- Commercial equipment:
 - exhibitors (76 MSR)
 - packaging machines (30 MSR)
 - POS (Payment with credit card) for managing sales and payments. (30 MSR)
 - smart lockers (30 MSR)
 - Computer equipment (30 MSR)
- Sanitary equipment: Defibrillators (2 MSR)

CIRCULAR ECONOMY

3.- Sustainability and circular economy.

- Supply of reusable ecological bags (76 MSR)
- Supply of compostable bags (76 MSR)
- LED lighting to improve energy efficiency (30 MSR)

4.- Supply chain and traceability (All).

- Incorporation of a web section as a communication channel with local suppliers.



5.- Awareness and Training (All)

- Workshops on social media for rural businesses (2 sessions)
- Workshops on Google MY Business (2 sessions)
- Workshops on WhatsApp Business (2 sessions)
- Workshops on product photography (2 sessions)
- Workshops on MSR web management and revitalization (2 sessions)
- Workshops on digital tools for commerce. (2 sessions)

6.- Others (Wifi networks and posters)

- Installation of wifi points (30 MSR)
- Corporate posters MSR commercial network (76 MSR)



NEXT GENERATION FUNDS

The province asked for a grant from Resilient and Transformation funds (Next Generation) to the Ministry of Industry.

The province will pay 173.394,23 (30%) and the Ministry 404.586,53 (70%), the **Chamber of Commerce** will be the responsible of implementing the actions, around **76 town halls** are beneficiaries and their MSR will be improve, of course the self-employ running the multiservice will be involve in the action also as training are part of the project.

Total budget is 691.262,77€, the time frame is from April 2022 to 31st December 2022.



THANK YOU / MERCI / GRAZIE!

