

Reinpo Retail Project



Reinpo Retail Project: the origin.



Relevance of the sector

- **27 million people** working directly in the sector, which represents 14% of the global employment – UE25.
- **16% GDP** – UE25.



- Main young, women and immigrant “employer”. Social EU Policy.

BUT: the EU does not include the sector in the main funding programmes as a priority.



The opportunity:

- More funds for innovation in the last budget.
- Local lobby at EU level.
- The EC is open to receive projects related to the sector.

Reinpo Retail Project: General description.



- Project leader: **Chamber of Commerce, Industry and Navigation.**
- Partnership: 9 partners from 5 countries

SPAIN	Chamber of Commerce of Castellon Andalucian Council of Chambers of Commerce
ITALY	Region Abruzzo Chamber of Commerce of Naples UNINETTO International Telematic University
GREECE	Chamber of Commerce of Drama (Region of Western Greece)
FRANCE	Chamber of Commerce of Lyon
SLOVENIA	UIP - University of Primorska

- Budget total:

TOTAL	ERDF	CO-FIN
1.292.000€	969.000	323.000

- Duration: 24 months

Important Information:



- Due to the Lead Partner Change, the REINPO RETAIL project suffers a delay of 7 months.
- The official starting date of the project is the 1st of June 2010.
- We have to work in a quick and efficient way to compensate this delay!
- The 1st and the 2nd Progress Reports have to be submitted at the same time: 30/04/2011.

→ Later, during the project implementation, if we see that we need more time, **we can ask for an extension of the project duration.**

Project Objectives



- The main objective of the project is to improve and reinforce the retail sector in the MED area, promote the cooperation among economic and territorial actors and foster innovation and the use of ICT tools.

The way selected:



- Fostering at a local, regional and European Level the innovation culture in the retail sector.
- Promoting and transferring selected best practices.
- Developing common and innovative tools based on ICTs.
- Creating a Green Paper on Innovation in the Retail sector for the European Commission.



Activities of the Reinpo Retail Project



- Creation of a **innovative retail map**: Creation of a Virtual Community (as a collaborative environment) in the retail sector.
- **Transfer of innovation** from regional public agents to economic agents.
- **Pilot projects** as a result of the transfer of innovation and knowledge.
- Exchange and capitalization of best practices in order to reinforce the retail sector.

The pilot projects will focus on 4 strategic areas:

1. ICT tools.
2. Commerce Innovation.
3. Green Commerce Innovation.
4. Innovation on the implementation of new Business.

Activities of the Reinpo Retail Project

MORE INFO ABOUT PILOT ACTIONS.

- **Demonstration** and innovative projects
- **Involving SMEs** – at least 20 SMEs per partner.
- Focused on one of the main axes of the project: ICT, New Business, Green Commerce and Energy projects (20/20/20).
- **Limited:** maximum 1 year for its implementation.
- **Monitoring:** 1 monitoring report per company analyzing the impact of the project and its possible replication strategy.
- **Complementary projects** – regional or local framework.
- **Communication** on the platform and participation via fora.

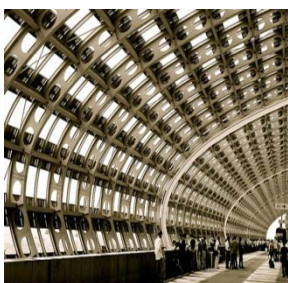


Expected Results of the project



- Creation of collaborative platform, **Virtual Community**, with an integrated knowledge map of the retail sector, including studies and analysis made at regional level.

This Virtual Community will act as a Technological Market Place for retail stakeholders, and will allow to know “who does what” in commerce innovation in the EU.



- Creation of a **multisectorial innovation map** for the retail sector
- Support cooperation strategies between commercial actors in the MED area. **BCD. Why not?**
- Elaboration of a **Good Practices Guide** for policy makers (capitalization plan).



- Elaboration of a **Green Paper about innovation in the retail sector** which will act as a road book for the EU to include the commerce into its priorities.

Expected Results of the project



OTHER TRANSNATIONAL RESULTS AND ACTIVITIES

- **Retail FORUM.** One coordinator per partner.
- **Workshops** with policy makers.
- **Virtual Learning Platform:** how to transfer a good practice.
- **P2P communication between retailers:** using existing services funded by the EU.
- **Local-Thematic Workshops:** to analyze best practices and possible cooperation agreements.
- **Communication campaigns:** lobby actions – “not represented” sector in the EU funds programming tables.
- Participation in the **international events.** Brussels presentation involving all key agents.



Calendar of next Steering Committees

- Order of Steering committees of REINPO RETAIL project

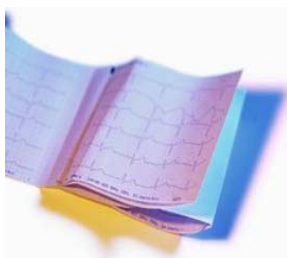
	Date	Hosting Partner	Place
Kick Off	Jan 2011	Chamber of Castellon	SPAIN
1º SC	June 2011	Region of Abruzzo	ITALY
2º SC	Dec 2011	Chamber of Drama	GREECE
3º SC	June 2012	Chamber of Lyon	FRANCE
4º SC (Final Conference)	Nov 2012	Chamber of Castellon	SPAIN



Calendar of Progress Reports



- The LP will submit payment claims to the JTS at six months intervals maximum two months after the end of each reporting period, with the following timetable.
- We have to take in account the 7 months delay of the project: The reports I and II have to be submitted at the same time!



Time Frame-Progress report	ERDF Eligible	Total	Deadline
I. 01/06/2010 – 31/08/2010	20.188	26.917	30/04/2011
II. 01/09/2010 – 28/02/2011	181.688	242.250	30/04/2011
III. 01/03/2011 – 31/08/2011	323.000	430.667	30/10/2011
IV. 01/09/2011 – 29/02/2012	302.813	403.750	30/04/2012
V. 01/03/2012 – 31/05/2012	141.308	188.410	31/07/2012



Next Steps: Management

- What are the next management steps?



Activity	Who?	Deadline
Starting report	LP	15/02/2011
Local Communication Plan we will send you a template	All partners	28/02/2011
Communication Plan (Internal and external Com.)	LP	31/03/2011
I Progress Report Enter in Presage Platform expenditures and activities	All Partners	31/03/2011
List of auditors	All Partners	15/04/2011
Validation of expenditures by external auditor (first level control)	All Partners	15/04/2011
First Project Progress Report	LP	30/04/2011

Next Steps: Technical Implementation



- What are the next steps?



Activity	Who?	Deadline
Project Website - technical specification	LP (cooperation of all partners)	28/02/2011
Project web-site - implementation	LP	30/03/2011
Project Leaflet (General, English)	LP	15/04/2011
Project Leaflet (leaflet with local contents in local Languages)	All partners	30/04/2011

Next Steps: Technical Implementation

- What are the next steps?



Activity	Who?	Deadline
Organize a local awareness raising event	All Partners	30/05/2011
Design and Programming of the Virtual Community with ICT tools and innovative products focused on retail sector	LP and UNINETTO	30/06/2011
Create a Multisectorial Knowledge Map with information provided by partners about regional policies in retail sector	All Partners	30/07/2011
Seminar in Brussels presenting the Virtual Community	LP	30/10/2011
Validation of agents and capitalization of best practices	All partners	30/11/2011

Thank you very much
for your attention
Good Work !



Cámara
Castellón



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Programme Cofinanced
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