

PROJECT SHEET

1. Proposed project name

Project title: Heritage Hub: Enhancing traditional trade in Historic City Centers

Acronym: ONtrade

Presentation of the lead entity.

The project will be managed by the Federation of Urban Areas of the Canary Islands (FAUCA), entity that has the necessary technical and administrative competences for the correct implementation of the project in the whole municipal territory of La Laguna (Tenerife, Canary Islands).

FAUCA has a wide experience in strategic planning, training, inter-sectorial cooperation and elaboration of cooperation programs and support lines, so the entity has the necessary competences to carry out the projected activities in an efficient and satisfactory way.

FAUCA has a policy instrument called "Strategic Plan 2023-2027 for the development of Open Commercial Areas", which requires initiatives to have a shared vision and strategy, including combining, with a multidisciplinary approach, short- and long-term objectives to undertake actions, in various fields such as trade, environment/environment, tourism, culture, accessibility, housing and sustainable urban development, that respond to the expectations of stakeholders, users and citizens.

FAUCA has designed this project with the aim of implementing this Strategy and, specifically, support in carrying out the action: actions on historic centres and commercial axes that improve their accessibility and exercise a traction function for the settlement and/or consolidation of the traditional retail commercial fabric.

2. Project description and objectives.

Smarter Europe (policy objective 1) - SME competitiveness.

We are facing the consolidation of a common project between cities with a protected historic centre: UNESCO heritage site, historic site, historic monument, etc. These enclaves form part of the history of the greatest colonial migration that has taken place on the planet, from where urban, administrative and productive models originated and were exported to the American continent. Despite the more than 3 million people who visit these cities every year, challenges persist such as: 1) the scarce diversification/innovation of the business/commercial fabric, 2) the progressive disappearance of traditional commerce in the face of chains and franchises, and 3) the pre-eminence of the visitor-excursionist that generates an insufficient economic impact. The project seeks to comprehensively update the customer experience by improving the competitiveness of traditional shops through the "Customer Journey" technique, a very simple and visual analysis and innovation tool that allows all the physical and virtual points of contact of a customer during their purchase cycle (before, during and after) to be captured on a map. The project activities will have a fourfold focus. Firstly, sustainable commercial revitalisation through the transformation of commercial areas to make them more attractive and accessible. Secondly, the promotion of entrepreneurship and support for SMEs to generate employment and growth. Thirdly, the development of new customer loyalty and relationship marketing strategies. Fourthly, ensure inclusion and accessibility, enabling urban and commercial improvements to be inclusive and accessible to all. The expected benefits for the geographical area covered by the project are significant and multifaceted, the main one being economic revitalisation, as local businesses will experience a boost in trade through improved customer experience and increased visibility, while supporting the capacity building of young people and local entrepreneurs, strengthening the regional economy and fostering entrepreneurship.

The general objective of the project is the implementation of actions on historic centres and commercial axes that improve their accessibility and act as a driving force for the settlement and/or consolidation of the traditional retail commercial fabric. This will cause the improvement of the commercial environment of the cities in the network. The project has a completely holistic approach which seeks to improve customer-city and customer-business interaction, thus contributing to sustainable economic development and strengthening the competitiveness of local businesses. So, the specific objectives are the innovation in the customer experience in cities, business empowerment and capacity building, and improvement of the business environment in cities. This requires the development of strategies focused on the protection, conservation and awareness of the importance of the cultural heritage of the cities; and, in turn, the promotion of economic development and the positioning and visibility of small local businesses. This will result in sustainable growth and increased competitiveness of SMEs, fostering job creation, as well as improving the overall customer experience in these cities.

Approach and structure.

The project pursues an integrated approach, combining work at transnational and at local level. The project phases are as follows:

Core phase “Exchange of experience”. Semester 1 – Semester 6.

Transnational level work

- **Kick off meeting.** During the first month after the approval and activation of the project, the kick off meeting will take place in San Cristóbal de La Laguna (Tenerife, Canary Islands, Spain), municipality of the Lead Partner (LP) of the project. This kick off meeting will celebrate to give input and adjust the work programme at hand, exchange and select knowledge and ideas, discuss challenges at hand, carry out learning activities for the upcoming ones and supply relevant tools for this.
- **Preliminary report about the commercial dynamisation of historic centres in Europe and their impact on the economic growth of cities.** One of the main outcomes of the kick off meeting will be a preliminary report, which will be based on the discussions and analysis carried out both for participants and partner experts, and the visits.
- **2nd, 3rd, 4th, 5th, 6th Transnational meetings:** transnational events include plenary sessions, transnational workshops, field visits.
- **Transnational Workshop: Heritage Preservation.** This workshop brings together stakeholders and policymakers from different regions to delve into various thematic aspects of preservation of the heritage of the cities, and in concrete, in historic centers.
- **Joint assessment mechanism.** To complement the works put into practice in this phase, partners will undertake a joint thematic survey.
- **Baseline study.** The baseline study will be elaborated by the lead partner. The theme of the baseline study will be “The theme of the baseline study will be "Common Diagnosis of Traditional Trade in Europe's Historic City Centers". The different points of views are discussed to conclude a joint assessment result of the different aspects at hand and to identify areas for improvement and putting a priority line to it.
- **Benchmark study.** This benchmark study will identify the good practices and solutions that are already functioning to enhance competitiveness of local trade in historic city centers and the improvement of the customer experience.
- **2 interregional peer review.**
- **Study visit.** The project employs the option of participating to one study visit for each of the cities. The purpose of the site visits is to deepen the understanding of good practise solutions in proven Champion Cities.
- **4 thematic webinars.**
- **Mentoring groups for less developed territories – Training in digitisation for owners of traditional shops in historic city centres.** Partners will create triangular mentoring groups

to ensure that less developed partners have the tools to develop loyalty, promotion and digitisation strategies for local businesses in historic city centres.

- **6 mentoring groups.**
- **Stakeholders Exchange Program.** The purpose of this program is to enhance the participation of stakeholders in policymaking processes, while it fosters cross-sector collaboration and contributes to the competitiveness of the local trade in the historic centres by increasing knowledge and transnational capacity of economic actors.
- **Drawing-up an interregional local trade in historic centres guide.** This activity focuses on the collaborative development of an inter-regional local trade in historic centres guide, which will serve as a comprehensive resource showing the diversity in European historic centres and type of traditional trades.

Local level work

- **Creation of the local action committees.** Local groups will be created and consolidated in each of the cities that make up the project partnership. Local groups bring together various stakeholders to frame problems, agree on priorities and design concrete solutions to address project challenges and activities in the most efficient way.
- **8 local action committees.**
- **Individualised diagnosis of local trade in historic centers.** The project will make use of the joint assessment mechanism which has its strength in the co-creative assessment of the current state of play by an assessment group of politicians, administration as well as the stakeholders mentioned to elaborate this individualised diagnosis of local trade in historic centers.
- **Strategy for the increase of the competitiveness of local trade in historic city centers and the improvement of the customer experience roadmap.** The roadmap is a planning tool which should include individual city milestones so that the network partners can monitor and report progress.
- **“Strategy for the increase of the competitiveness of local trade in historic city centers and the improvement of the customer experience.** Each city should prepare its strategy for the increase of the competitiveness of local trade in historic city centers and the improvement of the customer experience.
- **Pilot: MARKETPLACE ONTRADE.**

Follow-up phase. Semester 7 – Semester 8.

- **Enhancing policy instruments.** Territorial policymakers will engage in a phase aimed at improving their respective policy instruments related local trade in historic centres.
- **Policy Implementation Interregional on-line workshops.** These workshops will focus on translating the policy recommendations from the exchange of experience activities into actionable strategies and initiatives.
- **Interregional monitoring results on-line meeting.** Partners will convey with information about the results achieved in the improvement of their policy instruments.
- **Impact Assessment Surveys.** Each partner will conduct impact assessment surveys to evaluate the short-term and long-term impacts of the improvement of new policies according to the local trade in historic centres counting with various stakeholders.
- **Case Studies and Success Stories.** Develop case studies and success stories highlighting the impacts and outcomes of specific initiatives implemented during the main phase.
- **Policy Learning Workshop.** A final policy learning workshop will be hosted to share insights, lessons learned and best practices from competitiveness and digitisation of local trades in historic centers initiatives implemented during the project.
- **Closure transnational meeting.** During the last month after the finalisation of the project, the closure meeting will take place in San Cristóbal de La Laguna. The purpose of this transnational event is to close the project, verifying that all activities foreseen in the application form have been implemented, and that the outcomes and indicators have been

met. Actions will also be planned to ensure the continuity of the project and transnational collaboration over time.

3. What are we looking for?

a) At least 1 Entity from each European region

North: Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Norway, and Sweden.

East: Austria, Bulgaria, Czech Republic, Hungary, Poland, Romania, Slovakia, and Slovenia.

South: Croatia, Cyprus, Greece, Italy, Malta, Portugal, Spain.

West: Belgium, France, Ireland, Luxembourg, the Netherlands, and Switzerland.

EU candidate countries.

b) Entities with a policy instrument related to the thematic area.

A policy instrument is a strategy, program, legislation, plan, etc., developed by a public authority implemented to improve a specific territorial situation To which financial resources have been allocated (in most cases).

c) At least 1 Entity responsible for an Operational Programme

Development of a Structural Fund (ERDF, SDF+...)

4. How to apply?

Send an e-mail to cityplusmac@gmail.com:

- Full name of the entity.
- Country of the organisation and region in which it is located.
- Name of the policy instrument + attach the dossier policy instrument.
- Name of the operational programme for which you are responsible (if applicable).
- Complete partner sheet.

The deadline for submission is 22 May at 23:59 H. CET.