

# CRAFTS CODE

Interreg Europe



European Union  
European Regional  
Development Fund

**REGIONAL CRAFT AIDS**

18<sup>th</sup> November 2021 / Madrid



## Subsidies for the commercialization of Galician crafts and improve the competitiveness of the crafts sector

- **Competitive aids**
- **1 month**
- **Total funds: 255,000€**
  - 130.000,00 € - Craft enterprises
  - 45.000,00 € - Craft associations
  - 80.000,00 € - Councils

- **For: investment costs up to 80%**
  - Crafts people: 6 tickets 500 – 3,000€
    - a) Professional craft fairs.
    - b) Non-professional fairs.
    - c) Professional and non-professional fairs for the Christmas period 2020/21.
  - Associations: 10,000 – 30,000€
    - a) Monographic fairs whose objective is the sale and enhancement of products of the same traditional trade.
    - b) Non-monographic fairs of different trades.
  - Councils: 15,000€ per fair
    - The organization of craft fairs in the area of the Autonomous Community of different trades.

**Subsidies for the implementation and promotion of the digital strategy and modernization of the commercial and crafts sector**

- **Competitive aids**
- **1 month**
- **Total funds: 5,000,000€**
- **Beneficiaries:**
  - 1. Retailers
  - 2. Craft workshops

## Eligible funding:

### 1. Digitalization: up to 80% [800 – 26,300€]

- a) Promotion of digital transformation: implementation and updating of web pages with online sales and implementation and updating of commercial websites.
- b) Optimization and streamlining of business processes: implementation of management tools and integrated systems for the planning of business and software business resources appropriate to the needs of the company.
- c) Communication, advertising and marketing tools 4.0, on the Internet or using new technologies.
- d) Digital marketing actions.
- e) E-commerce logistics.
- f) Sustainable e-commerce logistics.

**Eligible funding:**

**2. Acquisition of own equipment of the commercial and artisan activity:  
up to 80% [10,000€]**

- Machinery, tools or ancillary equipment, of qualified external manufacture, directly related to the commercial or artisanal activity, as well as other machinery, tools or auxiliary equipment, of qualified external manufacture, directly related to the commercial or artisanal activity, that improves the design and quality of the final product.

## Grants 2021 for the field of Crafts

1. **Program for the growth and competitiveness of craft companies**
  - **Purpose:** to reactivate and promote the craft sector, and to promote its competitiveness and quality.
  - **Beneficiaries:** self-employed people and companies in the crafts sector.
  - **Amount :** up to 100% of the cost of eligible actions, with a maximum of 2,000 euros.

## Grants 2021 for the field of Crafts

### 2. Support program for municipalities in the field of crafts

- **Purpose:**
  - a) Encourage the implementation of establishments of unique artisanal activities.
  - b) Prestigious fairs and craft market fairs in Catalonia.
- **Beneficiaries:** town councils and their public bodies that are affiliated or linked to them, decentralized municipal entities and county councils.
- **Amount :** up to 50% of the eligible expenditure, with a maximum of 7,000 euros.

## Call for grants for the implementation of projects in the crafts promotion activity

- **Competitive aids**
- **Beneficiaries:** craftspeople and craft companies.
- **Total funds:** 16,000€
- **Amount :** up to 3,000 euros.

- **Eligible funding:**
  - Marketing: catalogues, promotional material, web pages, computer programs.
  - Promotion of crafts: performances carried out by various artisans (live demonstrations, organization of fairs at local level).
  - The constitution of companies or artisan workshops, as individual entrepreneurs or as mercantile or cooperative societies.
  - Acquisition of capital goods, machinery, facilities, tools and furniture for the development of artisanal activity.
  - Organization of fairs at local level.

## Extraordinary measures in the field of crafts for mitigating the effects of the pandemic Covid-19

- **Purpose:** direct granting of aid to ensure the maintenance of the activity and the continuity of the traditional crafts of the Valencian Community directly linked to their festivities.
- **Beneficiaries:** craftspeople and craft companies.
- **Amount :** up to 7,000 euros.
- **Requirements:**
  - a) Work in the Valencian Community at least since March 1<sup>st</sup>, 2020.
  - b) Have suffered a reduction of at least 30% of income in the fiscal year 2020 compared to fiscal year 2019.



Guía dinámica de Ayudas e Incentivos  
para empresas

Sector: Artesano



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¡Gracias!

Thank you!

Any doubt?

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