



European Union
European Regional
Development Fund

Digital transformation of the Retail and Hospitality sectors in San Sebastián

(Fostering the digitalisation of traditional sectors)

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fomento**sansebastián**

DESARROLLO ECONÓMICO DE SAN SEBASTIÁN
DONOSTIAKO GARAPEN EKONOMIKOA
SAN SEBASTIAN ECONOMIC DEVELOPMENT

Gorka Díez, Fomento San Sebastián

10th November 2021, IE PLP Online Workshop:

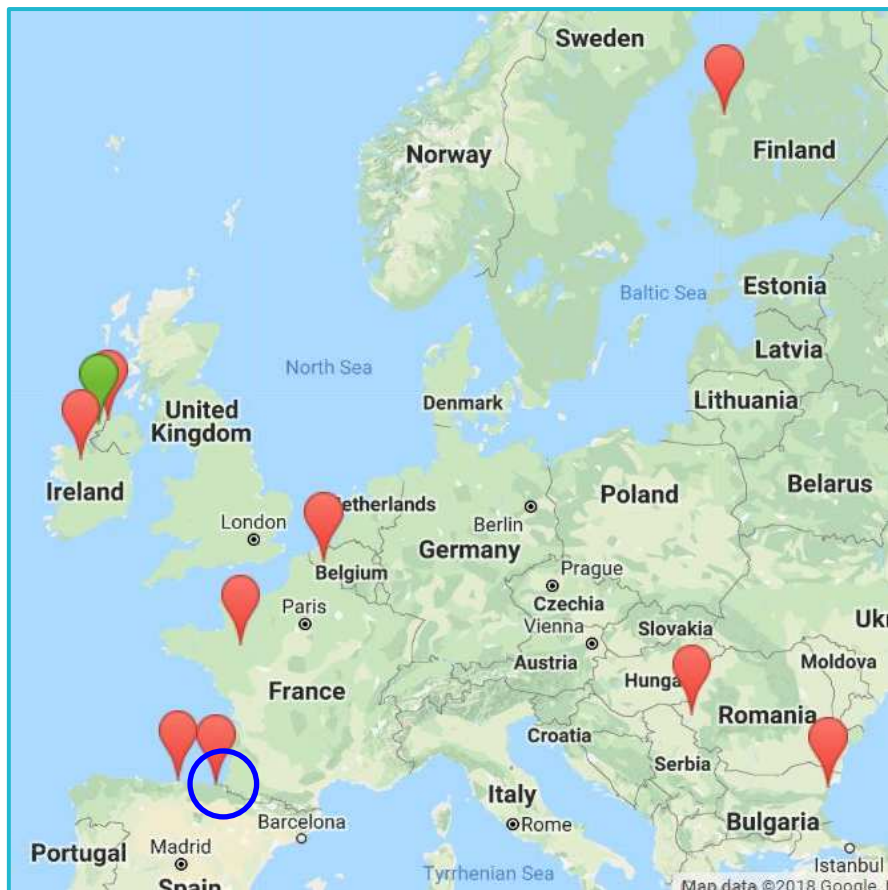
Digital transformation of European SMEs: adoption of technologies and skills development

Aim



Unlock and exploit the potential that SMEs providing digitalization services have as enabler for the competitiveness of other local/regional SMEs belonging to priority sectors in the participating regions.

Partnership



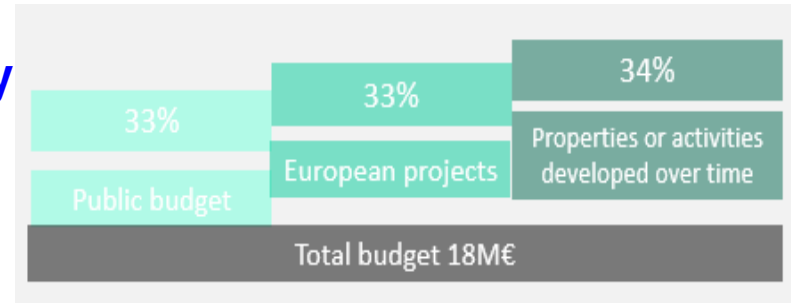
Partner	Region (Country)
ERNACT	BMW (Ireland)
North West Regional Assembly	BMW (Ireland)
Derry and Strabane District Council	Northern Ireland (UK)
Regional Government of Cantabria	Cantabria (Spain)
Fomento San Sebastián	Basque Country (Spain)
West Romania Development Agency	West (Romania)
Laval Mayenne Technopole	Pays de la Loire (France)
VOKA – Chamber of Commerce	Flanders (Belgium)
Seinajoki University of App. Sciences	South Ostrobothnia (Finland)
Business Association Agency	Varna (Bulgaria)

Fomento San Sebastián



Municipal agency dedicated to the promotion and the economic and social **development of the city**

Created in 1902 with the aim of contributing to the development of the city. **From 2015 onwards** to traction the transformation of the economic model and knowledge into productive innovation.



Main areas

- Retail
- Hospitality & Gastronomy
- Smart Cities
- Clusters
- Advanced Industries
- Governance & Public Spaces

Transversal areas

- Knowledge generation & transformation
- Business digital transformation & acceleration
- Project promotion & management

Sectors addressed in San Sebastián

- Traditional sectors: **Retail and Hospitality**

-> Local sectors of special relevance/weight* in terms of:

- Economic activity: 31.6% of businesses in the city
 - Retail – 3,749 businesses (67% small) / 10.10 % (GDP)
 - Hospitality – 1,433 businesses / 7.90 % (GDP)
- Employment: 21.6% of the total
 - Retail – 12,569 jobs
 - Hospitality – 8,530 jobs

*Data from San Sebastián 2020 Urban Economy Barometer (Fomento San Sebastián)

Covid-19's impact

Serious **economic and social** impact of Covid-19 in these local sectors: the pandemic disrupted seriously their normal activity and impacted negatively in their sales and relationships with the clients.

It has been vital to **adapt support measures** and find new ways to assist their recovery

-> need to **step up the pace of digital transformation** and adapt their ways of working and their business models in order to maintain their competitive dimension and survive over time.

Relevant Good Practices-Programmes with Retail & Hospitality sectors



- Complementarity of the programmes
- Adapted to the needs of the companies
- Person-centric approach -> to empower businesses owners and workers with new skills and tools
- Collaboration with local Retail&Hospitality Associations

Awareness and Digital Training programme (1) **DEVISE** Interreg Europe



Objective:

- It aims to promote the digital business culture among local retail-hospitality companies as well as to strengthen their competitive dimension through awareness and training activities.



Annual training calendar combining different **formats**:

- TRAINING: Online short training session (1h) with a customised advisory option.
- CUSTOMISED ADVISORY FACILITY (2h): A space to address specific doubts, challenges and queries on a one-to-one basis, focusing on the needs of the company/employee.
- ROUND TABLE: Session with a panel of specialists in the area to generate a space for learning and debate.
- FOCUS GROUP: theme-based reflections with a small group of participants to generate a space to examine and analyse specific proposals/topics, with an explanation of digital solutions by companies supplying digital services.
- WORKSHOP: Training session format with a practical workshop as part of the session, in order to work with specific tools, for example, and present benchmark experiences.
- EVENT: in an online format.

Awareness and Digital Training programme (2) **DEVISE** Interreg Europe



Areas / content:



- Social Media Strategy
- Social Networks as a sales channel
- Analytical Intelligence
- Technological solutions and ICT tools
- Selling on Internet (e-commerce, marketplace,..)



Results of the implementation in 2020:



- 12 Online / face-to-face group training activities
- 60 Individual training activities / brief initial advising
- 12 Focus Groups / Workshops sessions, seminars, events
- Businesses participating:
 - Retail: 200
 - Hospitality: 37
- 382 people participate in the activities
- 11 digital companies providing solutions and tech advice

Technology Consultancy programme to support digital transformation (1)



Objective:

To promote the digitalization in the retail and hospitality sectors, through personalized advice and support for the implementation of tools and technological solutions in their businesses:

1. Advise individually on digital solutions that are adapted to the needs of each company.
2. Promote their implementation, accompanying them in the digital transition process, individually and/or collectively.
3. Support their digital evolution.

Key points:

- One-to-one basis
- Initial diagnosis to analyze the strategy and define the digital tools to be implemented to be more competitive
- Work process on a specific intensive 8-hour itinerary with specific digital transformation actions to be carried out

Technology Consultancy programme to support digital transformation (2)



Areas:

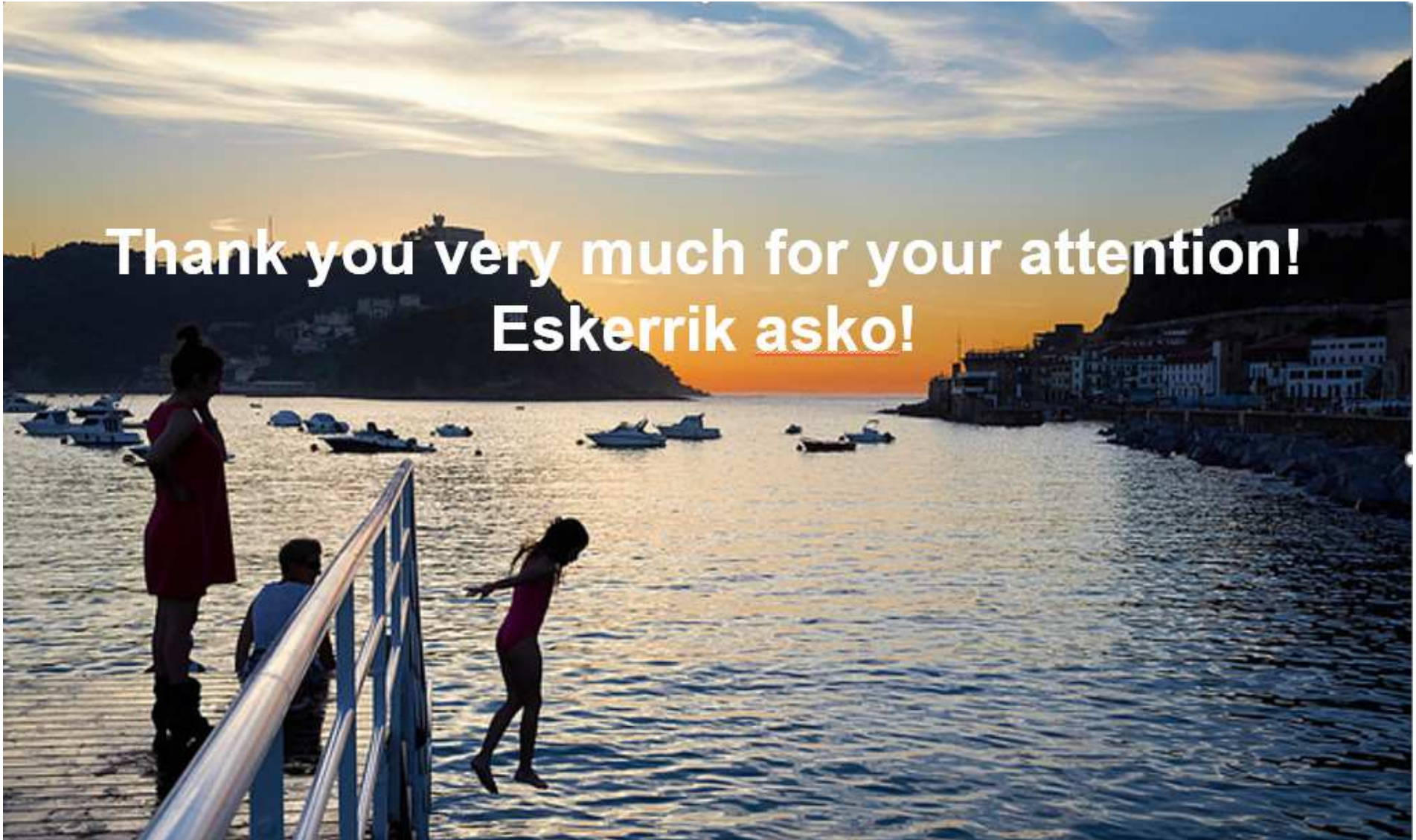
Work done on 3 specific areas of the company's digital strategy:

- Digital Marketing
- E-Commerce Sales
- Analytical Intelligence

Results of the implementation in 2020:

- 60 participating Retail and Hospitality businesses
- 5 local technology collaborators

Thank you very much for your attention!
Eskerrik asko!





DEWISE

Interreg Europe



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Thank you!

Gorka Díez, FSS

www.fomentosansebastian.eus

www.interregeurope.eu/devise

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Questions welcome

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