



Chamber of Commerce, Industry & Services of Teruel

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- ❑ The Institution and the region it operates in
- ❑ The experience in rural retail
- ❑ Specific expectations with regard to the project
- ❑ The policy instrument addresses through the project and the possibilities to mobilize funds out of it to carry out interventions inspired by SARURE

Quiénes Somos

The Chamber of Commerce, Industry and Services of Teruel is a Public Law Corporation created by the State, governed by entrepreneurs and administrated by the Regional Government of Aragon.

We are a support entity for the Public Administration and companies. Our functions are stablish by Law, although our operation, specially from the year 2014, is practically private.

Meter foto fachada

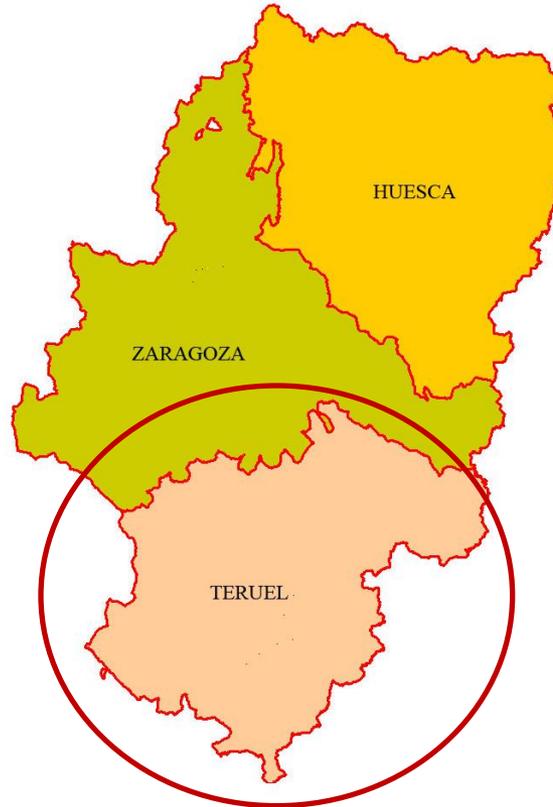
Quiénes Somos

All companies that develop their activity in the Province of Teruel are integrated in the Chamber of Commerce, even though they are not forced to maintain their economical contribution, therefore the sell of services, the development of the programs and the collaboration agreements with the Public Administrations, are our way to generate economical resources.

As indicated, It's governed by entrepreneurs, elected every 4 years, who represents the economical activities that take place in the Province, headed by a President. It counts with a staff that provides the activity.

Europe

Location



Spain



Aragón



Teruel



Our Activity

The Chamber has as a main objective the presentation of services to companies and the collaboration with the Administration.

We work in the followings areas of activity:

TRAINING

It affects each area of activity of the Chamber and it is provided both on-site and online, in groups or individual.

INTERNATIONAL TRADE

We help companies in their opening abroad, thanks to a process that covers from the market information until the performance of individual actions.



Our Activity:

BUSINESS PROMOTION

We accompany entrepreneurs and companies in the process of implementation a new activity that covers from building up the idea until the access to the public help.

NEW TECHNOLOGIES

We promote the access of the companies to new information technologies and communication, remarking the access to the electronic trade and the social media.

DOMESTIC TRADE

Comercio: Damos apoyo a la actividad del comercio, que ahora desarrollaré.



Our Activity

Besides, being Teruel one of the provinces most affected by depopulation and lack of infrastructures, from the Chamber of Commerce the investments that must be undertaken to improve the competitiveness of our companies are claimed.



Experience in Retail

Traditionally, trade support has been the reason of being of the Chamber, counting with an integral service of information and consulting.

We have developed Commercial Action Plans in different municipalities of the Province. We also have carried out studies about specific issues that affects the commercial activity and we apply individual improvement plans in different aspects.

Experience in Retail

Now in particular and thanks to the collaboration of the Regional Government, we advice traders through:

- ✓ Design and execution of enterprise plans and management improvement, thanks to performances in matter of human resources, sector trends, commercial orientation, technical consulting and enterprise management.
- ✓ Modernization and improvement of the establishment thought the analysis and proposal for improvement of the point of sale.
- ✓ IT's introduction in retail.
- ✓ Generational replacement for the continuance of the commercial activity.
- ✓ Consolidation and expansion of the Rural Multiservice.



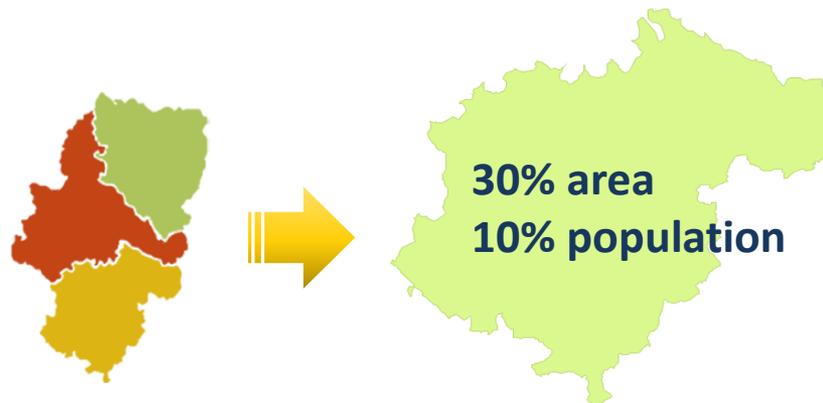
Our model project: “Rural Multiservice”

Our province counts with 236 municipalities, of which 50% have less than 100 inhabitants, with a global density of 9 inhabitants per km, something that places us between the ratio of depopulated zone.

The problem with depopulation has generated the loss of business and commercial activity in most of the villages, to the point that most of them, in a progressive process of closure, don't even have stores or cafes.

Our Situation:

- 137.000 inhabitants
- 236 municipalities
- 14.000 KM2



Our model project: “Rural Multiservice”

With the aim of solve the access of the population to these basic services, in 2003 the figure of the Rural Multiservice was created. A space promoted from the Councils (public initiative) managed by a entrepreneur (private initiative), that offers modular services in hostelry, trade, touristic information and in some cases accommodation.

It counts with the support of the Chamber of Commerce, who has the ownership and procedure of the brand and is also in charge of the supervision, control and support of the Provincial and Regional Government, who provides financing.

Our model project: “Rural Multiservice”

Nowadays there are Multiservices implemented in 69 municipalities, something that has allowed to generate more than 90 jobs in the rural environment and in many cases, to have a space where the inhabitants can meet.

On the one hand, it means an improvement in the inhabitants’ life quality and the creation of economical activity. On the other hand, the main problem is in the profitability that the manager obtains due to the limited potential population.



MultiServicio
R U R A L

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Teruel

Why SARURE?

Time after the implementation of the first Multiservices, we have found necessary to diversify the offer and generate new opportunities that allows them to improve their profit.

Also, trade in general and specially rural trade, confronts two hard challenges to solve, such as online sale, which has an exponential growth and the continuous exit of buyers to places with a bigger offer.

That is the reason why from the Chamber of Commerce we promote SATURE project

We search for new ideas and approaches that allows us to give a solution to the lack of services and the reduction of the profitability of rural trade, convinced that the experience we are going to live with SATURE will provide us opportunities.



Our model project



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Cámara
Teruel

Cómo surge el modelo MSR

Venta ambulante

2003 → MultiServicio Rural

Combinación de servicios

**MANUAL DE ADHESIÓN A
LA RED**

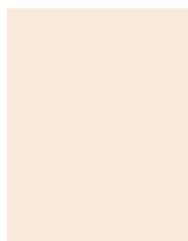




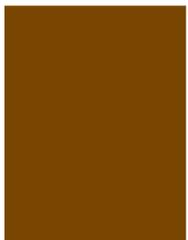
Merchandising & Promotion



Color fachada:
Pantone 727 = NCS S 2020-y-40R



Color interior:
30% de p. 727 = NCS S 0603-y-40R



Marrón MSR
y Color zócalo superior:
Pantone 469C = NCS S 5020-y-50R



Verde MSR:
Pantone 377 = NCS S 3050-G50Y



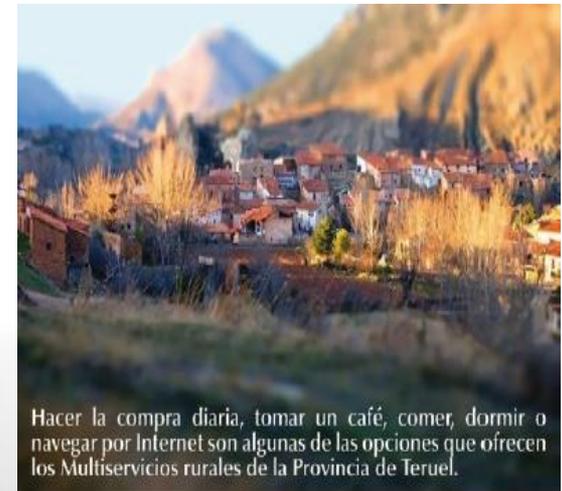
MANUAL DE ADHESIÓN A LA RED MSR[®]

- Proyecto MultiServicio Rural
- Qué debe saber una entidad local que desea adherirse a la Red MSR[®]
- Proceso de adhesión de una entidad local a la red MSR[®]
- Imagen MSR[®]



Merchandising & Promotion





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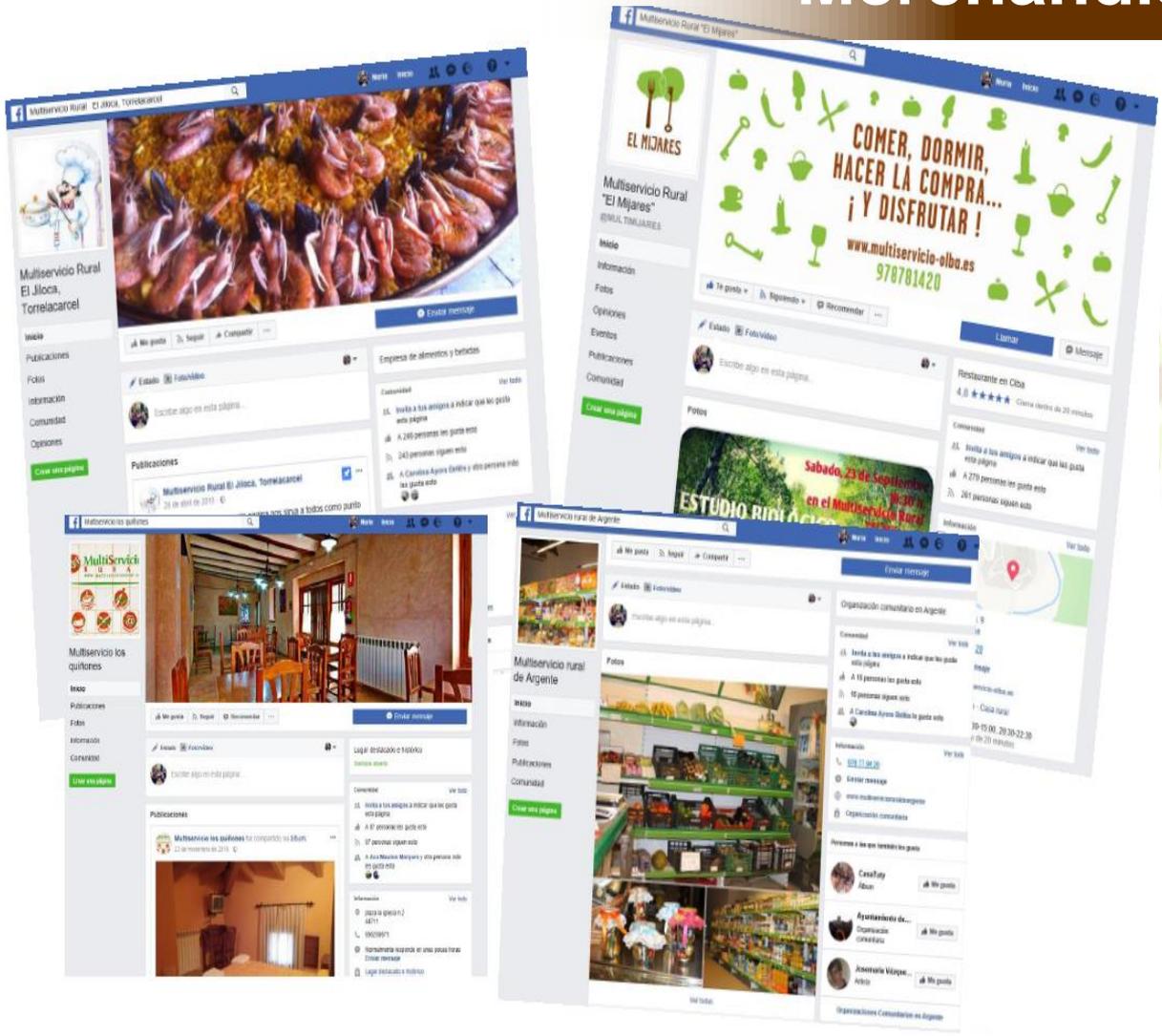





Merchandising & Promotion



Merchandising & Promotion



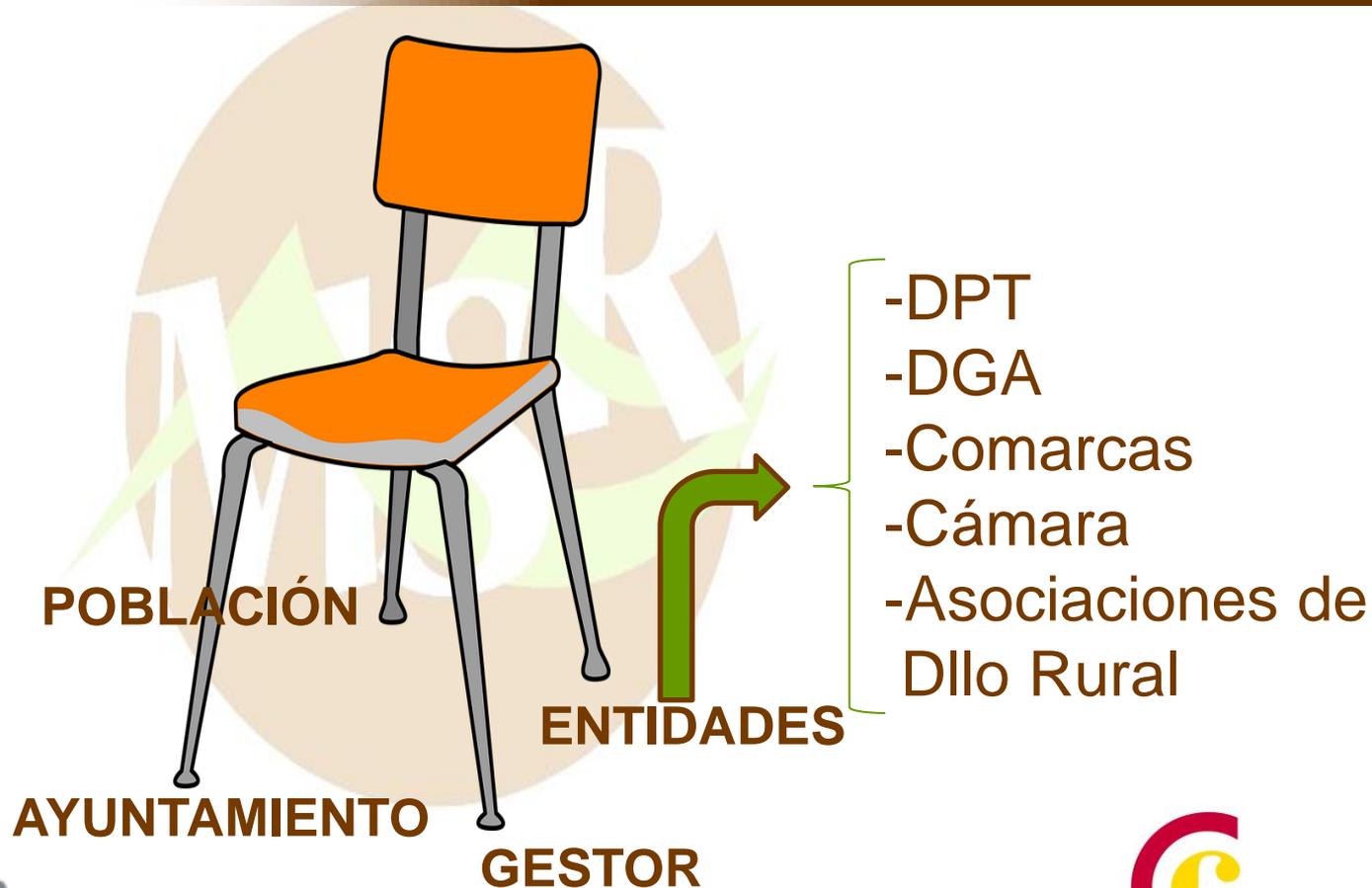
Facebook page for Multiservicio Rural. The page features a cover photo of a scenic landscape with mountains and a large tree. The profile picture is the MSR logo. The page has 655 followers and a recent post from Fran Abad with 3 likes. The navigation menu includes: Página, Bandeja de entrada, Notificaciones, Estadísticas, Herramientas de publicación, Configuración, and Ayuda. The left sidebar contains: Inicio, Información, Fotos, Publicaciones, Vídeos, Servicios, Comunidad, Notas, Promocionar, and Administrar promociones. The main content area shows a post titled 'Organización comunitaria en Teruel' and 'Consejos para páginas' with various tips for creating effective content.

Website landing page for MultiServicio Rural. The header includes the MSR logo and 'Cámara Teruel'. A main banner reads: 'Descubre todo lo que puede ofrecer un Multiservicio Rural y forma parte de su gran familia'. Below the banner is a navigation menu: INICIO, EL PROYECTO, MULTISERVICIOS, PARTICIPA, CONTACTO. The main content area features a map of Teruel with a search box 'Buscar multiservicios' and a section titled 'El Proyecto' which describes the network of services. A sign for 'Las Escuelas' is also visible. The footer includes logos for the Government of Aragón and the Chamber of Commerce of Teruel.

Website page showing 'LOS CLUBES' (The Clubs) section. It features a list of clubs with photos and descriptions, including 'Club de Golf', 'Club de Fútbol', and 'Club de Fútbol'. There is also a 'Servicio al cliente' section and a 'Localización' map.

Website page showing a detailed list of services or clubs. It includes a table with columns for 'Nombre', 'Dirección', 'Teléfono', and 'Horario'. The table lists various locations and their corresponding details.

Public-Private Cooperation



Modular Product

- > **Comercio** con la implantación de una tienda con productos de primera necesidad.
- > **Cafetería, restaurante y ocio** como centro de reunión.
- > **Turísticos** como punto de información.
- > **Alojamiento** con habitaciones rurales.
- > Permite también ser centro de acceso a internet (WiFi), peluquería, artesanía, biblioteca, estafeta de correos, medicinas, etc.
- > Ofrecer **servicios adicionales** (venta a domicilio, fiestas temáticas, zona ludoteca...) facilita la marcha del negocio.



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Teruel

Expansion (2018)

✓ 69 establecimientos MSR en la Provincia de Teruel
+5 nuevas solicitudes en 2018

MULTISERVICIOS POR COMARCAS

Andorra - Sierra de Arcos 1

Bajo Aragón 7

Bajo Martín 3

Comunidad de Teruel 18

Cuencas Mineras 9

Gúdar - Javalambre 8

Jiloca 8

Maestrazgo 7

Matarraña 2

Sierra de Albarracín 6



Social Economy

- > 90 empleos generados
- > Personas que fijan su residencia en los municipios
- > Punto de encuentro y reunión
- > Economía sostenible
- > Servicio de comedor social a población dependiente
- > Atrae y asienta veraneantes
- > Sostienen la escuela



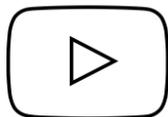
Conclusions

- > Los Multiservicios vienen a **cubrir una carencia de servicios básicos** en muchos municipios de la Provincia.
- > Generan y mantienen **empleo**, la mayoría femenino.
- > Mejoran la **calidad** de vida de los habitantes e impulsan la **economía** de la de zonas rurales.
- > Colaboran para evitar la despoblación y por tanto a **mantener y/o repoblar** el territorio.
- > Es fundamental el esfuerzo y la perseverancia de los **Gestores**, que tienen que pasar por temporadas mejores y peores.
- > Es necesario y crucial el **apoyo de los habitantes del municipio**, porque son ellos los que con el uso de los servicios otorgan viabilidad al proyecto, así como el del propio **Ayuntamiento** donde se instalan.

Promotional Video MSR (2013)

“The Social character of rural retail”

<https://www.youtube.com/watch?v=9zdl3jJqT4w>



<https://bit.ly/MSRMiravete18>

Thank you for your attention!



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