



Barcelona Comerç for Small Retailers & for contributing to a European Cause

Annual Conference



Independent
Retail Europe

Barcelona, 18th-19th March 2026
Josep Xurigué Camprubí



BCN: a Polycentric 15 minute City for the Commerce > 5/50/500

60.000 small businesses, **152.000** Retail workers and independents, 13% Local VAT. 43 municipal markets.

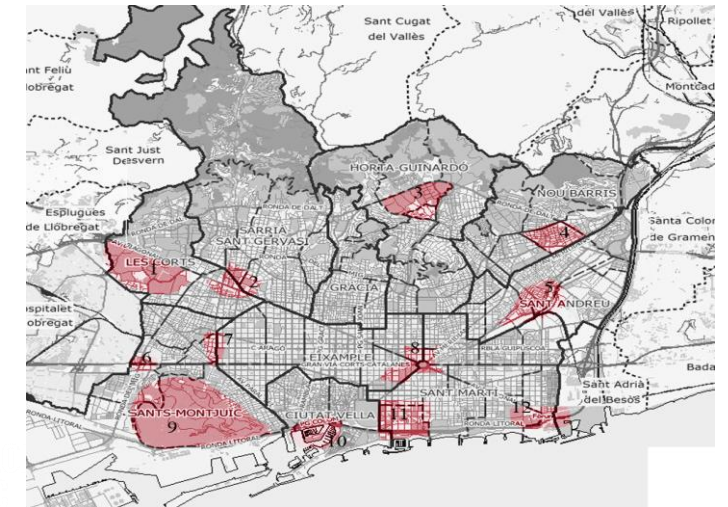


1. **Cerdà, Eixample Plan:**
1865



2. **Old Villages:** form the new BCN: XIX Century.

Barcelona Comerç (2004): 24 commercial hubs - 4.500 – retailers at 53/73 neighbourhoods - 50 commercial fairs- 4Mvisitors.



3. **New Centralities:** 1980s.
“Sanitize the center, monumentalize the periphery” **Bohigas**



BCN: Public space, Cat-Med model & Challenges

BCN > 1,7M – Metropolitan Region> 5M - Catalonia > 8M

- Public space's quality
- Family businesses with little capitalization
- BCN>1,000 shops per Km2 = Manhattan NYC (Nogué)
- London >200 shops per Km2

Challenges>

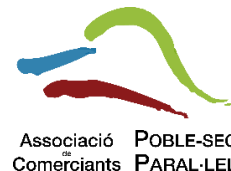
- Overweight regulatory and bureaucratic burdens
- Commercial & Generational relief- Digitalization
- Tools to regulate the Real Estate market, the e-commerce & the urban distribution; Protecting the commercial landscape & iconic businesses
- Updating the Association model



Barcelona Comerç

24 Commercial Hubs at the Historical Communities

Union, Service, Identity at the Hearts of the Neighborhoods!



From the Roots to the Future !



The coats of
arms of the
medieval guilds
of shipwrights,
boilermakers,
swordsmiths
and carpenters!



BC & VdE created the ECoSR from Civil Society

MAIN OBJECTIVE

Promote small retail & help raise awareness of its economic, cultural & social impacts.

A EUROPEAN VISION

Work for small retail to become a distinctive factor of European identity.

SOCIAL OBJECTIVE

Preserve the European lifestyle linked with our social model that provides urban identity & social cohesion.

A strategic & consensus-based path to create a project for Europe, its Cities and its Commerce



9th May 2019 - 1st European Day of Local Retail as a flagship day.

16th June 2022 - Unanimous approbation of ECoSR at European Parliament's PETI Committee.

17th January 2023 - Unanimous approbation of European Parliament's Plenary Resolution at Strasbourg to create the ECoSR..

November 2023 - The European Parliament approved a 3M€'s budget to implement the ECoSR.

23th September 2024- Launch of tender for the ECoSR's Management Entity by DG Grow & EISMEA.

3rd July 2025- Presentation of ECoSR at European Parliament. Starting point for the Public Call.

November 2025- Publication of shortlisted finalists, **Visionary Cities: Barcelona**, Utrecht, Zaragoza. **Vibrant Cities**, Braga, **Caldas da Rainha**, Fuenlabrada. **Vanguard Cities**, Makarska, **Silandro**, Silla.

28th January 2026.- Public ceremony in Brussels to award the 3 first ECoSR

March 2026- Start of BCN awarded annual programme!





+ 200 Debates, actions & projects for exchanging good commercial & urban practices & to mobilise Citizenship

- ✓ **Digitization**
- ✓ **Sustainability**
- ✓ **Entreprise & Community**
- ✓ **City attractiveness**

PROJECTS

- ✓ **European Observatory of Small Retail, Consumption & City.**
- ✓ **European Retail Awards.**
- ✓ **Commercial and Tourism Routes or Walks**
- ✓ **European Iconic and Historical Markets Network**
- ✓ **Promotional activities in the Commercial Hubs**



→ Born in 2015 as a **pioneer figure**, it adds value to the shopping experience of the Commercial Hubs.



→ **Implementation of a commerce and consumption culture.**

→ Attention to a conflict within 3 days. Proposal of a solution before the 1 month indicated by regulation.

→ It acts **independently, objectively and impartially.**

→ As Catalan law indicates, **small retailers are considered consumers with regard to big suppliers.**

Customer's Ombudsman for more responsible consumption and higher quality commerce



DEFENSOR DEL CLIENT

ESTABLIMENT ADHERIT





The Small Retail helps to achieve a Sustainable Tourism

→Distribute costs & benefits (HIH-EGAs):

→Culture & Tourism (balanced model 3/3)

→Promote the Real City: New digital tool, Fairs, Museums & InfoTourism Point

→Multilevel governance action for Housing & Commercial Premises.



→To Limitate Bolkestein Directive for Preserving Commercial Mix & Landscape



Strengthening SME resilience project in Barcelona



- 100+ SMEs received capacity-building and training on developing **business continuity plans (BCPs)** and **crisis simulation exercises**
- Guidance tools on developing **BCPs for tourism and retail sector SMEs**, **accessing finance**, and **conducting crisis simulation exercises**
- Landscape study identifying **key policies** and **actions to strengthen SME resilience** in the Barcelona Metropolitan Area
- Awareness raising** reach **thousands** across local and global media
- Driving forward a **resilience alliance** including City Council, business chambers, sector associations, banks, insurers and academia



Will your business survive a disaster? The power of business continuity planning



United Nations Office for Disaster Risk Reduction
21,3 K subscribers

Suscribirse



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Compartir



Guardar



A Living City with Mobilised Citizens, Consumers & Retailers!

9th May
The European Day
of Small Retail!



Thank you!

