



Green Paper: executive summary.

Francisco Estevan
Brussels, 27th February 2013



Programme cofinancé par le
Fonds Européen de Développement Régional

Programme cofinanced by the
European Regional Development Fund



L'Europe en Méditerranée
Europe in the Mediterranean



Strategic Objectives

- 1) That retail plays an essential role in the **Europe 2020 strategy**.
- 2) Improve **access to finance** schemes and promote harmonized coordination of entrepreneurship policies.
- 3) Drive **innovation among SMEs in the retail sector**, especially the technological innovation.
- 4) Promote **recognition of the key role** of the retail sector in the European economy and its consideration in the **policies formulation at European level**.
- 5) **Improve knowledge** on the issues and needs of the sector, promoting dialogue and transfer of knowledge and best practices among stakeholders.



Innovation



Objectives	Intervention Measures
<p>1) Develop policies and actions that address innovation specific needs of SMEs in the retail sector.</p> <p>2) Improve SMEs access to finance mechanisms addressed to innovation.</p>	<ul style="list-style-type: none"> ▪ Incorporate new measures to support innovation from new approaches that consider the specific characteristics of the retail sector. ▪ Improve the skills and abilities of small business and employees in relation to innovation management. ▪ Facilitate access to finance addressed at innovation. ▪ Promote the adoption, by SMEs, of supply chain management strategies and consumer response efficient strategies (ECR, EDI, RFID ...). ▪ Provide information on good practices in innovation.



Employment & Trainee

Objectives	Intervention Measures
<p>1) Promote the creation of skilled labor in the sector. Address the mismatch between the required and available skills .</p>	<ul style="list-style-type: none"> ▪ Take advantage of the financial support and incentives offered by the European Social Fund to promote entrepreneurship and self-employment. ▪ Promote active policies in the labor market addressed to the sector.
<p>2) Improve working conditions for both employees and employers in the sector.</p>	<ul style="list-style-type: none"> ▪ Boost a better match between the needs of retailers employers and employees qualifications. Analyze skill needs demanded by the sector.
<p>3) Encourage careers in retail sector, increasing the opportunities and the average salary level.</p>	<ul style="list-style-type: none"> ▪ Evaluate the effectiveness of the sector training system. Improve training systems and define new content more adapted to the enterprises needs.
<p>4) Eliminate labor rigidity and rigid protectionist frameworks affecting SMEs.</p>	<ul style="list-style-type: none"> ▪ Support the development of qualification actions using new technologies for training. ▪ Define new career paths to cover existing gaps.



Entrepreneurship

Objectives	Intervention Measures
<ol style="list-style-type: none"> 1) Reduce administrative barriers associated with business creation and establishments opening. 2) Reduce political barriers and financial burdens that implementation costs and investment in the sector. 3) Limit the barriers that restrict the market unity at all levels. 	<ul style="list-style-type: none"> ▪ Full implementation of the Services Directive in national and regional policies. ▪ Full implementation of the measures incorporated in the of the European ComEntrepreneurship Action Plan 2020 mission. ▪ Take advantage of the new ESF and ERDF programmes to support measures promoting entrepreneurship in the sector. ▪ Enhance single contact points and eGovernment for the processing of new companies. ▪ Design financial instruments that facilitate the implementation of new business from the public sector.



Access to finance

Objectives	Intervention Measures
<p>1) Increase the availability of financing for SMEs in the retail sector.</p> <p>2) Simplify the access of SMEs and self-employees to the new EU funding programmes.</p>	<ul style="list-style-type: none"> ▪ Establish new EU financial instruments for funding and loan guarantees aimed at SMEs and microenterprises. ▪ Take advantage of the potential of the Competitiveness of Enterprises and SMEs programme 2014-2020 (COSME). ▪ Create attractive conditions for the development of a venture capital market aimed at the creation of new firms and their subsequent growth. ▪ Facilitate access of retail SMEs to a wide range of alternative funding sources, including grants, guarantees, seed funds, business angels, etc.. ▪ Improve retail entrepreneur training in finance issues and make information about the different sources of funding more accessible .



Internationalization



Objectives	Intervention Measures
<p>1) Encourage the internationalization of SMEs in the retail sector.</p>	<ul style="list-style-type: none"> ▪ Make information more accessible on the various rules affecting the sector applicable to different states and regions. ▪ Harmonize national rules on commercial communications, and in particular, on sales promotion, lost sales, discounts and consumer rights. ▪ Homogenize regulatory frameworks relating to franchising and unfair contractual practices between companies. ▪ Develop guidance tools for initiation in the internationalization and internationalization potential assessment. ▪ Develop and disseminate guidelines for identifying the opportunities of internationalization in the retail sector.



SMEs cooperation

Objectives	Intervention Measures
<ol style="list-style-type: none"> 1) Increase the business size of the SME in the retail sector. 2) Promote the vertical integration strategies, the creation of purchasing centers and enterprise collaboration platforms that will generate economies of scale benefits. 3) Foster new forms of urban commercial areas management. 	<ul style="list-style-type: none"> ▪ Support, through European policies, business integration. ▪ Encourage the creation of purchasing centers, contracting platforms and initiatives to develop economies of scale. ▪ Facilitate intra group exchanges, purchases and financing in companies willing to cooperate. ▪ Support initiatives aimed at business collaboration through the creation of urban shopping centers and implementation of projects based on the Business Improvement Districts Model .



e - Commerce

Objectives	Intervention Measures
<p>1) Increase the use of electronic commerce as a sales channel among SMEs in the retail sector.</p>	<ul style="list-style-type: none"> ▪ Promote programmes that facilitate the development of websites for online commerce between SMEs in the retail sector. ▪ Train entrepreneurs in electronic commerce and the use of social networks. ▪ Provide more information to consumers about their rights in electronic commerce. ▪ Provide a higher level of consumer protection in online transactions. ▪ Improve the regulatory framework to facilitate online business transactions between member States. ▪ Promote internet access to citizens and businesses that are located in rural and remote areas, in the same service and price conditions than other citizens.



Environment

Objectives	Intervention Measures
<p>1) Reconcile the interests of the distribution companies with the objectives of environmental protection and sustainable development of the territory.</p> <p>2) Improve efficiency in energy consumption.</p> <p>3) Reduce commerce waste generation and promote its recycling.</p> <p>4) Encourage more responsible consumption habits.</p>	<ul style="list-style-type: none"> ▪ Incorporate analysis standards and methods at European level to measure the environmental impact in relation to the products life cycle. ▪ Encourage the setting up of efficient waste collection and recycling systems. ▪ Provide financial support to measures that result in lower energy consumption in the sector. ▪ To promote research and development in new technologies applied to energy recovery from commercial waste , especially in the food sector. ▪ Improve transport and delivery of goods efficiency in urban areas through an improved infrastructure planning of urban mobility and the use of intelligent transport systems. ▪ Develop codes of good conduct, good practice guidelines and tools for environmental improvement in the sector.



ReinpoRetail Network



Main objectives:

- 1) Promote experiences, knowledge and **best practices exchange** among the network members and encourage innovation among SMEs in the retail sector.
- 2) **Encourage cooperation** among its members for project development at transnational level.
- 3) Create an environment that allows **debates, work and inter professional communication** on relevant aspects related with innovation in the retail sector.
- 4) **Raise awareness** about the importance of the sector in national and regional governments and the European Commission, transferring their problems and needs and generating fruitful discussions for defining policies and actions at different levels.



Main services for members and visitors:

Distribution lists. It will be the real core of the community, through which members will communicate and exchange information.

Directory. Composed by all community subscribers, with their e-mail and links to personal pages in case they have.

Database of good practices in the sector.

Projects Panel. Information on projects and public and private initiatives on retail sector developed in the participating regions.

Forum for debate.

Links to websites of interest.

Notice board. Designed to promote the information exchange among members, about congresses, conferences or any information that may be of interest .

Collaborative working area. It will be a workspace allowing the exchange of any kind of documents and the research for partners for specific projects.



European Observatory for the retail sector



Main objective:

"The strategic objective of the Observatory will be the provision of quality information on the European retail sector, the **analysis of economic, social, demographic, technological, environmental and political new trends** and phenomena affecting the sector development, and the development of a space for the creation and exchange of experiences and best practices aimed at the enterprises in the sector."



Secondary objectives:

Raise awareness of the importance of retail to the European economy.

Generate, deliver, analyze and disseminate high quality and reliable **statistical information** about the European retail sector.

Perform **analysis and benchmarking** of policies aimed at the retail sector in the EU member States.

Provide **technical advice** and propose policies both to the European Commission and the European States on all matters relating to the retail sector.

Disseminate **good practices on projects**, policies and initiatives developed by different countries, regions and cities.

Bringing together policy makers, social partners, researchers and professionals to discuss the reality of the sector.

Encourage **cooperation between agents and professionals**.



Functions & Activities:

The production, collection, processing and dissemination of **statistical information** on the retail sector in all EU countries. The **improvement of methodologies** for the information collection on the sector.

Cooperation with other European and international agencies and organizations and with non EU countries.

The **exchange of information and the collection of best practices in the EU countries**, especially with regard to the policies, rules and regulation of the sector in the EU.

The **revitalization of the sector stakeholders network**, through the maintenance and revitalization of their virtual community. The implementation of **pilot projects** and the development of tools and instruments used by the SMEs in the sector.



Green Paper: executive summary.

Francisco Estevan
Brussels, 27th February 2013