

The digitalisation of Madrid's commerce through the municipal programme TODO ESTÁ EN MADRID (EVERYTHING IS IN MADRID)

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RECI CONGRESS

Madrid, 19_20 September 2024



The State Secretariat for Trade
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National Domestic Trade Award 2023

in the Municipalities category

Madrid City Council (Madrid)



4 December 2023

La Secretaria de Estado de Comercio

Fdo.: Xiana Margarida Méndez Bértolo



NATIONAL WINNER

Supporting the Digital Transition

Madrid City Council

Country: Spain

Project Name: is Madrid

Supporting the digitalisation of the city's commerce and hospitality sector



Outi Slotboom
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Director, European Commission



In co-operation with



The European Enterprise Promotion Awards recognise excellence of initiatives supporting entrepreneurship among public administrations and public-private partnerships within the European Union and associate countries of the SME pillar of the Single Market Programme. It is sponsored by the European Commission.

Proximity trade

- * Economic activity of Trading
- * Service to the public
- * Employment generation
- * Guarantor of the city's sustainability'.
- * Social cohesion
- * Quality of life
- * Animation of public space
- * Moments and spaces for relationships
- * Accompaniment for those living in loneliness, whether desired or not
- * Characterisation of the identity of streets and neighbourhoods
- * Security
- * Attracting investment and visitors to the city

Objectives of municipal policies in support of trade in Madrid

- * Facilitating the digital transformation of local commerce
- * Drive sales and generate traffic to the physical retailer
- * Strengthen the attractiveness of physical shopping through:
 - The improvement of commercial areas and facilities
 - activities of dynamisation and generation of experiences
- * Providing online and offline visibility to the entire commercial offer.
- * Raise public awareness of the importance and values of local commerce.
- * Providing training for traders.
- * Prioritise investments aimed at ensuring the sustainability and universal accessibility of markets and shopping areas.
- * To consolidate Madrid's position as a fashion capital and shopping destination.
- * Promote employment and generational change in the commercial sector.

Axes and areas of action

Digitisation

Dynamisation

Investment

Communication, promotion and advertising

Training

MUNICIPAL MARKETS

TOURIST ATTRACTION SHOPPING AREAS

NEIGHBOURHOOD TRADE

NON-SEDENTARY MARKETS

Projects by policy area

Markets

- * Digitisation
- * Sustainability: Renewable energies
- * Sustainability: Chair in Circular Markets
- * Dynamisation and promotion
- * Training and dissemination

Zones commercial s

- * Digitalisation, dynamisation and promotion
- * Improving public space
- * Sustainability: Sustainable mobility
- * Image and identity

Non-sedentary markets and short channels of marketing

- * Improving public space
- * Digitisation
- * Promotion
- * Training

Digitisation of the EVERYTHING programme IS IN MADRID

- * Web and app
- * SEO/SEM positioning
- * Signage
- * Promotion and advertising
- * Training

Training

- * Digital skills: IE Foundation
- * Mercaemprende

Digitalisation, promotion and
revitalisation of local commerce
through the **TODO ESTÁ EN
MADRID** programme.



Pillars of the programme

- * The **directory** www.todoestaenmadrid.com and its app (IOs and Android)
- * **Permanent commercial signage**
- * **Subsidies to business associations** aimed at encouraging the digitalisation of commerce so that private initiative can choose the projects and service providers it considers best suited to its needs.
- * The realisation of **actions of communication campaigns campaigns at promotion y advertising**, markets, shopping areas, street markets, fashion...
- * The organisation, in collaboration with private initiative, of events and **activities to boost the commercial dynamism** of markets, shopping areas and commercial sectors, which are also communicated through the todoestaenmadrid.com website and app.
- * **Specific training in digital skills** is essential to ensure the digitisation of commerce

The todoestaenmadrid.com directory

More than two years after its launch in **2020**, the website, with nearly 15,000 member establishments, has exceeded **2 million events** and **400,000** unique **visitors**, and the app has more than 10,000 active downloads.

What is it?

It is a **tool that allows the development of a digital directory**, grouping within the same platform the entire business sector, segmented by geographical areas or zones and by type of business, or by categorised routes.

Objectives

- * Give greater support and visibility to establishments in the commercial, hospitality and business sector in your city.
- * Accompanying companies in their digitalisation process.
- * Create a reference tool for users in their online searches for companies in their area.



What does it offer?



To the user

A digital business guide where the user can find all the information about the trade that can be filtered by area, category of establishment or route in the same portal.



To trade

Visibility through a directory portal where you can offer, by means of an online individual trade, all the information about your business, as well as the possibility to add your online sales channel.



To the institution

Creation of a database of participating businesses. Division according to zones and/or categories required. Creation of ad hoc content sections. Capture of personalised data in the form.

Web structure

The directory is organised by zones (neighbourhoods and districts) and categories, so that the user can, thanks to various search and filtering options, find the desired service or business.

Navigation components

1. Directory logo
2. Main menu (Your area, zones, establishments, B2B2, marketplace, routes, news, etc.)
3. Map of locations
4. Highlights of the month (links to news items, routes...)
5. Carousel of categories
6. Advertising banner



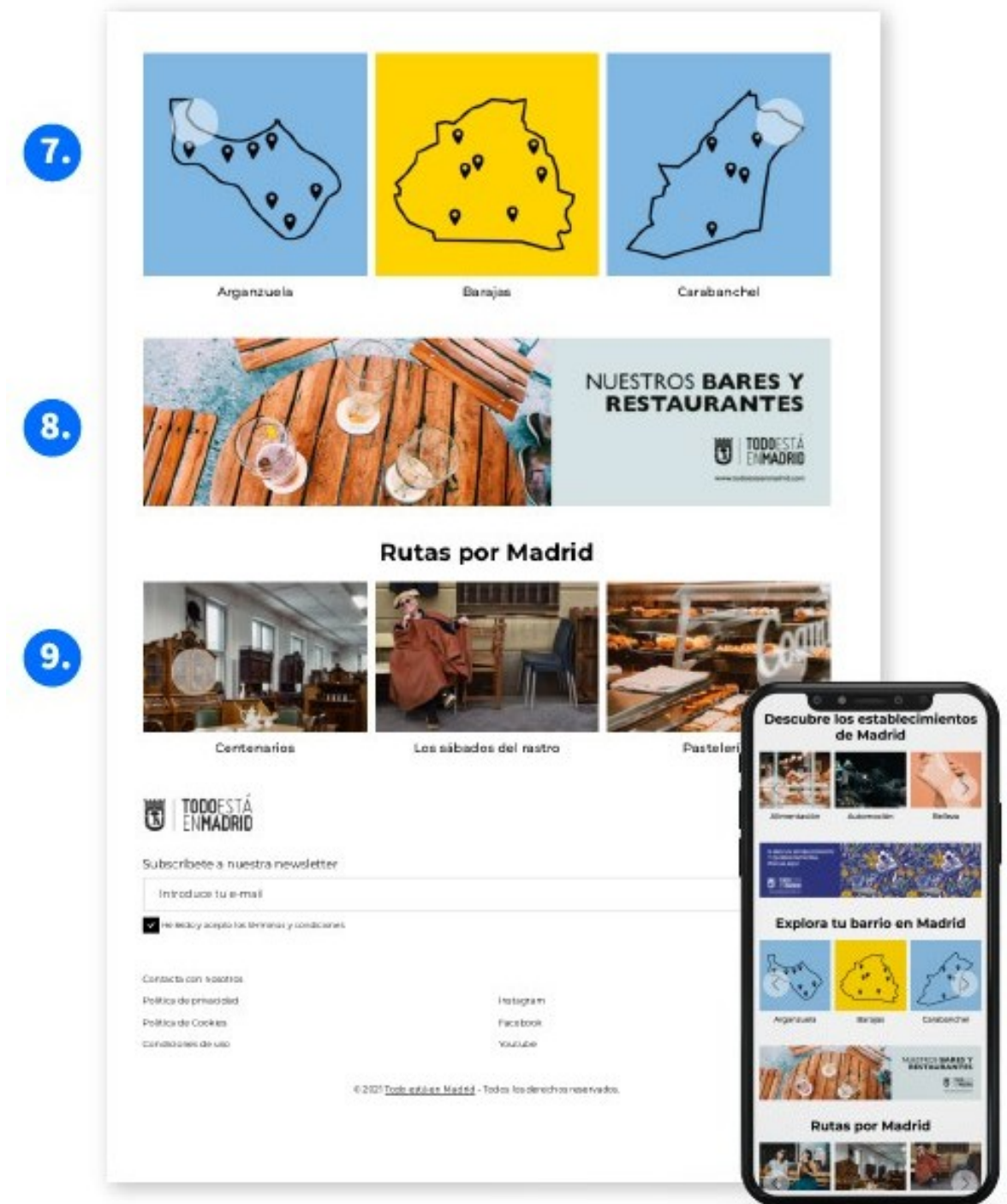
www.todoestaenmadrid.com



Web structure

Navigation components

7. Explore by neighbourhood
8. Monthly banners for each featured theme associated with each type of establishment.
9. Featured Routes



Functionalities



Your area

Each trade is linked to a location.

When you access **Your Area** and allow it to locate you, any establishment that has registered with **Todo Está En Tu Ciudad** will appear on the map.

In addition, on the same screen, you can filter by category until you find the shop you want.

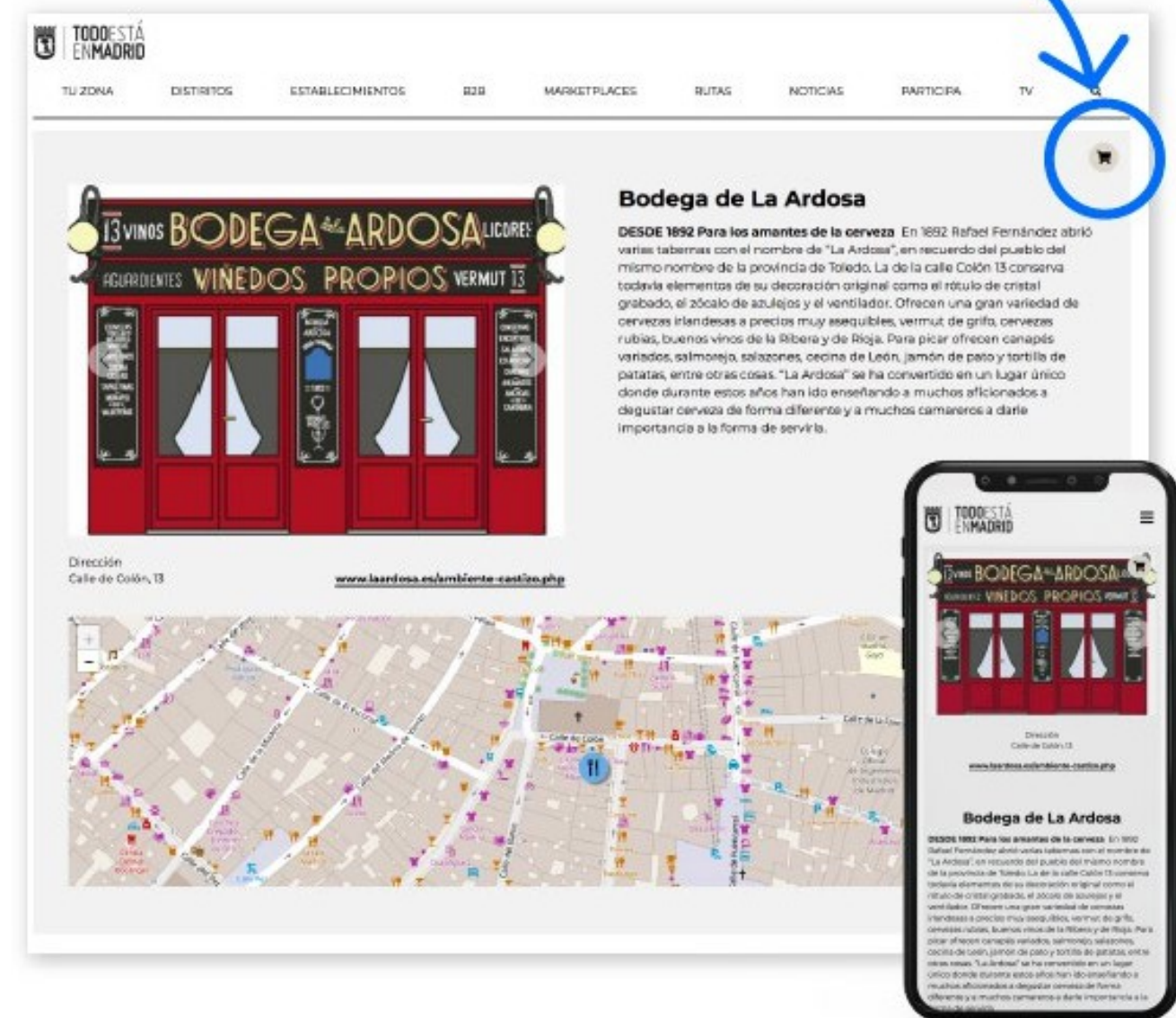


Functionalities



Trade sheet

In addition, businesses have the possibility of a space where they can generate a **direct link to their online shop**, if they have one.



Functionalities

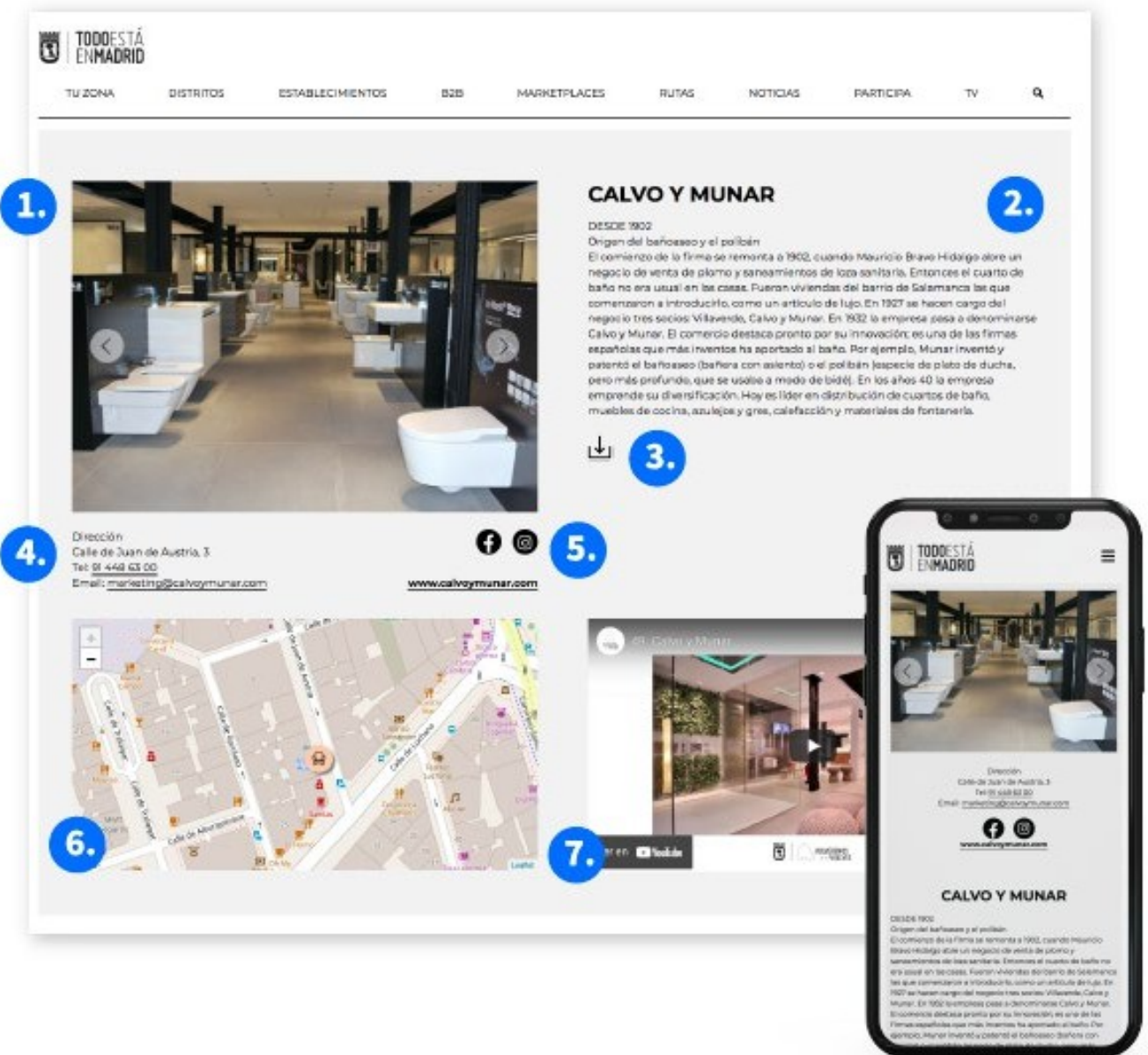


Trade sheet

Each shop has a space where you can find all the essential information about the establishment:

Components

1. Image gallery
2. Description of trade
3. Downloadable trade files
4. Contact information
5. Direct links to RRSS and website
6. Map with geolocation
7. Video integration



Functionalities

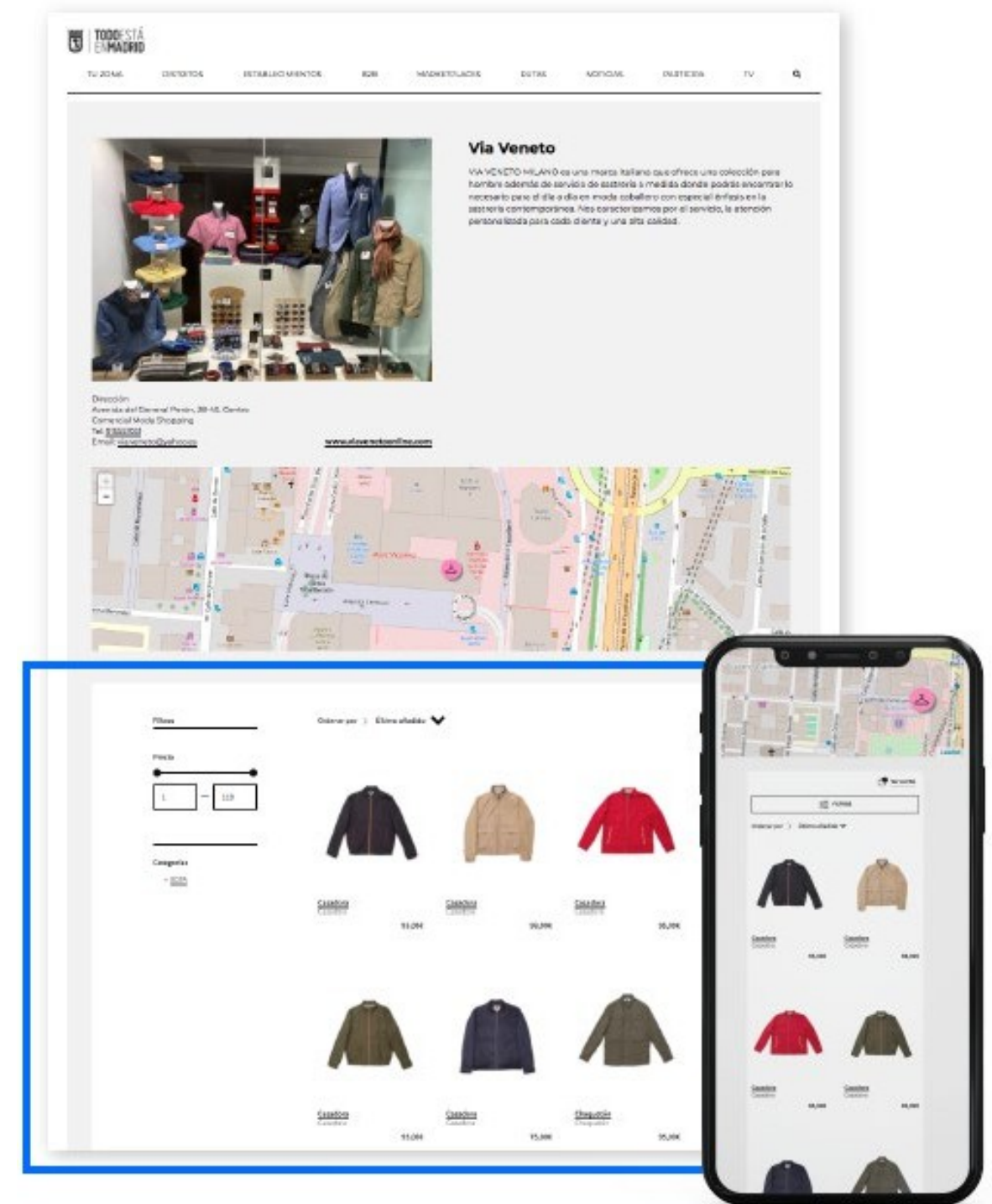


Trade sheet

Shops also have the possibility to **embed their online shop**.

The user is provided with a visualisation of the catalogue of products available in the shop's online sales channel. This appears at the end of the file.

This service is also offered by CUiiCO Tools through its **marketplace** tool, in case the business does not have a developed ecommerce.



Functionalities

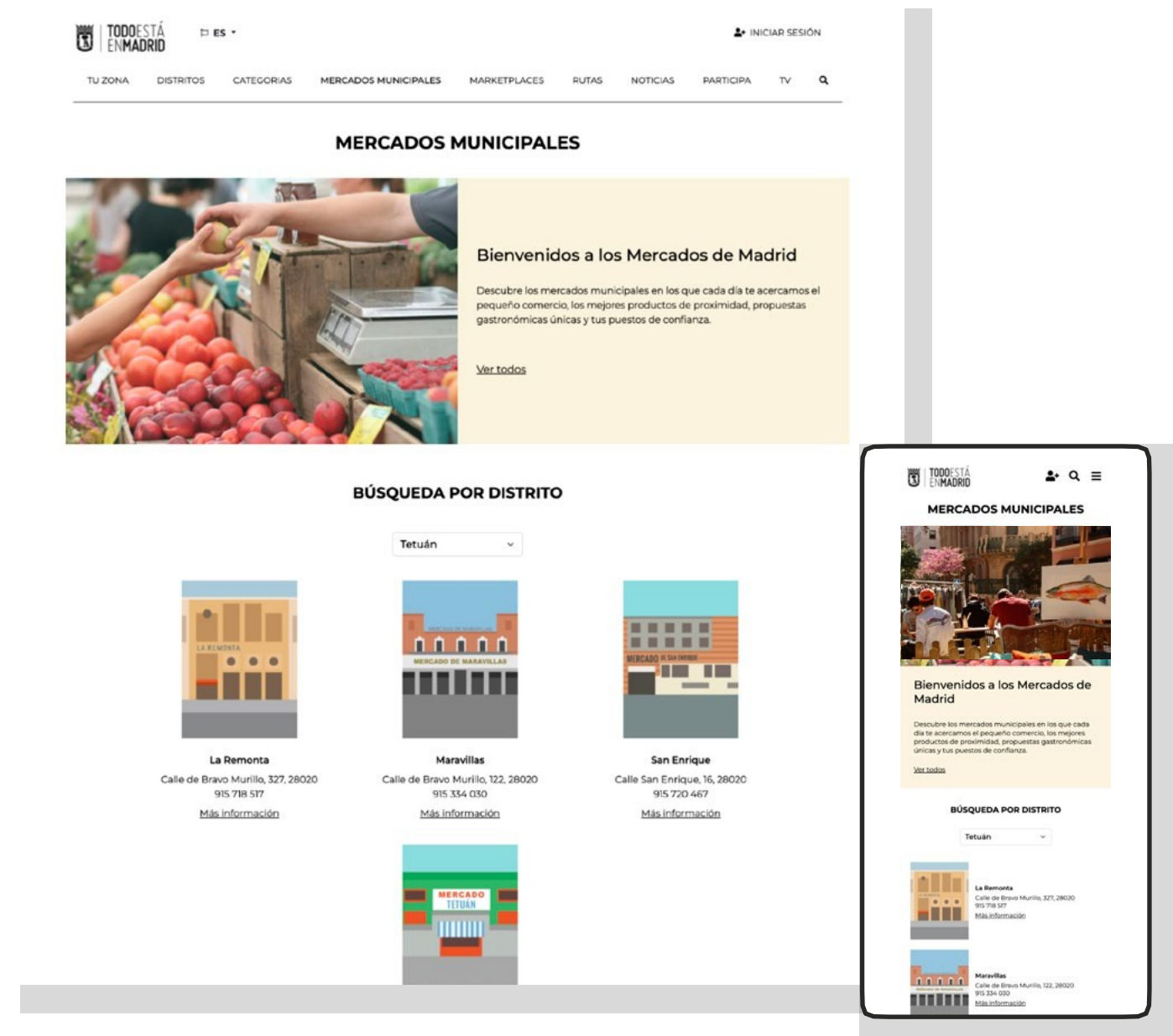


TODO ESTÁ
EN MADRID

Municipal markets

This section contains all the municipal markets in Madrid grouped by district.

In the section for each district you can access information on the markets associated with that area.



Functionalities

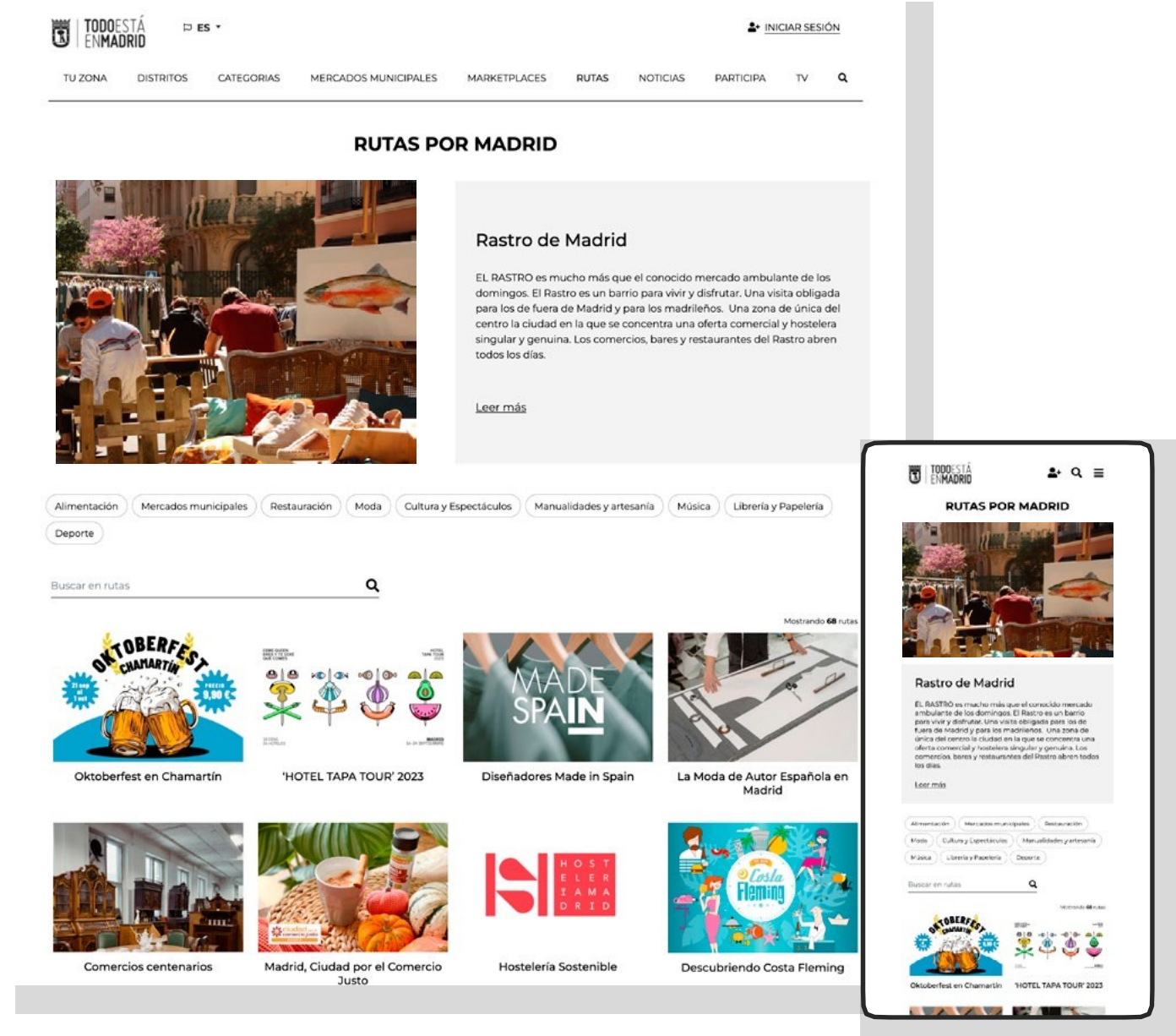
Routes

Shops can also be grouped into routes, including establishments with a specific theme.

Whether it is, for example, creating a flower route for Mother's Day, or an omelette route for lovers of this typical delicacy of Spanish gastronomy to enjoy in different restaurants and bars, among others.



TODO ESTÁ
EN MADRID



Functionalities

Bonds

This functionality allows establishments to create personalised promotions for those citizens registered on the portal, as well as followers of the businesses.



TODO ESTÁ EN MADRID

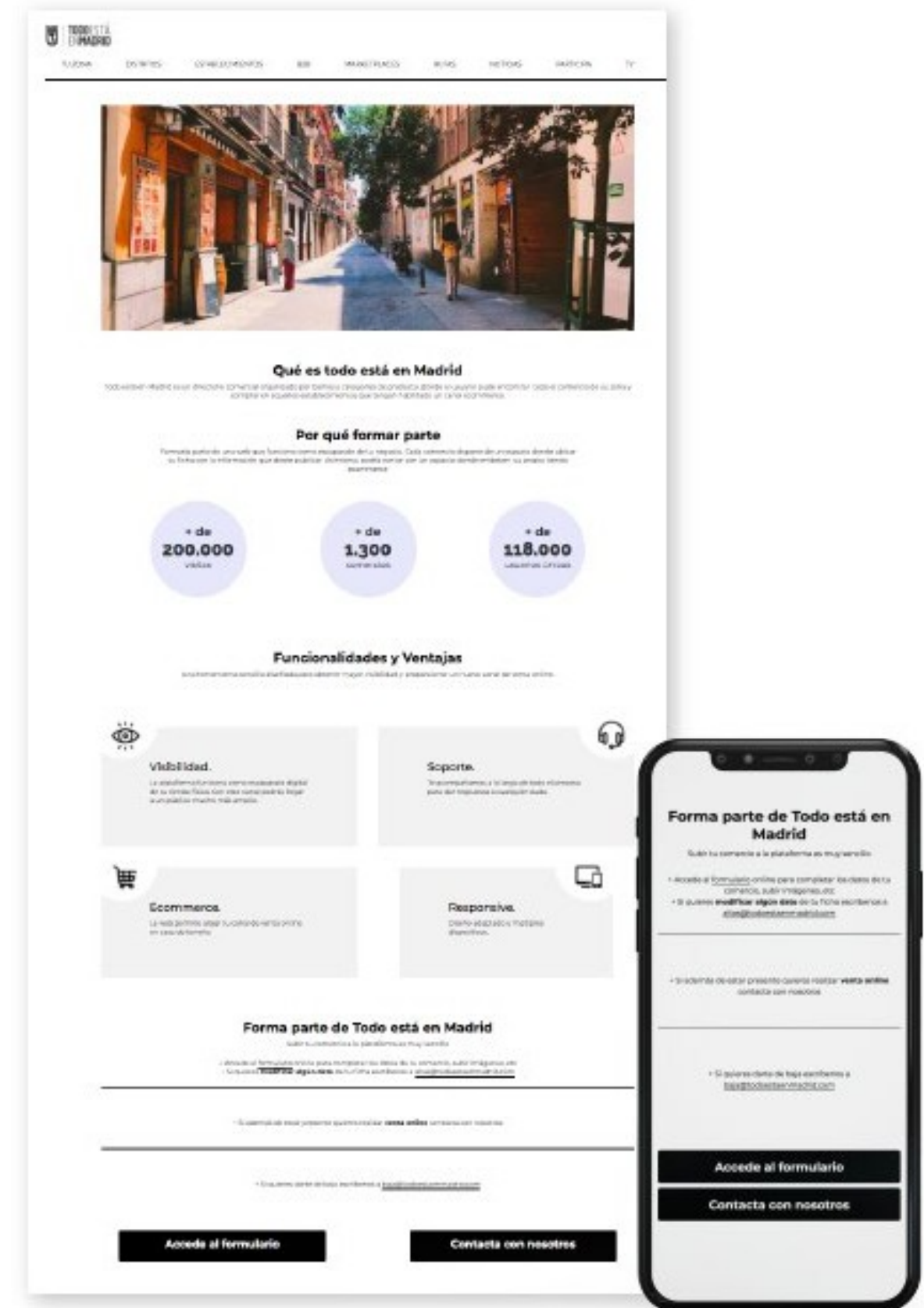
The screenshot displays the 'TODO ESTÁ EN MADRID' website interface. At the top, there is a navigation bar with the logo, language selector (ES), and user profile 'HOLA, ELENA PROJECT'. Below the navigation, a promotional banner for '¡Primeras 4 sesiones gratis! / First 4 sessions free!' is highlighted with a blue border. The banner includes a yellow smiley icon, the promotion text in Spanish and English, and a 'DESCARGA TU CUPÓN' button. Below the banner is the business profile for 'Centro Halcón Counselling', featuring a photo of a park, the business name, a description of the service, hours (09:00-19:00), address (Calle del Halcón), phone number (696819447), and email (jobethsteel@gmail.com). A map shows the location, and there are social media icons and a 'dog friendly' / 'LGTBI Friendly' tag. At the bottom, a section titled 'Comercios relacionados' shows a row of business logos. On the right, a mobile phone mockup shows the same content adapted for a smaller screen.

Functionalities

Participate

Shops can join the platform through a form that they have to fill in by completing all the necessary fields.

Once filled in, the platform team checks that the information is correct, and if so, they are registered and begin to be visible within the assigned category.



Functionalities

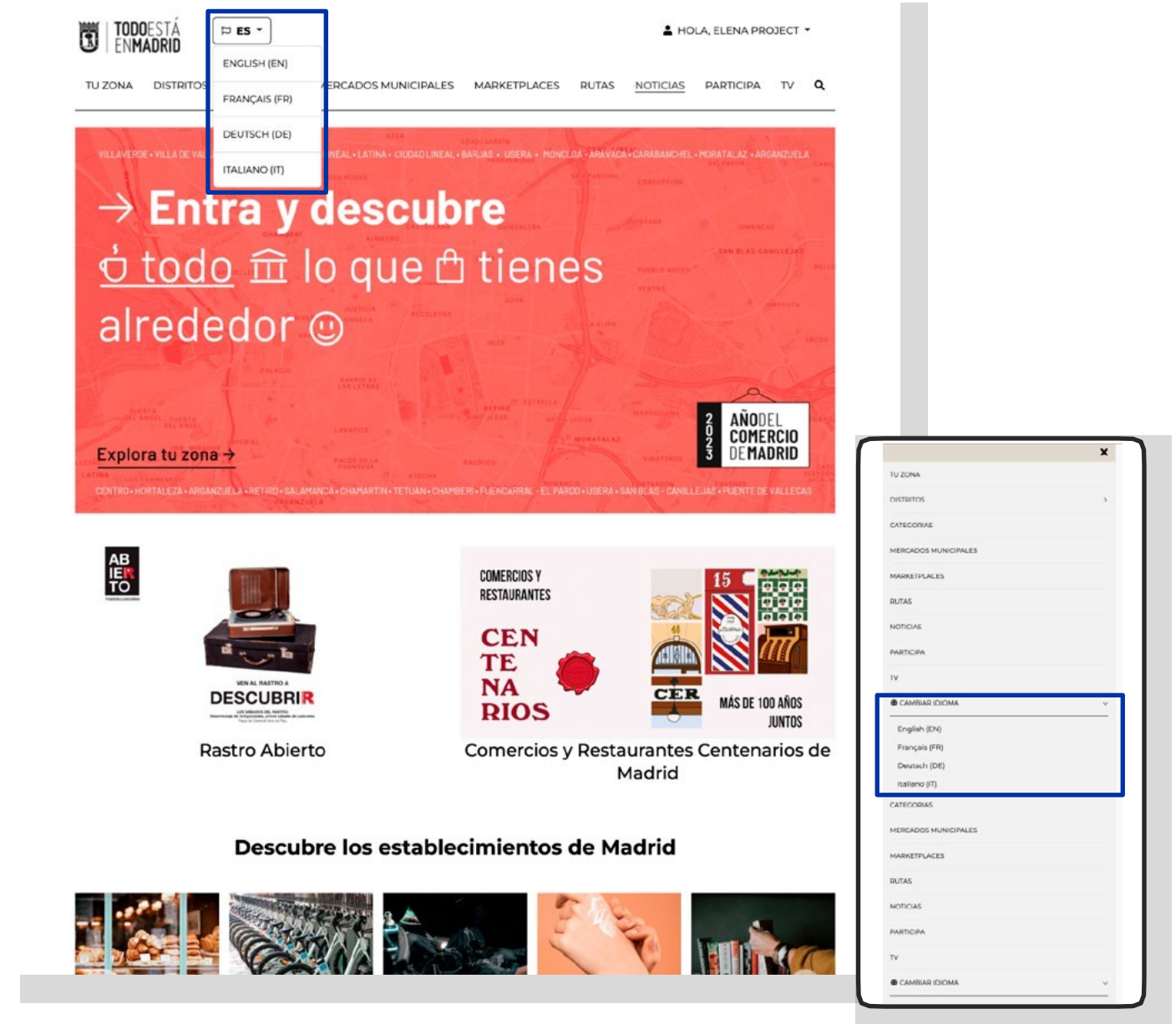


Multilanguage

Simultaneous translation of the platform's contents to be able to adapt the texts automatically to the language of those visiting the city.

Options currently available:

- English
- English
- French
- German
- Italian

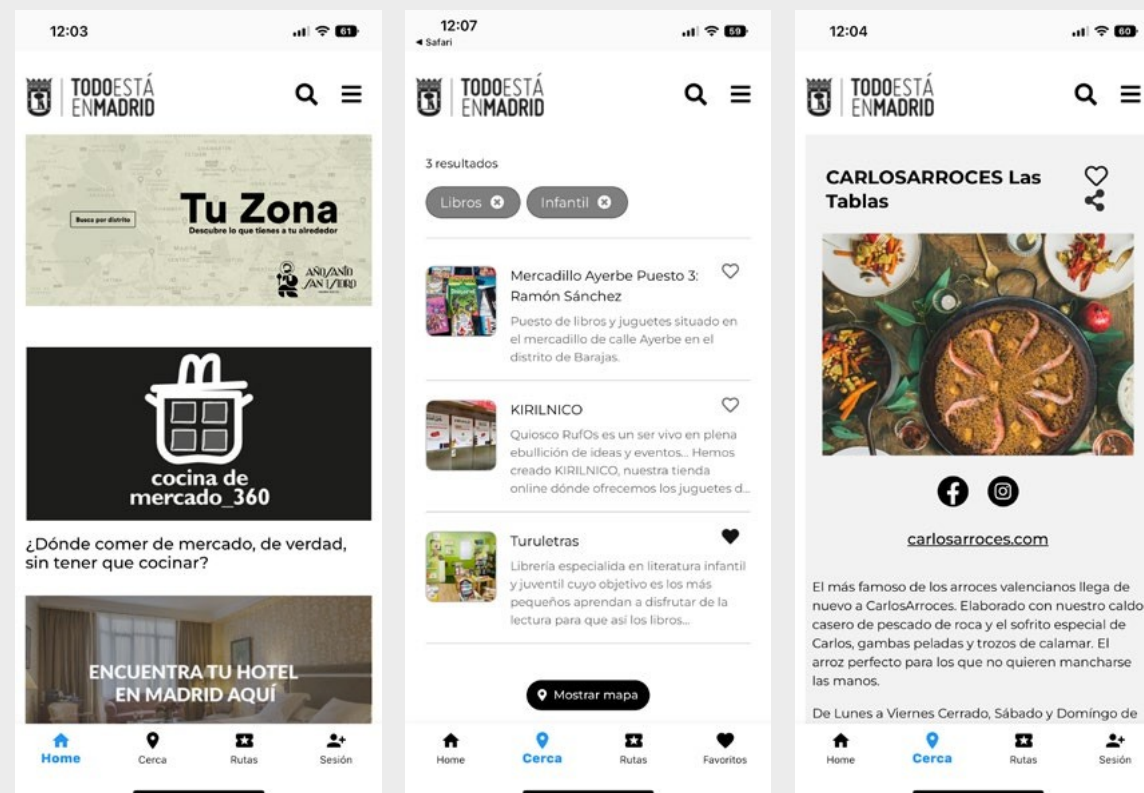


Functionalities



APP

Application for Android and iOS from which to interact in a more comfortable way, while citizens discover the city.



Data analytics

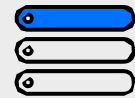
Thanks to Plausible, a dashboard is generated that allows you to keep track of the navigation data of the site.



Platform management

In the "**Participate**" section, the merchant accesses a form in which he fills in the relevant information about his establishment.

The ultimate goal is to have a **database** customised to the needs of the municipality or trade group.



1. The form is filled in and a draft form is generated.

+



2. The manager validates the file

+



3. The fiche is published



4. Complete and visible trade sheet

+



5. Get a customised database

Traffic data

Member establishments: **+ 15.000**

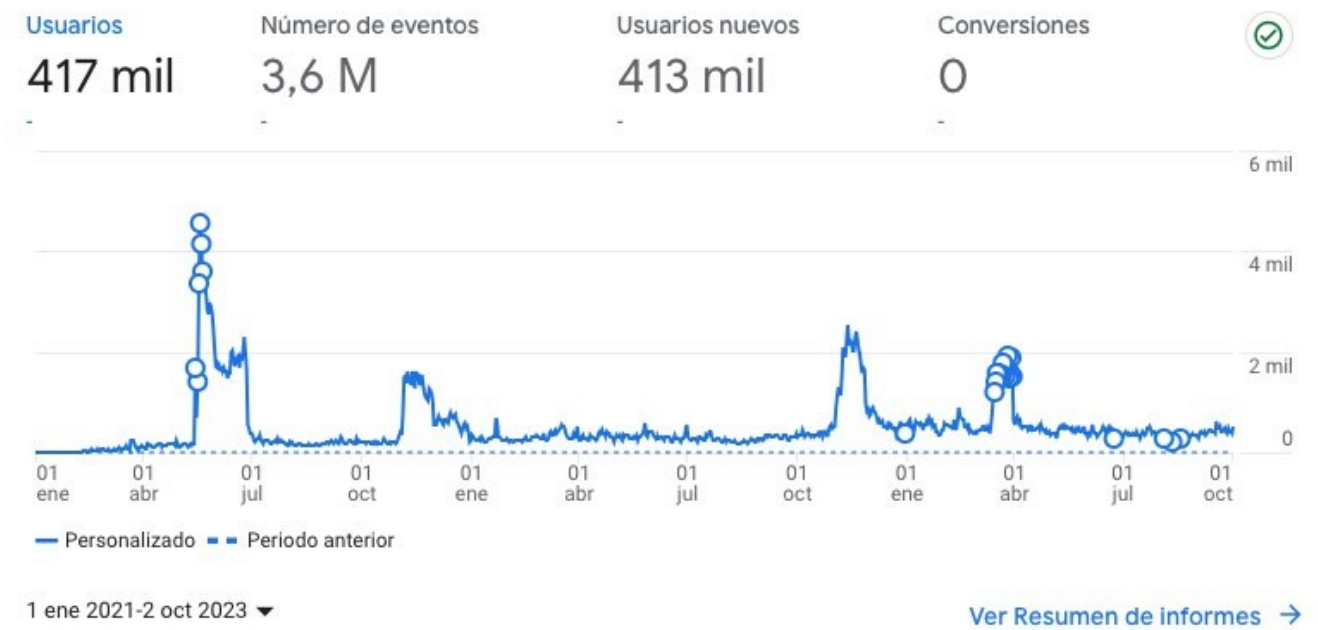
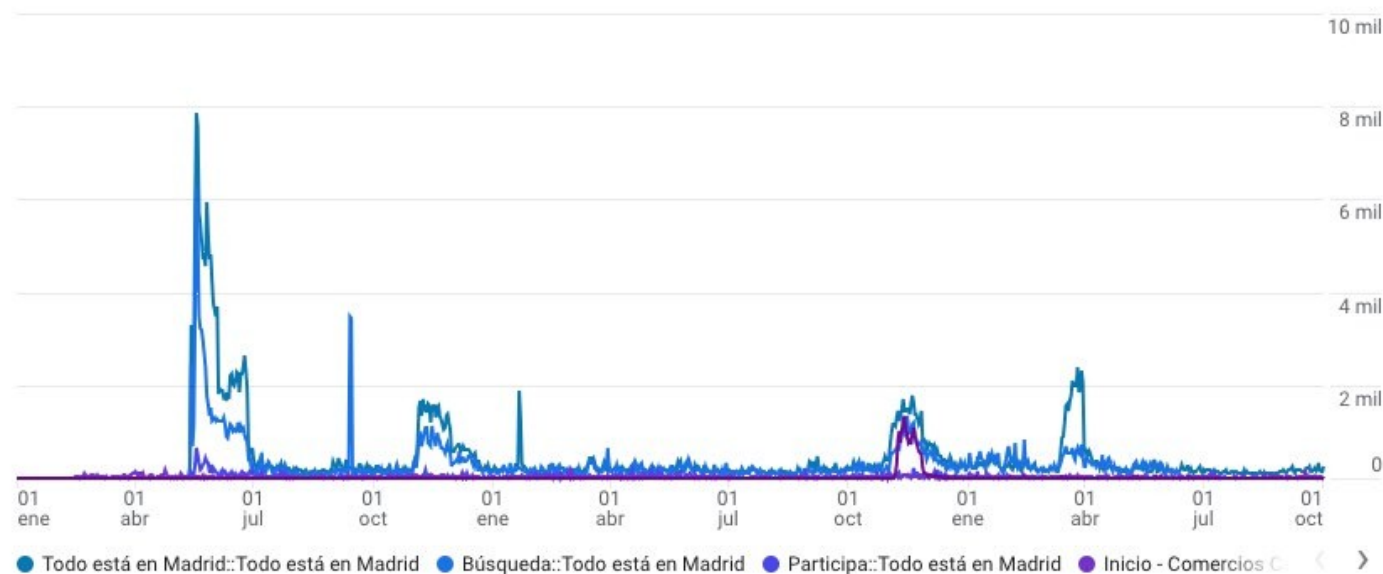
Visits to the website:
+ 417.000

Unique users:
+ 413.000

Page views:
+ 1.525.000

Downloaded Apps:
iOS + 3k
Android +10k

Vistas por Título de página y clase de pantalla a lo largo del tiempo

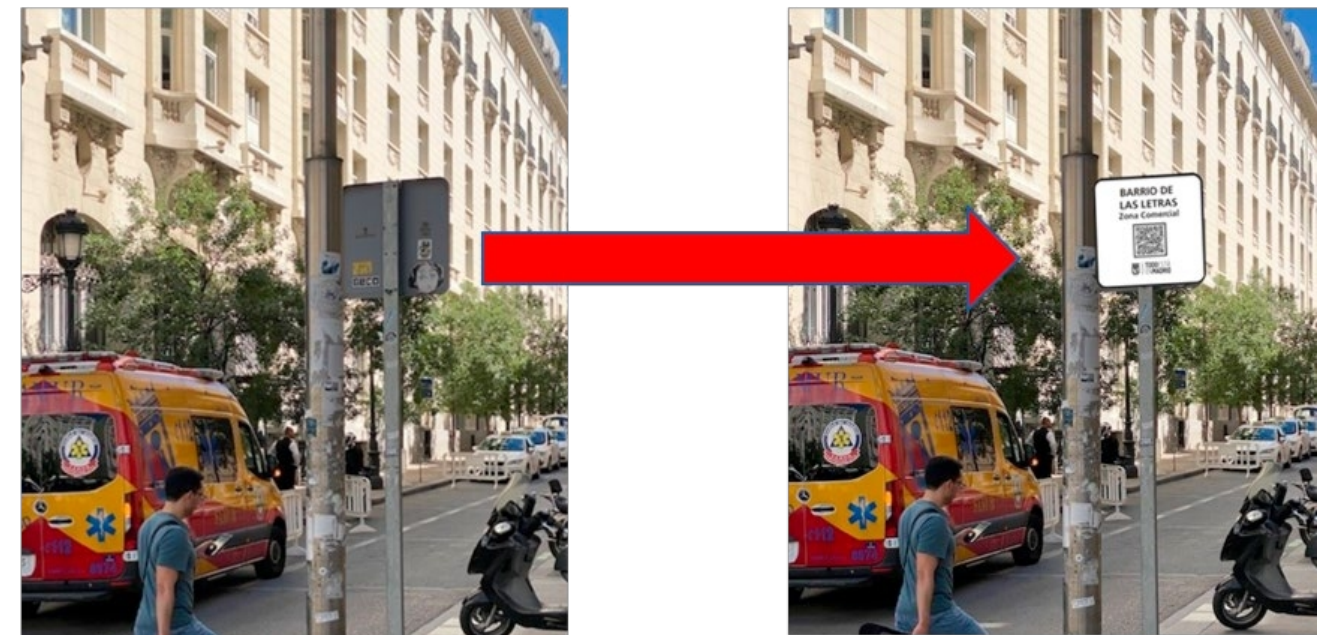


Permanent commercial signage

To date, more than 1,100 signs have been installed, with a total budget of around 210,000 euros, which has enabled all of the city's markets, street markets and shopping areas in 18 districts to be signposted.

Objectives and achievements

- * Encourage local consumption, thereby helping to minimise shopping trips, which is why it has been included in the Madrid 360 strategy.
- * Promote the city's commercial and service offer.
- * Enhance the value of commercial areas throughout the city.
- * Facilitate and improve information and communication to citizens and visitors.
- * Improve the cleanliness, upkeep and appearance of municipal signage.



Permanent commercial signposting of all commercial districts and areas:

- * With the inclusion of the name of the commercial area and QR access to all the activities located in it.



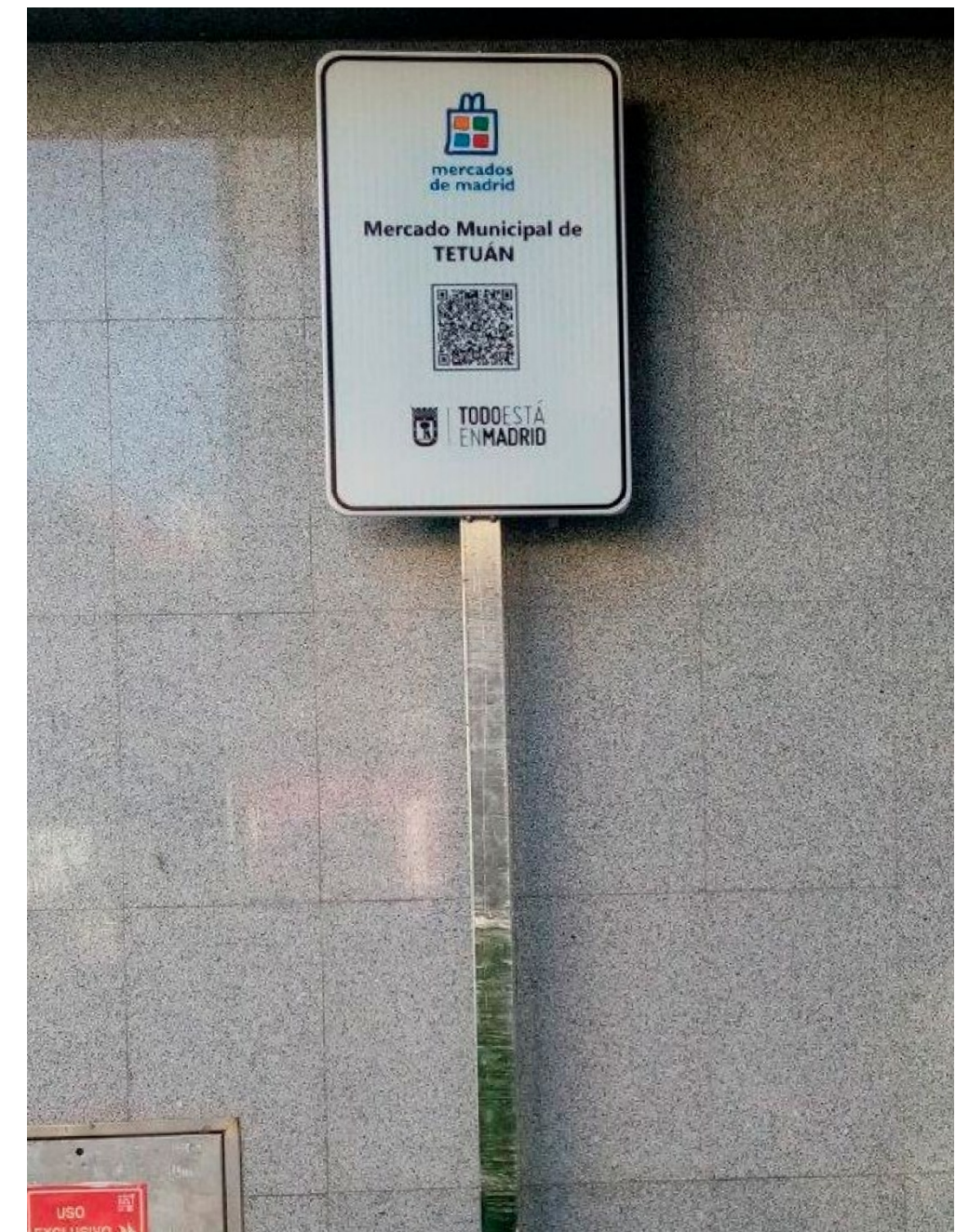
Permanent commercial signposting of all commercial districts and areas:



Permanent commercial signage for market information:

→ **Directional signage** without QR, for reasons of road safety. All markets are marked in the surroundings as points of interest.

→ **Signage with commercial information**, by means of plaques located in the immediate surroundings, including the QR from which citizens can download all the information about the market.



Permanent commercial signage for information on street markets:

→ Signs have been installed **at the location of all markets, as well as** at the location of farmers' markets. include the name and QR code for accessing the information on each street market so that the public can find out what is on offer any day of the week, not just on the days the fair is held.



Signage on bus shelters

* By converting them into directories of the commercial offer in the area in which they are located.



Subsidies to encourage digitisation

Log on to [this link](#) to see the results of the call. From 2020 to 2024 have been granted more **8.3 million euros have been granted** for **309 projects**, of which **124** projects have been financed with around **3.9 million euros for municipal markets**.

Objectives of the subsidies for the promotion of digitalisation

- Promote local commerce and increase its visits and sales.
- Facilitating the positioning of small businesses in the digital world
- Improve the provision of public market services.

Marketplaces of municipal markets



TODO ESTÁ EN MADRID

HOLA, CONCHA AYUNTAMIENTO MADRID

TU ZONA DISTritos CATEGORIAS SIB MARKETPLACES RUTAS NOTICIAS PARTICIPA TV

MARKETPLACES

Consulta los Marketplace que se han unido a Todo Está En Madrid.

MERCADOS DE MADRID:

Promotion and advertising campaigns







The dynamisation actions

Instruments for the promotion of trade revitalisation activities

1. Granting of subsidies to business associations for the organisation of commercial promotion actions, both in markets and in public spaces.

2. Formalisation of agreements with associations and sponsors for the organisation of activities and events to stimulate trade, both in markets and in public spaces.

3. Direct organisation by the City Council

Subsidies

- **Tapapiés**, promoted by the Association Distrito 12.
- **C.A.L.L.E.**, promoted by the District 12 Association.
- **Salesas The Festival**, promoted by Acotex
- **Ventanas de Madrid**, promoted by Acotex.
- **Mercado de las Ranas**, promoted by the Asociación Barrio de las Letras.
- **Cultuletras**, promoted by the Asociación de comerciantes del Barrio de las Letras.
- **Gastronomic and Christmas fairs in Villaverde**, promoted by the Villaverde shopkeepers' associations.
- **Moratalaz Christmas Fair**, promoted by the Antonio Cumella shopkeepers' association.
- **Gastronomic routes**, promoted by the Association of traders and businessmen of Prosperidad.
- **Nativity Scenes in the Plaza Mayor**, promoted by the association Mercado Tradicional Plaza Mayor.
- **Christmas in Ortega y Gasset**, promoted by Madrid Luxury District.
- **Market Pride**, promoted by Diversa Global.
- **Network of businesses for diversity**, promoted by Diversa Global.
- **Chueca Passport**, promoted by Diversa Global
- **Los Sábados del Rastro**, promoted by Nuevo Rastro.
- **Madrid Hotel Week**, promoted by the Madrid Hotel Business Association.
- **Madrid a Cielo Abierto**, promoted by the Madrid Hotel Business Association.
- **Madrid Craft Week**, promoted by various associations and sponsors.
- **Madrid es Moda**, promoted by the association of Spanish fashion designers.
- **Cooking workshops in the markets of Madrid**, promoted by ACYRE.
- **Workshops in the markets**, promoted by different market concessionaires in Madrid.

Agreements

- **Meninas Madrid Gallery 2020, 2021 and 2022**, in collaboration with ACOTEX, Meninas Runway and various sponsors.
- **The Flea Market Saturdays**, in collaboration with Nuevo Rastro and LAF DECOM.
- **Flower Market**, in collaboration with CONDE NAST
- **Madrid Craft Week**, in collaboration with LAF DECOM
- **Craft fairs**, in collaboration with AMOA
- **Vogue Fashion Night Out**, in collaboration with CONDE NAST
- **Primavera Sound in the markets of Madrid** in collaboration with Primacities.
- **Host a plate in the markets of Madrid**, in collaboration with CEAR.
- **Madrid Luxury Art**, in collaboration with Madrid Luxury District
- **Sit down to read, an urban exhibition of benches in book form**, in collaboration with JCDecaux.

- **Fashion Start Up Contest**, in collaboration with Modaes.
- **Fashion Ideas Forum**, in collaboration with Modaes.
- **Urban art interventions on buildings in different commercial areas.**
- **Fashion shows in markets and emblematic places in the city, such as**
 - **Cabalgando entre costuras: Fashion, equestrian art and music in the Plaza Mayor.**
 - **Madrid is Fashion** at Serrería Belga
 - **Oteyza** in Los Mostenses
 - **Eduardo Navarrete** in La Cebada market
 - **Felix Ramiro** in the La Paz Market
 - **Bimani** in La Paz Market
 - **Latin American Fashion Show** in La Paz market

Specific training in digital skills

Instruments for the promotion of digital skills training

- * The opening of the new premises of the **COMMERCE SCHOOL** on the first floor of the San Cristóbal market.
- * The **DIGITAL TRANSFORMATION PROGRAMME FOR THE SMALL BUSINESS**, carried out in collaboration with the IE Foundation.
- * The **MERCAEMPRENDE PROGRAMME**, carried out in collaboration with the Fundación Secretariado Gitano (Gypsy Secretariat Foundation).
- * The creation of **2 EXTRAORDINARY CHAIRS**:
 - * **EXTRAORDINARY CHAIR OF COMMERCE UNIVERSITY OF ALCALÁ_ MADRID CITY COUNCIL.**
 - * **EXTRAORDINARY CHAIR OF CIRCULAR ECONOMY APPLIED TO THE MANAGEMENT OF PUBLIC MARKETS FRANCISCO DE VITORIA UNIVERSITY_ CITY COUNCIL OF MADRID**
- * The opening of a trade school in the Puerta Bonita market specialising in training in the **BAKERY SECTOR**, managed by ASEMPAS.
- * The different programmes linked to the **COMMERCE SCHOOL OF THE MADRID TOWN COUNCIL** in collaboration with SECOT, business associations and other entities.
- * **MADRID EMPRENDE**'s hybrid face-to-face and online training activity aimed at entrepreneurs from all sectors of activity, including commerce.
- * **SUBSIDIES** to traders' associations for the development of training activities, included in the call for subsidies for the revitalisation of local commerce, promotion of associations and training in the commercial sector.



Financiado por la Unión Europea
NextGenerationEU



GOBIERNO
DE ESPAÑA



Plan de
Recuperación,
Transformación
y Resiliencia



MADRID

The municipal programme **Todo Está En Madrid** and its dissemination through online and offline communication actions is the central axis of the 10 actions to promote digital transformation included in the Plan to Promote and Support Commerce in Madrid presented to the call for applications for European **Next Generation EU** recovery funds regulated by [Order ICT/949/2021](#), of 10 September, which establishes the regulatory bases for the line of aid to support markets, urban commercial areas, non-commercial commerce, etc., as well as to promote the development of the Madrid Trade and Commerce sector, and to promote the development of the Madrid Trade and Commerce sector.

The programme will be launched in 2021, within the framework of the Recovery, Transformation and Resilience Plan. The Ministry of Industry, Trade and Tourism of the Spanish Government has validated and given its backing to this programme by granting aid totalling 7.8 million euros, of which more than 500,000 are earmarked for different actions of this programme, the communication of which can be consulted on page 25 of this [press pack](#).



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