

SUBSIDIES FOR THE DIGITAL TRANSFORMATION OF LOCAL SHOPS, BARS AND RESTAURANTS

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WHAT IS THEIR AIM?

To help shops and businesses and the restaurant sector go digital and improve the digital maturity of establishments, enabling them to respond to new needs among the public.



WHAT ARE THE REQUIREMENTS?

- ✓ You must have **commercial premises on the ground floor and/or with a street entrance** in the Barcelona urban area.
- ✓ Your investment expenses must match the purpose of this call.
- ✓ You must meet the usual requisites for beneficiaries.
[See point 8 in the rules of the call.](#)

HOW MUCH OF THE COST WILL THE SUBSIDY COVER?

- € 50 % of the cost of the project, up to a maximum of €3,500 per application.

WHAT DOCUMENTS NEED TO BE SUBMITTED?

- Application form,, [available here](#).
- Online presence and digital maturity questionnaire, available here.
- Budget documents or invoices for a third of the project.
- Document proving census situation and/or AEAT models 036 or 037.
- Personal details of the person making the application..
- Bank details.

Note: the documents needed are explained in more detail in the [call document](#)

WHAT IS THE APPLICATION SUBMISSION PERIOD?

Applications may be submitted **from 23 April to 22 May 2024**.

As this is a non-competitive call, subsidies will be awarded in order of receipt of applications until the budget is used up.

WHERE TO APPLY?

Online, via the City Council's virtual office, except for people included in Article 14 of Act 39/2005, who can also apply in person at any Citizen Help and Information Office in Barcelona.

WHO IS IT AIMED AT?

- Individual retail establishments.
- Municipal market stalls.
- Individual commercial establishments providing any of the following services:
 - Mechanical repair shops and services
 - Photography and audiovisual services
 - Copy and print shops
 - Repair services
 - Retail travel agencies
 - Dry cleaners and laundries
 - Hairdressers, beauty salons and clinics
 - Ready-made food and catering services
 - Bars and restaurants
 - Veterinary clinics with a physical shop

Please note: Collective commercial retail establishments, such as shopping centres, galleries or commercial premises, are excluded.

WHICH EXPENSES ARE ELIGIBLE?

Expenses are classified in a single category, which includes one or more of the following digitalisation actions:

Category 1: Business strategy

- Elaboración de planes de negocio y transformación digital.
- Elaboración de planes de marketing y comunicación digital

Category 2: Digital communication

- Creación de contenidos digitales
- Gestión i publicación de contenidos en Internet: web y noticias (blog), redes sociales (community manager), boletines de noticias (newsletters)

Category 3: Digital marketing

- Publicidad en buscadores (SEM, Display, etc.).
- Posicionamiento en buscadores (SEO).
- Publicidad a redes sociales (Social Ads).
- Analítica web y redes sociales

Category 4: Online sales channels or omnichannel retail

- Own online sales channel.
 - Implementation of an online sales website (e-commerce)..
 - Implementation of an online sales app (e-commerce).
 - Digitising, managing and publishing product catalogues.
 - Integration with logistics and distribution operators, payment gateways and information systems for the establishment (customer management, POS terminal, warehouse management and more)

WHICH EXPENSES ARE NOT ELIGIBLE?

The following are not eligible:

- € The acquisition of capital goods, such as hardware, or of chattels.
- € Renting, financial leasing or hire-purchase expenses.
- € Indirect taxes or income tax.
- € Wages or social security contributions.



Ajuntament de
Barcelona