

## EUROPEAN UNION GRANTS ADVISOR

# Spanish Shoemakers and Retailers Increase Sector ICT Penetration



ACC realised the importance of ICT and successfully applied for grants through the EU Grants Advisor (EUGA) program which were distributed among member organisations to improve ICT penetration rates in the shoemaking and retail sector.

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### Situation

The retail sector in Spain has one of the lowest ICT penetration rates of all industries in the country. The Association of Shoemakers and Retailers (ACC) is an umbrella organisation with access to hundreds of SMEs in the shoemaking and retailing sector. ACC wanted to use its position to help implement better ICT and telecommunications across the SMEs, in an effort to improve competitiveness and productivity in the industry.

### Solution

Via the EU Grants Advisor (EUGA) program, ACC were awarded grants to be distributed amongst their member organisations. In total, 450 SMEs in the shoemaking and retailing sector were awarded money for use in buying hardware, software and improving infrastructure.

### Benefits

- Improved ICT penetration rates in the retail sector.
- Increased productivity via updated hardware, software and connectivity.
- Winning new business through more innovative offerings (e.g. e-commerce).
- Ability to grow outside of the home market.
- Cost efficiencies allow for reinvestment elsewhere in the business.