

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

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# Programa Operativo de Galicia

Año 2021

## Fondo Europeo de Desarrollo Regional



## Re-acciona Program

Re-acciona is a joint program of the Galician Institute for Economic Promotion (Igaepe), the Galician Technological Modernization Agency (Amtega) and the Galician Innovation Agency (Gain) created to improve the competitiveness of Galician companies. The objective is to provide businesses with knowledge and tools adapted to their needs so that they can overcome obstacles, face the challenges of the market and accelerate their improvement processes.

Currently the program is made up of an offer of 15 services distributed in 4 axes: Strategy, Professionalization, Digitization and Innovation. To start up these services, Igape previously selected a group of collaborating firms (consultancies, etc.) that accompany the businesses in the development of this help service.

Re-acciona's philosophy is based on collaboration between the public and private sectors and on accompanying businesses during the course of action. On the other hand, the services are characterized by their practical approach and from the beginning of the process some objectives to be achieved are defined and can be observed at the end of the service, so that from the beginning the company knows what to expect with its start-up.

The services offered at this time are:



The total cost of this line of action has risen to 5,270,365 euros, of which 4,216,292 have been provided by the European Regional Development Fund (ERDF). With this investment, it has been possible to offer services to 1,107 companies.

*This intervention constitutes a Good Practice since it meets the criteria established to that effect::*

# 1. The role of the ERDF in the intervention has been properly publicised among beneficiaries, potential recipients, and public at large

A specific web page was launched, with detailed information on the Re-acciona program and the different services ([reacciona.igape.es](http://reacciona.igape.es)). In addition, news was published on different social networks (Facebook, LinkedIn, Twitter, Instagram and YouTube), in which the reference to the support of the ERDF is included using the corresponding logos:



Press releases were also sent to the media. In this sense, an interview was broadcast on the regional public radio station of Galicia (*Radio Galega*) and various information was published in the written press, such as, for example, in *La Voz de Galicia* :

[https://www.lavozdeg Galicia.es/noticia/galicia-innova/2020/11/15/retos-pymes-era-covid/0003\\_202011SM15P6991.htm](https://www.lavozdeg Galicia.es/noticia/galicia-innova/2020/11/15/retos-pymes-era-covid/0003_202011SM15P6991.htm)



permite acelerar sus procesos e incorporar nuevos conocimientos a sus estructuras.

## Presupuesto

Este plan cuenta en esta edición con un presupuesto de 4,2 millones de euros, y está cofinanciado por el programa operativo Feder Galicia 2014-2020. El 28 de diciembre cierra la última convocatoria de este año, sobre la que se puede obtener más información en [reacciona.igape.es](http://reacciona.igape.es).

ReAcciona forma parte de la iniciativa de la Xunta Igape Responde ([responde.igape.es](http://responde.igape.es)), que refuerza y reorganiza los servicios de asesoramiento a autónomos y pequeñas y medianas empresas sobre las líneas de ayudas activadas ante la nueva situación económica. Más de sesenta expertos y consultores especializados forman parte del equipo que asesora de manera gratuita al tejido empresarial gallego gracias a esta nueva línea de ayudas en forma de consultoría en red. Encontrar nuevas fuentes de ingresos, captar o fidelizar clientes, implantar el teletrabajo o servicios en línea o promocionar el negocio son algunos de los aspectos con los que trabajan los asesores.



Comentar · 0



On the other hand, specific Re-acciona brochures were prepared to publicize in detail the services that make up each of the program axes.  
([reacciona.igape.es/index.php/servizos](http://reacciona.igape.es/index.php/servizos))



In addition, within the framework of Re-acciona, events were held, face-to-face and online. Some of them were attended by the Second Vice President and Conselleiro of Economy, Business and Innovation, Francisco Conde. Co-financing is reflected in all these events, through voice messages and scenery, as reflected below.

The events held virtually are published on the YouTube channel **Igape Competitividade:**  
([www.youtube.com/user/igapecompetitividade](https://www.youtube.com/user/igapecompetitividade))



Event in Cidade da Cultura, in Santiago de Compostela, the 19th of September of 2016

### Webinar June 10, 2020

<https://www.youtube.com/watch?v=vXvmFVPVzpe>

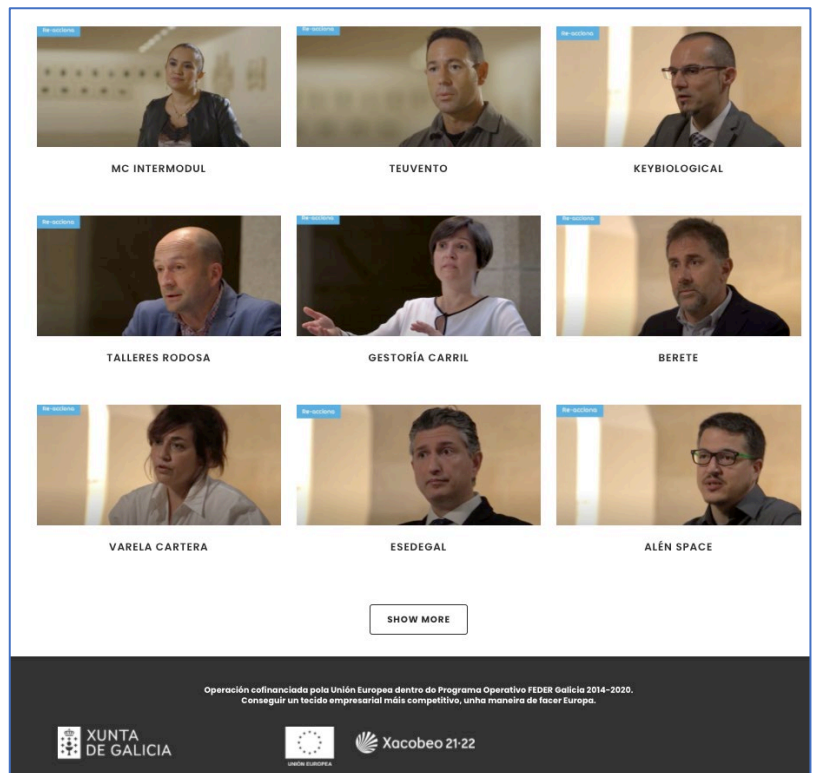
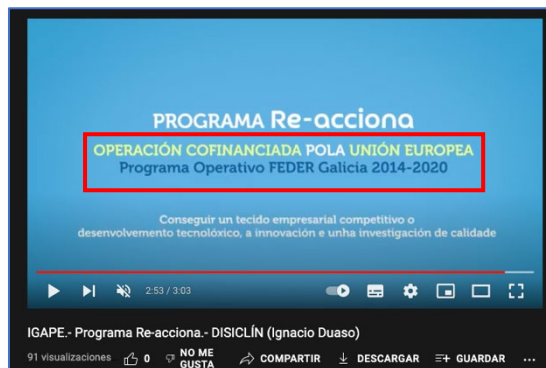


### Webinar June 19, 2020

<https://www.youtube.com/watch?v=aJDFRRn6ct4>



Interviews were also recorded that collect the testimonies of the beneficiary companies of Reactiva -and reflect the results obtained thanks to the financing. This is reflected in the videos published on the web and on social networks, which include the corresponding reference to the ERDF Fund ( <http://reacciona.igape.es/index.php/casos-de-exito/> );



On the other hand, different informative emails were sent to a large number of Galician companies, both to publicize the different calls for Re-acciona and to inform about the celebration of related events; information that is also collected on the web:

(<http://reacciona.igape.es/index.php/blog/>)

## 2. The intervention brings in innovative features

Re-acciona has been incorporating innovations during the 3 editions, both in the number of services and in their adaptation to the context and the COVID-19 pandemic. It began as a program to improve competitiveness and productivity, with the aim of providing Galician companies with knowledge and tools adapted to their reality, budget and needs, so that they could overcome difficulties and face market challenges by accelerating their improvement processes. Initially eleven services were provided, distributed between analysis of competitive potential, professionalization and strategic development.

The 2017-2018 edition incorporated innovations, both in the increase of support services, and with the participation of scholarship holders in an initial training itinerary, subsequently carrying out a work of matching between the profile of the person and the work that they were going to develop.

The impact of Re-acciona led Igape and Amtega to collaborate to create a new program with the same service concepts, focused on Industry 4.0 and digital transformation.

This collaboration led to the execution of more than 250 services, with a public investment of more than €1.5 million, also co-financed at 80% by the ERDF.

As of 2019, one more agent was incorporated, the Galician Innovation Agency, so there are three agencies of the Autonomous Administration that support Galician companies, and during the execution process new initiatives have been promoted such as Re-acciona COVID-19, a program to train companies to face the new challenges of the market, in which Igape offered new services, financed by funds from the European Union as part of the response to combat the effects of the COVID-19 pandemic.

### 3. Compliance of the results with the set objectives

The results obtained in previous editions can be consulted in the Program report, which is published on the website (<http://reacciona.igape.es/>). In the following image you can see a summary:

#### // Resultados globais desde 2012 a 2019 Re-acciona + Re-acciona TIC



From 2012 to 2019, in the different editions of this line of action, 2,066 services have been offered to 1,333 different companies, amounting to 10.5 million euros in aid.

As for the 2000-2021 edition, a total of 724 services have already been provided to companies for an amount of aid of 2,881,358 euros:

### 4. Contribution to the resolution of a problem or weakness detected within the scope of intervention

It was observed that Galician companies had difficulties in adopting innovations to improve their competitiveness. The Re-acciona Program addresses this observed deficiency, and has been evolving, offering new services to help improve the competitiveness of Galician SMEs and industry through their professionalization and support, with a practical approach aimed at achieving results. and to encourage the different people who make up the company staff to be better trained and capable of making the right decisions on a day-to-day basis.

### 5. High degree of coverage of target population

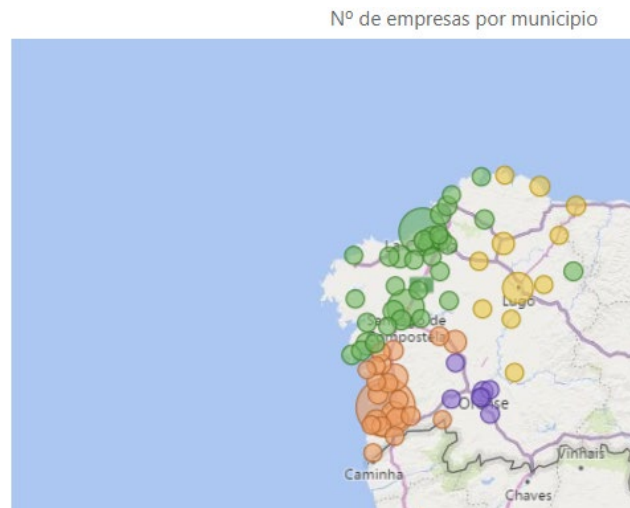
The Program responds to the needs of Galician companies, since it fundamentally supports SMEs and more specifically smaller ones (called micro-companies), which represent more than 90% of the Galician business fabric.

If we look at the distribution, in the last edition, of services provided by company size, most of the beneficiaries are micro-enterprises (385), followed by small ones (261), and lastly medium-sized ones (76). Regarding the companies that, in turn, are part of a group of companies (cluster), the number of cases is 37 companies.

Among the beneficiary companies, firms that provide digital services and technical engineering services predominate. However, all types of sectors are represented, such as electrical installations

in general, wholesale trade, etc. , so the needs are met and the challenges of companies in various activities are resolved, without excluding any sector of activity. .

Regarding the distribution of services, with the information currently available, the province of A Coruña is where the most services were granted (321), followed by Pontevedra (279). In the case of Lugo (91) and Ourense (32) there was a lower number of approved services:



#### **6. Observance of horizontal criteria of equality of opportunities and non-discrimination, as well as social responsibility and environmental sustainability**

Re-acciona complies with the horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability.

In the first place, the calls are published in the Official Journal of Galicia, guaranteeing transparency in access to information. In addition, both in webinars and in success stories and other dissemination actions, attention has been put into having the same number of participant women and men, favoring equal opportunities and non-discrimination.

Regarding environmental sustainability, the program has favored online meetings through multiple virtual events, which favors a decrease in traveling and, therefore, reduces the pollution and carbon footprint.

Finally, the Program, through its services, contributes to responsible innovation, instilling in companies the idea that environmental sustainability, reuse, recycling... should be considered at all times.

One of the motivations for companies to integrate responsible innovation is to increase competitiveness. Responsible innovation improves community relations, increases customer, employee and investor satisfaction and, overall, enhances the company's reputation and credibility.



## **7. Synergies with other policies or instruments of public intervention**

Re-acciona has been reinforced with the Re-acciona COVID-19 services, a program to train SMEs in the new context caused by the COVID-19 pandemic, financed by funds from the European Union as part of its response to combat the effects of said pandemic.

It is also complemented by the actions of the Transforma TIC program, promoted by Amtega , which, with a similar approach to Re-acciona, offers assistance, diagnosis and support services to companies in the implementation of digital solutions -digital services, digital marketing , innovations in management, etc.- and which is also co-financed by the ERDF.

Another initiative which presents strong synergies with Re-acciona is the Innova Pyme Program, which already has several calls, consisting of aid aimed at financing innovation plans that allow beneficiary companies to strengthen, especially, the systematization and internationalization of their innovation processes.

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