



Small Retail, Urban Resilience & Sustainable Tourism: Towards a Wise City & Tourism

VSF, Venice. 5th December 2025.
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ITINERARY



9th May 2019 - 1st European Day of Local Retail as a flagship day.

16th June 2022 - Unanimous aprovation of ECoSR at European Parliament's PETI Committee.

17th January 2023 - Unanimous aprovation of European Parliament's Plenary Resolution at Strasbourg to create the ECoSR.

June 2023 - The European Commision assigns an A marks to the project as a pilot project.

November 2023 - The European Parliament approved a 3M€'s budget to implement the ECoSR.

23th September 2024- Tender for the ECoSR's Management Entity by DG Grow and EISMEA.

3rd July 2025- Presentation of ECoSR at European Parliament. Starting point of the Public Call.

9th October 2025- Deadline for cities candidacies.

November 2025- Publication of shorlisted finalists, **Visionary Cities:** Barcelona, Utrecht, Zaragoza. **Vibrant Cities,** Braga, Caldas da Rainha, Fuenlabrada. **Vanguard Cities,** Makarska, Silandro, Silla.

28th January 2026.- Public ceremony in Brussels to award the 3 first ECoSR

February 2026- Start of Cities awarded annual programme!

THE PROJECT

Create the European Capitals of Small Retail, from civil society, to be held annually in a different town or city.

MAIN OBJECTIVE

Promote small retail & help raise awareness of its economic, cultural & social importance.

A EUROPEAN VISION

Work for small retail to become a distinctive and unique factor of European identity.

SOCIAL OBJECTIVE

Preserve the European lifestyle linked to a European social model that provides urban identity.

CITY BRANDING ECoSR

The Capital as a catalyzer of:

- 1.- Specific Date & Specific Place** to coordinate public, private and social retail policies, investments and partnerships within a multilevel governance framework.
- 2.- Europe of Municipalities** . Make Europe from citizenship and cities, microenterprises, consumers, chambers of commerce and retail associations.
- 3.- Local Audience** : proud for local consumers, shops and commercial heritage.
- 4.- National & EU Audience** : driving force to attract visitors and project identity for a Sustainable Tourism.





ACTION PLAN

**Debates & actions for exchanging good practices
between cities & retailers**

- ✓ **Digitization**
- ✓ **Sustainability**
- ✓ **Entreprise & Community**
- ✓ **City attractiveness**

PROJECTS

Small Retail & Sustainable Tourism

- ✓ **European Centre of Small Retail, Consumption & Cities.**
- ✓ **European Retail Awards.**
- ✓ **Commercial and Tourism Routes or Walks (Visitor Economy)**
- ✓ **Specific Digital Solutions.**
- ✓ **Exhibitions and pilot on SDGs 2030 Agenda and Urban Resilience.**



Strengthening SME resilience project in Barcelona

- 100+ SMEs received capacity-building and training on developing **business continuity plans (BCPs)** and **crisis simulation exercises**
- Guidance tools on developing **BCPs for tourism and retail sector SMEs**, **accessing finance**, and **conducting crisis simulation exercises**
- Landscape study identifying **key policies** and **actions to strengthen SME resilience** in the Barcelona Metropolitan Area
- Awareness raising** reach **thousands** across local and global media
- Driving forward a **resilience alliance** including City Council, business chambers, sector associations, banks, insurers and academia





Barcelona builds business resilience



Barcelona's blackout was a wake-up call



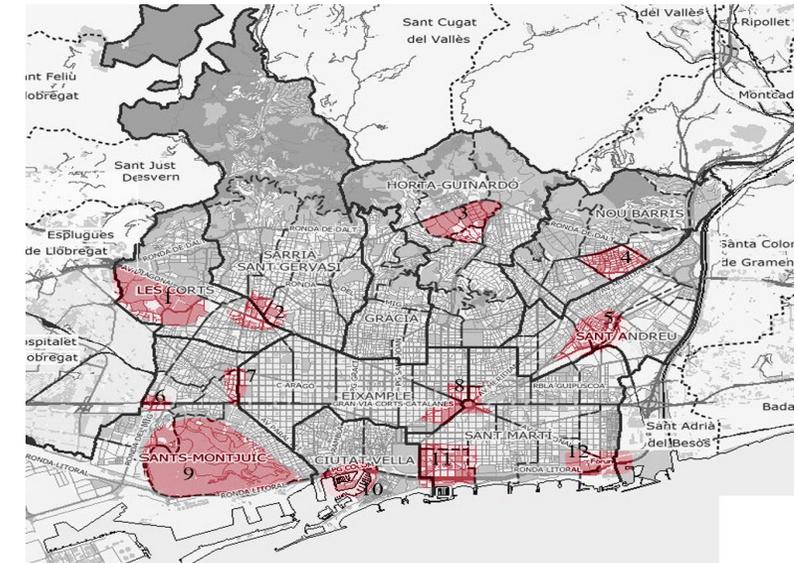
1. Ildefons Cerdà,
Eixample Plan: 1865 ↑

2. Old Villages (Civitas)
Agregation to form a new
BCN's municipality:
Last XIX Century. →



Barcelona: a Polycentric City

Fundació Barcelona Comerç: 4.500
retailers at 53/73 neighbourhoods.



3. New Centralities Areas: 1980s. ↑
Urbs: "Sanitize the center, monumentalize
the periphery" Oriol Bohigas



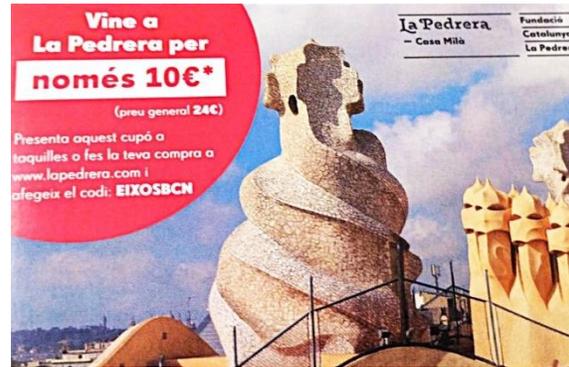
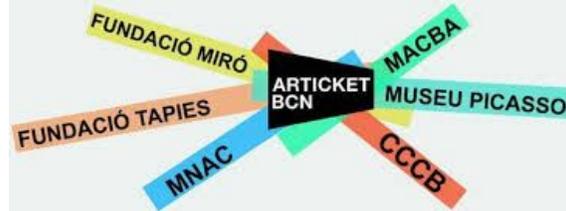


Creu Coberta presenta el projecte Xperience

El turisme de proximitat cal que arribi al comerç local

El projecte Creu Coberta, Xperience neix amb la voluntat de millorar i enriquir l'experiència turística a l'entorn de la plaça d'Espanya, oferint als visitants una connexió directa i significativa amb el territori que els acull. No es tracta només d'oferir informació, sinó de facilitar una immersió real en l'oferta comercial, cultural i de serveis que defineix el nostre espai. Volem que el turista visqui una Barcelona més propera, més humana i més autèntica.

El passat juny vàrem presentar una vitrina que se situarà als hotels amb productes i serveis de temporada, que permetin que el turisme conegui experiències del que poden trobar prop de l'hotel. A partir d'aquest juliol, l'Hotel Pestana Arena serà el primer on podreu veure com es desenvolupa el projecte, en fase beta, per a iniciar-lo a tots els hotels de feix a partir de la Campanya de Nadal.



SUSTAINABLE TOURISM & SMALL RETAIL

Distribute cost & benefits:

Culture and Tourism- Oriol Bohigas

Discover the Real City: New digital tool, Fairs, Commerce Xperience –Hotels-Museums & InfoTourism Point

Multilevel governance action for Real State & Housing & Commercial Premises.

Preserve the essence of urban-commercial landscape vs. trivialization (F. Muñoz)

Be Local



Barcelona + Sostenible

THE NETWORK ▾ SCHOOLS ▾ ORGANISATIONS AND BUSINESSES ▾ COMMERCE AND PROFESSIONALS ▾ CITIZENS ▾ CITY COUNCIL ▾

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Destination Barcelona gains in tourist sustainability

Destination Barcelona has achieved a record number of Biosphere tourist sustainability certifications, notching up 1,141 seals. There have been 68 new adhesions to the system, while 973 centres renewed the commitment already gained.



SUSTAINABLE TOURISM & SMALL RETAIL

Model for BCN- Prof. J. A. Donaire
(3/3+ limited growth+ identity).

Success & quality: carbon footprint, water saving,
Culture

Governance: Council of Tourism & City

Gourmetization markets & new regulation La Boqueria

16 EGA –High Impact Areas

Biosphere-1.141 enterprises

B+S's Network 1.100 members





How can Small Retail contribute to Sustainable Tourism?

Slow time & Door to the Boroughs.

It integrates visitors to the Civitas

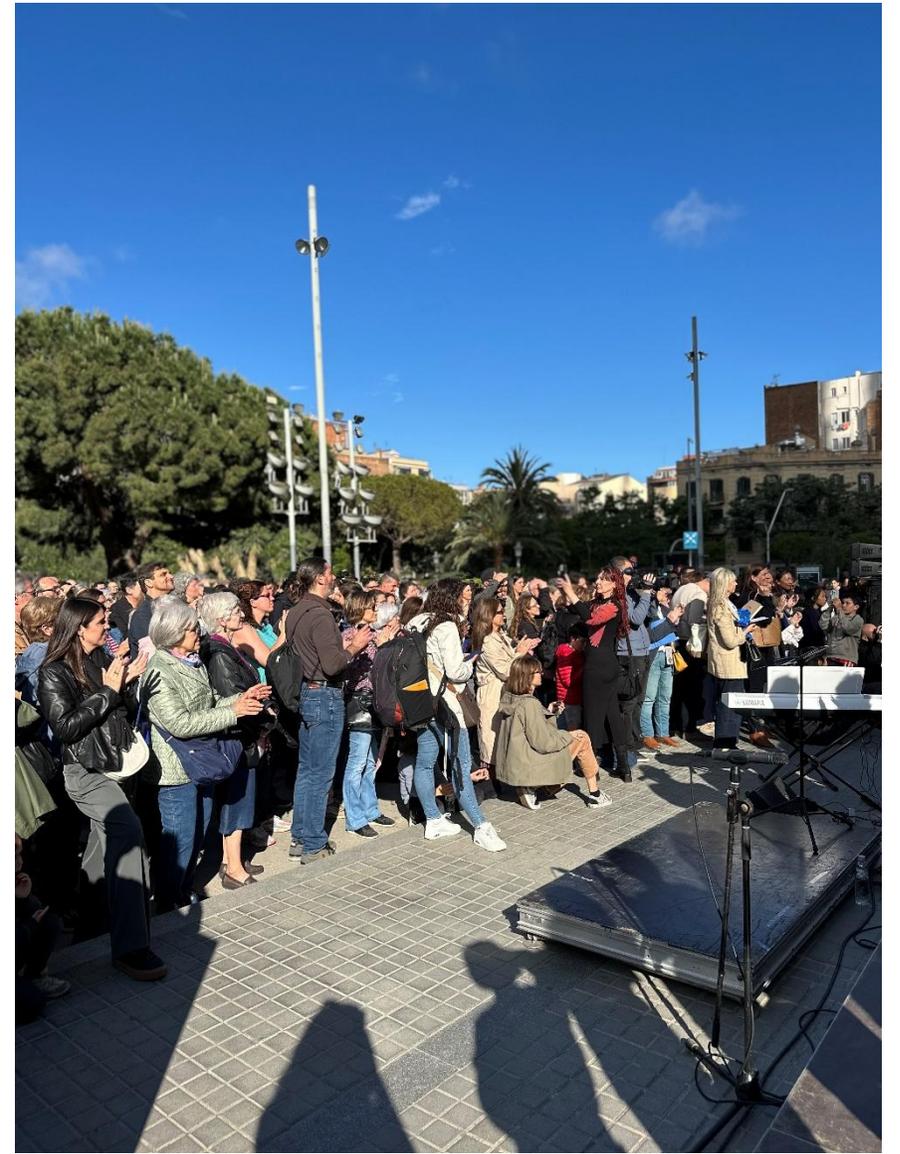
Common Heritage as European Civitas.

Sennet, Jacobs, d'Eramo: traveling is experiencing living cities vs Urbicide

Education for Tourism Sustainable from Secondary school.

Alliance cities, retail and tourism for sustainability





9th May 2025





Thank you!
Grazie mille!

