

ACCELERATING CHANGE FOR SOCIAL INCLUSION



Reempresa
Spain
Cecot, supported by Autoocupació
www.reempresa.org

REINVENTING INNOVATION



A non-profit business transfer marketplace for SMEs that connects enterprises in the process of closing down with prospective buyers. By offering matchmaking and supporting negotiation, it acts as an instrument to give long life to viable businesses.

SOLUTION

With the aim to prevent the loss of jobs and firms in its territory, Reempresa matches the needs of both the supply and demand sides. Through physical and virtual spaces, the programme coordinates the original company and the new entrepreneur, assisting them throughout the transfer process and facilitating communication and interaction.

STRONG EVIDENCE



Outputs:

- 1,700 successful business transfers facilitated since 2011.

Outcomes:

- 5,100 jobs safeguarded.
- 87% of transferred businesses continue operation after three years.
- 76% of the companies increase their turnover after being transferred, and 31% expand staff numbers.

Sources: Data for 2018 based on rigorous, longitudinal measurements carried out through the organisation's online marketplace.

HOW IT WORKS

Reempresa provides access to a unique online marketplace and one-stop-offices in which expert advice and specialised training are offered to business owners and potential buyers.

The service is not-for-profit, coordinated by business transfer professionals with the support of a network of public and private collaborators. To ensure quality, all consultations are treated neutrally and confidentially, being the information published by owners and buyers always thoroughly verified. A team of consultants support the transfer process: from the first introductory meeting to the final purchase agreement, supporting all stages of negotiation and providing mediation if needed.

REGIONAL ADAPTATION



Initially developed in Barcelona. Implemented throughout Catalonia.

THE OPPORTUNITY FRAMEWORK

In recent years, several initiatives such as databases and markets have been developed to facilitate business transferences, given their ability to generate wealth, innovation and employment at lower costs than starting from scratch. Reempresa's idea is to find new owners for existing businesses to which the alternative is to close, but it is not just a website: the Catalan Re-enterprise Centre (Centre de Reempresa de Catalunya, or Reempresa) is a physical and virtual one-stop-shop system where potential buyers and sellers have access to a unique marketplace, expert advice and specialised training, and where they can find support from public administrations, economic operators and different collaborators. The marketplace offers professional matchmaking tools, verified and accurate information about companies, valuation, and a consultancy service to support the negotiation process.

The impact of Reempresa goes far beyond the entrepreneurs themselves, helping reduce the economic and social costs associated with the closure of businesses and promoting smart, sustainable and inclusive growth in the national economy.

In terms of long-term unemployment, this initiative activates several levers of change. On the one hand, it fosters proactiveness and responsibility among those who are unemployed, framing this situation as an opportunity to develop entrepreneurial skills and mindset.

INCOME MODEL: ESTABLISHED IN ORIGIN



Reempresa works as a non-profit Public Private Partnership. It is co-financed 50% by the European Regional Development Fund (ERDF) from the European Commission, and 50% by Cecot, the Catalan Employers Association. All services are free of charge for users (business owners and potential buyers) as most micro and small firms cannot afford to pay business transfer advisory services.

INCIPIENT TRANSFERENCE MODEL



The team of Reempresa is open to sharing their knowledge with local partners and a network of collaborators in the context of replication, and assisting the agents involved during the implementation process. The methodology is standardised and would have to be translated and slightly adapted to the national business legislation.

KEY AGENTS AND ROLES

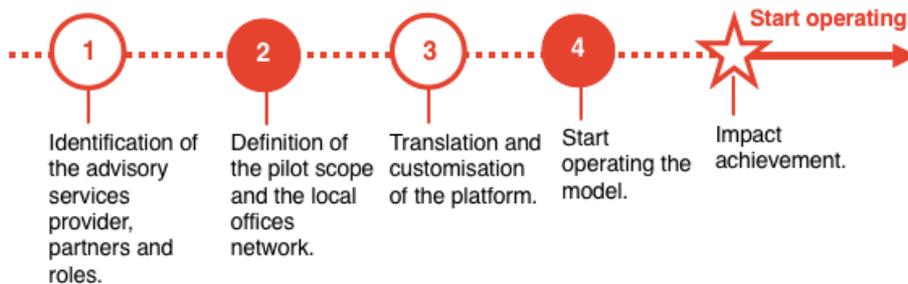
In its original context, Reempresa works as a non-profit public private partnership supported by a network of collaborators that sign agreements to assure market access and deal flow, but also to raise awareness among potential buyers and sellers, and among key partners such as policy makers, socioeconomic agents and financial institutions.

One of the key factors for the success of Reempresa has been its ability to use current partners' structures to reach potential users instead of creating their own network of local offices, by training and connecting local business agencies to its system:

TOOLKIT FOR IMPLEMENTATION REEMPRESA

- Advisory services provider, delivering expert advice and specialised training to buyers and sellers, so that transfers are carried out in the best way.
- Business organisations and associations, acting as awareness channels for business owners leaving on retirement or willing to transfer their companies to be informed on the existing alternatives.
- Local, regional and/or national employment agencies offering the business transfer marketplace as an alternative for entrepreneurs and/or unemployed people.

FIRST STEPS



1. Identification of the organisation to carry out the services and of partners in all needed roles.
2. Definition of the pilot scope and the local offices network.
3. Translation and customisation of the platform.
4. Start operating the online platform and the advisory services accordingly.

OTHER RELATED LINKS

Video presentation

<https://www.youtube.com/embed/yQctxVWSrJ4>

Reempresa in figures

<http://www.reempresa.org/eng/Reempresa/Reempresa-in-figures>

Reempresa at BizBarcelona

<http://www.reempresa.org/Actualitat/Sala-de-Prensa/Reempresa-genera-mes-de-120-contactes-entre-cedents-i-reemprenedors-al-BizBarcelona>

ACCELERATING CHANGE FOR SOCIAL INCLUSION - ACSI

Catalysing the transfer of successful innovations among European cities.

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