

Social Trade Peddling Project in Spain

JUNE 17, 2014, PODGORICA



**DECADE OF ROMA
INCLUSION 2005-2015**

Social Trade Peddling project of the Riojana Association

- **The project is managed by the Social Trade Riojana Association, a non-profit organization founded in 2005.**
- **It's a project that has been implemented since 2005, and it is the realization of a Sunday hawking market.**
- **It takes place in La Rioja, particularly in the city of Logroño (Spain).**
- **3 partners: La Rioja Association for the Roma Promotion (civil society), the Rioja Savings Bank Foundation and the Rioja Chamber of Commerce and Industry.**
- **This Sunday Market is made up of 217 families.**



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Program overview

- The Sunday Market contributes to the improvement of living conditions and the employment situation of people in this area that are at risk of social exclusion.
- There are established rules that all vendors are required to comply (prohibited and authorized goods for sale, the posts are to be serviced by authorized persons or close relatives, all sellers must be currently on compliance with licensing, taxes, fees and relevant permits to carry out the activity).
- The Cooperative offers a tax advisor to all the vendors.
- The 100% of the vendors are fully regularized in the system.
- With revenues obtained from fees, the Association covers its expenses and obtains social benefits to fund social programs focusing in Roma.



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Outcomes

- Regularization of an informal economic activity.
- Making this Sunday Market in Logroño a meeting point for many people who are visiting the city.
- Ensuring that the benefits obtained from the organization of this market are allocated to address several social needs (social, education, health and employment needs: School mediation programs with Roma students, training and educational adult programs, educational program of the Centre “Mistos”, employment tutoring services, etc.)



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Main elements / strengths

- Creation of a space for the provision of public services.
- Establishment of labor alternatives for the inclusion of vulnerable social groups.
- Promotion of intercultural coexistence between Roma and non-Roma citizens.
- Implementation of a meeting space in which the cultural and social presence of the groups is reflected.
- Development of Roma culture activities.
- Initiative labeled as a good practice by the Ministry of Health, Social Services and Equality of the Government of Spain.



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Achievements / Challenges

- This project has obtained the support of local and regional administrations. For the Association it would be interesting to extrapolate this good practice at national level through the creation of a National Bureau.
- It's an employment insertion project that helps to resolve the economic needs of a portion of the population, and also contributes to achieve social cohesion.
- The Association expects to develop complementary education programs and vocational training for the traders involved in the market .



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