Consell de Formentera deputy premiere and commerce councillor Ana Juan met today with Pimef Formentera chair Josep Mayans; local Chamber of Commerce envoy Juan Manuel Costa and Pimef director Lidia Álvarez to present an assortment of marketing campaigns lined up for the weeks ahead encouraging islanders to shop local this Christmas season.

‘This Christmas Buy Local’

New this winter is ‘Al Nadal Compra a Casa’, a Consell and Pimef initiative that will give four €1,000 prizes to local shoppers this Christmas. Special funding for the initiative was made available by the Balearic government’s 2020 ‘Cel Obert’ deal. In the words of Councillor Juan, “it’s about helping out Formentera businesses, particularly a year as tough as this one, and sweetening the deal for local shoppers while we’re at it”. She applauded the island’s retailers as well for their efforts to stay open and offer a safer shopping experience.

‘Compra a Casa’ cardholders who make purchases of at least €20 between 1 December and 6 January will be automatically entered in a drawing on 8 January. Winners will receive a voucher valid for 30 days from 11 January at participating businesses.

The Pimef chair applauded the Consell for “expanding their commitment” to Compra a Casa, calling the initiative “an efficient tool” and one that, given proper support, “will continue working very well”.

Lidia Álvarez highlighted the 32 establishments currently in Compra a Casa’s network of partner businesses and the 2,322 loyalty cards that have been issued since the initiative launched in 2016.

14th Christmas Shop-window Display Contest

Once again the island has begun gearing up for the Concurs d’Aparadorisme Nadalenc (Christmas Shop-window Display Contest), a Chamber of Commerce and Consell de Formentera initiative to foment a festive atmosphere among the local shops staying open this Christmas season. Registration ends 9 December and can be completed at the Chamber of

Commerce (Avinguda 8 d’Agost, 6, Sant Francesc) or the Citizen Information Office (OAC). Winners will be announced 11 December and will receive, in addition to a commemorative plaque, €225 (first place), €150 (second place) and €75 (third place). According to Juan Manuel Costa, “Formentera businesses’ are a key part of life on the island, and this contest helps flesh out and enhance the kind of products on offer”.

Black Friday, 27 November

Another Consell-Pimef initiative that is associated with the loyalty programme is ‘Black Friday on Formentera’. All day long on 27 November, every purchase of €15 or more in participating businesses will automatically enter Compra a Casa cardholders to win a €50 gift-card. The winner will be announced Tuesday 1 December and can pick up their prize at Pimef offices.

Reusable bags

The commerce councillor also presented the newly designed reusable bags that play a key part in this year’s campaign. The bags feature the screen-printed slogans ‘*Compra a casa, compra a Formentera*’ (Shop local, shop on Formentera) and ‘*El petit comerç ens fa grossos*’ (Small business makes us big). A thousand bags will be distributed across island shops.

20 November 2020
Communications Department
Consell de Formentera