



Formentera's deputy vice-president and councillor of trade, Ana Juan, met with the chairman and director of the small- and medium-sized business association of Formentera (Pimef), Josep Mayans and Lidia Álvarez, to unveil the brand-new Compra a Casa website, [www.compraacas.com](http://www.compraacas.com)

Juan called the website “a tool that, in just one click, brings island businesses closer to local shoppers”. “Buying local doesn't just put islanders to work; it raises the profile of locally-crafted wares and homegrown produce too. When we talk about sustainability we're also talking about patronising Formentera businesses as a way to promote these products”, said Juan, who pointed out the new portal grew out of a project called Joves Qualificats—“Qualified Youth”—involving Alba Portas and Maria Antònia Martorell. The first deputy vice-president applauded the two young women for their efforts.

With Compra a Casa shoppers can see businesses on a map or narrow them down based on characteristics such as location. Each establishment has a profile where shoppers can view details like star products and sales in both Catalan and Spanish.

Touting the success of Compra a Casa's loyalty programme, the Pimef chairman pointed to a membership roll of nearly 2,500. “That's all quarter of all islanders,” Mayans said. “We're talking about high customer loyalty.” Thirty local businesses currently take part in Compra a Casa and, according to Mayans, “with the new website, there's never been a better time for new businesses to join”.

Ms Álvarez gave a presentation on how the portal works, pointing out shoppers can request their Compra a Casa loyalty card online, where they can also do an array of other things, like track card status, review purchases and learn about discounts.

### **This winter, buy local**

Juan, Mayans and Álvarez also pointed up Compra a Casa's newest buy-local push, designed to reward islanders for shopping in winter. During the last week of every month until March,

purchases at participating businesses of at least €15 will automatically enter shoppers into a drawing for a €50 gift-card. The February drawing will happen the first week in March; the March drawing, the first week in April.

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**Department of Communication**

**Consell de Formentera**