The Formentera department of commerce reports that together with the local association for small- and medium-sized businesses, Pimef, the island's government is leading the charge on the latest Compra a Casa — an initiative created to promote local small businesses and reward islanders who patronise them. What is typically a wintertime campaign will be developed this year in July, August and September using a similar system, but with bigger prizes. Purchases of €20 or more in participating Compra a Casa businesses enter shoppers in monthly drawings for €100 gift cards (twice their value in winter).

According to commerce consellera Ana Juan, the push is first about "encouraging and incentivising islanders who patronise small Formentera business — among the sectors that the current crisis has thrown onto shaky ground". "But it's also about reminding islanders about the strengths of Formentera-based businesses: they are premier quality establishments, they are local, and they are at the core of our society".

Juan additionally noted that this year came with the launch of the Compra a Casa website, where visitors can find out about participating establishments and discounts and where, in the words of the consellera, "a single click can bring islanders and island businesses that much closer together".

More initiatives

The campaign is one of several initiatives promoted by the commerce department during the state of emergency. Another, titled 'Formentera stays home and shops local', aimed to give traditional, local shops increased visibility, and underscore why supporting them and consuming locally sourced fare is important. In videos launched simultaneously as part of a campaign bringing together the councils of Formentera, Mallorca and Menorca, representatives of the productive sectors offered messages of thanks to local shoppers.

The commerce chief also pointed to efforts under way with Formentera shop-owners around new marketing initiatives for this summer.

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