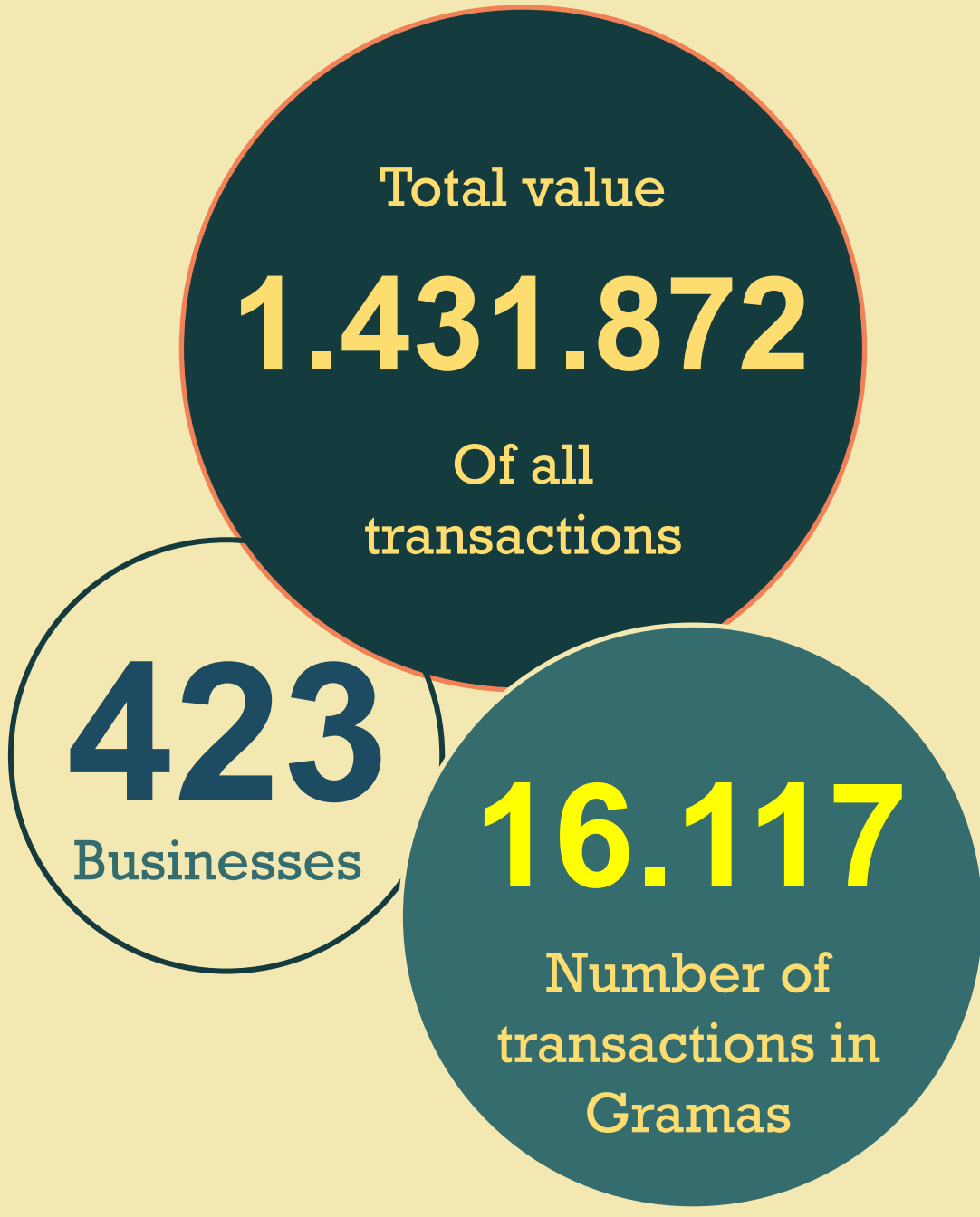


THE IMPACT OF THE *Grama*

Since 2016, a local currency has been in circulation in Santa Coloma de Gramanet: the grama, initiated and promoted by the City Hall, was designed to optimize the use of public resources and keep them within the city walls.

The year 2021 in figures



The #gramamoneda network is made up of

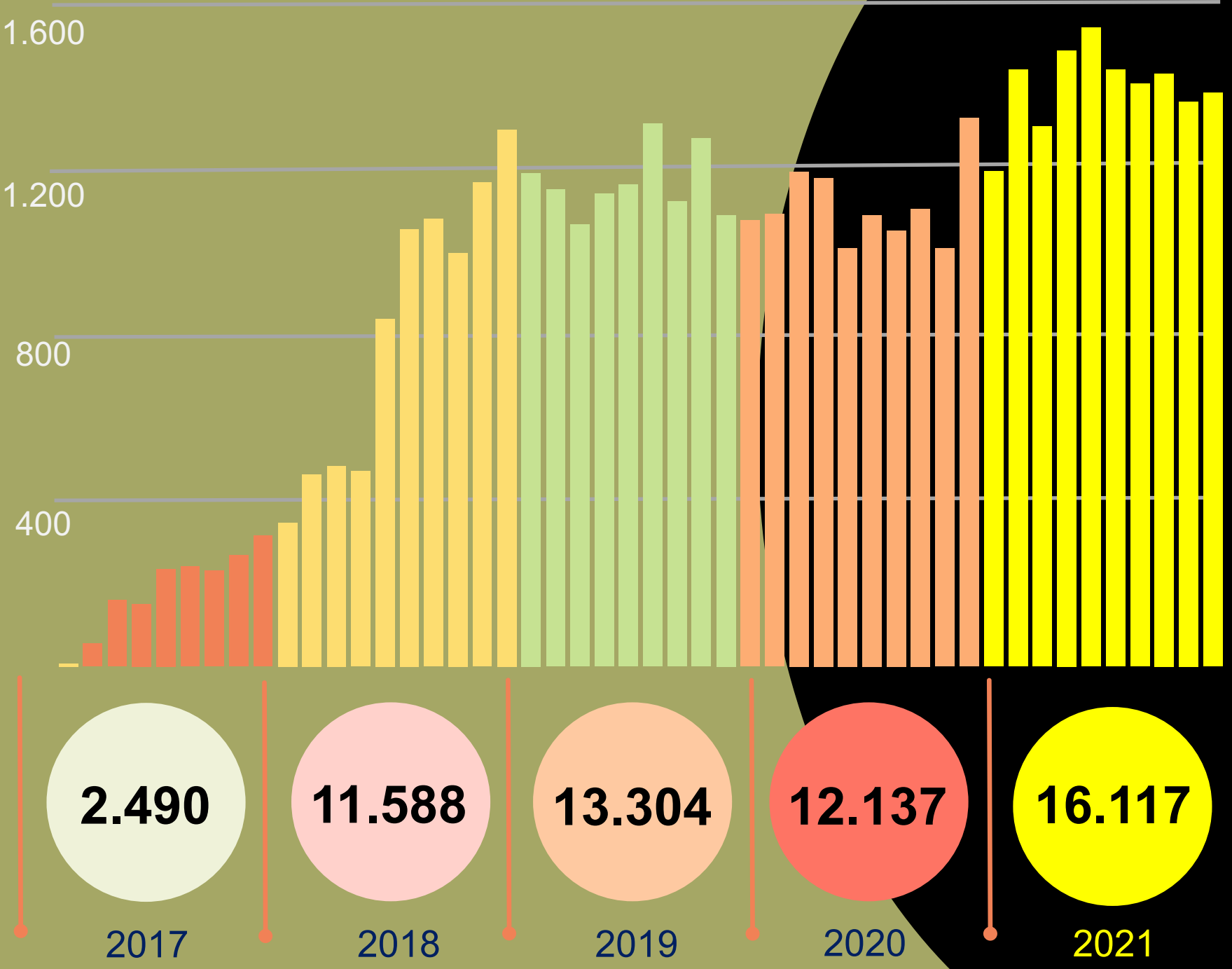
45,88%
Businesses

15,73%
Institutions

38,39%
Individuals

45,33%
Of all municipal stalls

Number of transactions over time



LOCAL MULTIPLIER 2021

5,38

55.636

TRANSACTIONS MADE BETWEEN 2016 AND 2021



Ajuntament de Santa Coloma de Gramanet



The City Hall of Santa Coloma de Gramanet is the driving force behind the Grama.

Download the study with this QR code

Work on the project has been carried out by the team of the temporary joint venture Re-economia

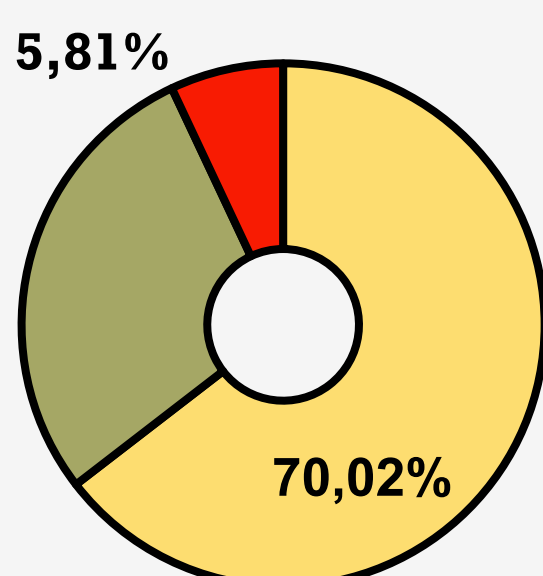
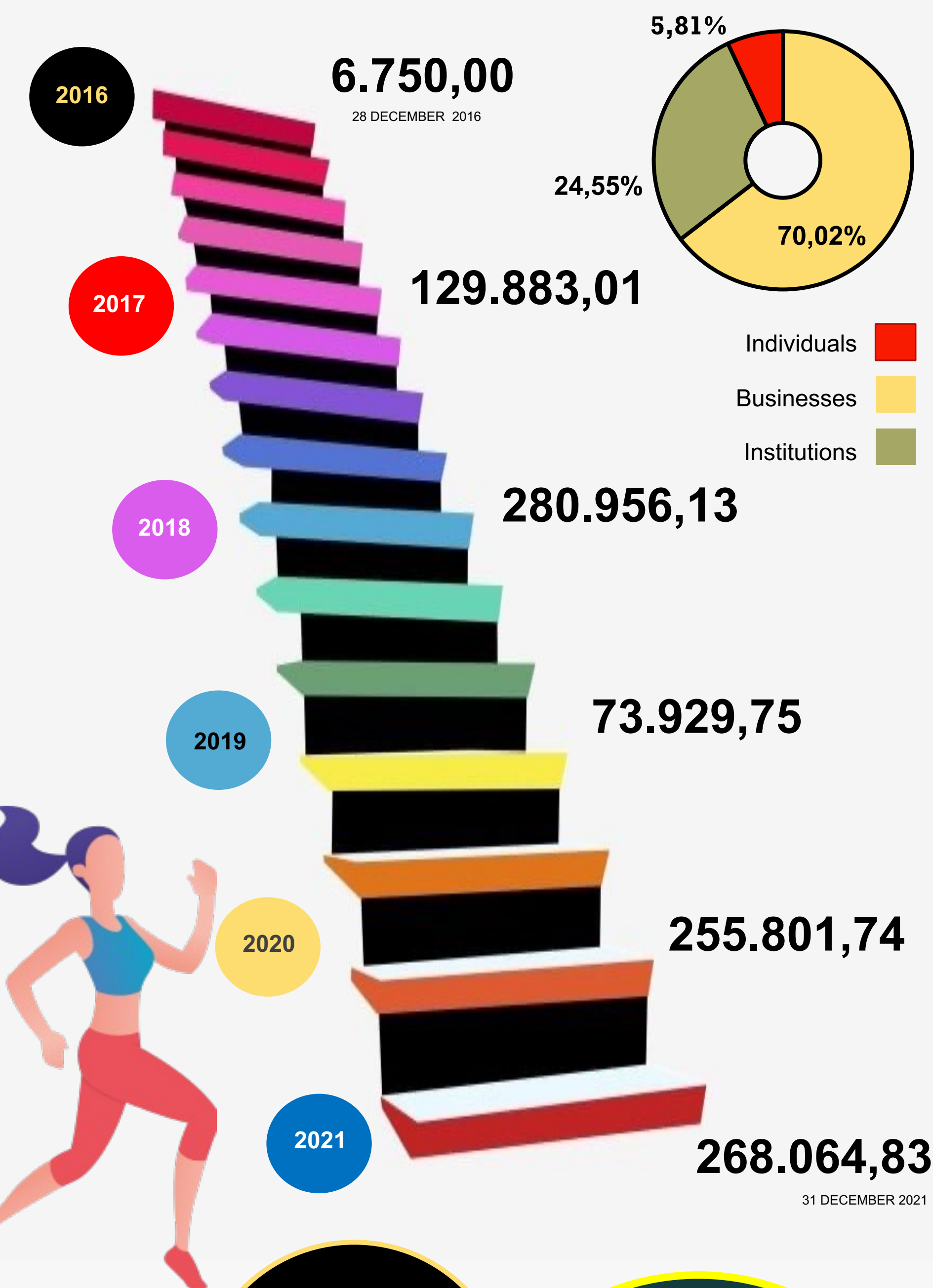
www.gramamoneda.cat

THE Grama OVER TIME

In the period between 2016 and 2021, #gramamoneda experienced an upward trend according to all indicators. Both the return on municipal contributions and the number of users increased.

Municipal economic contributions in Gramas 2016 - 2021

Distribution of the Balances in Gramas on 31 December 2021



- Individuals
- Businesses
- Institutions

Municipal subsidies and grants 2016 - 2021
1.015.385,46
 Gramas

Return on municipal contributions in gramas 2016- 2021
4.797.148,29
 Gramas



Ajuntament de Santa Coloma de Gramenet



The City Hall of Santa Coloma de Gramenet is the driving force behind the Grama.

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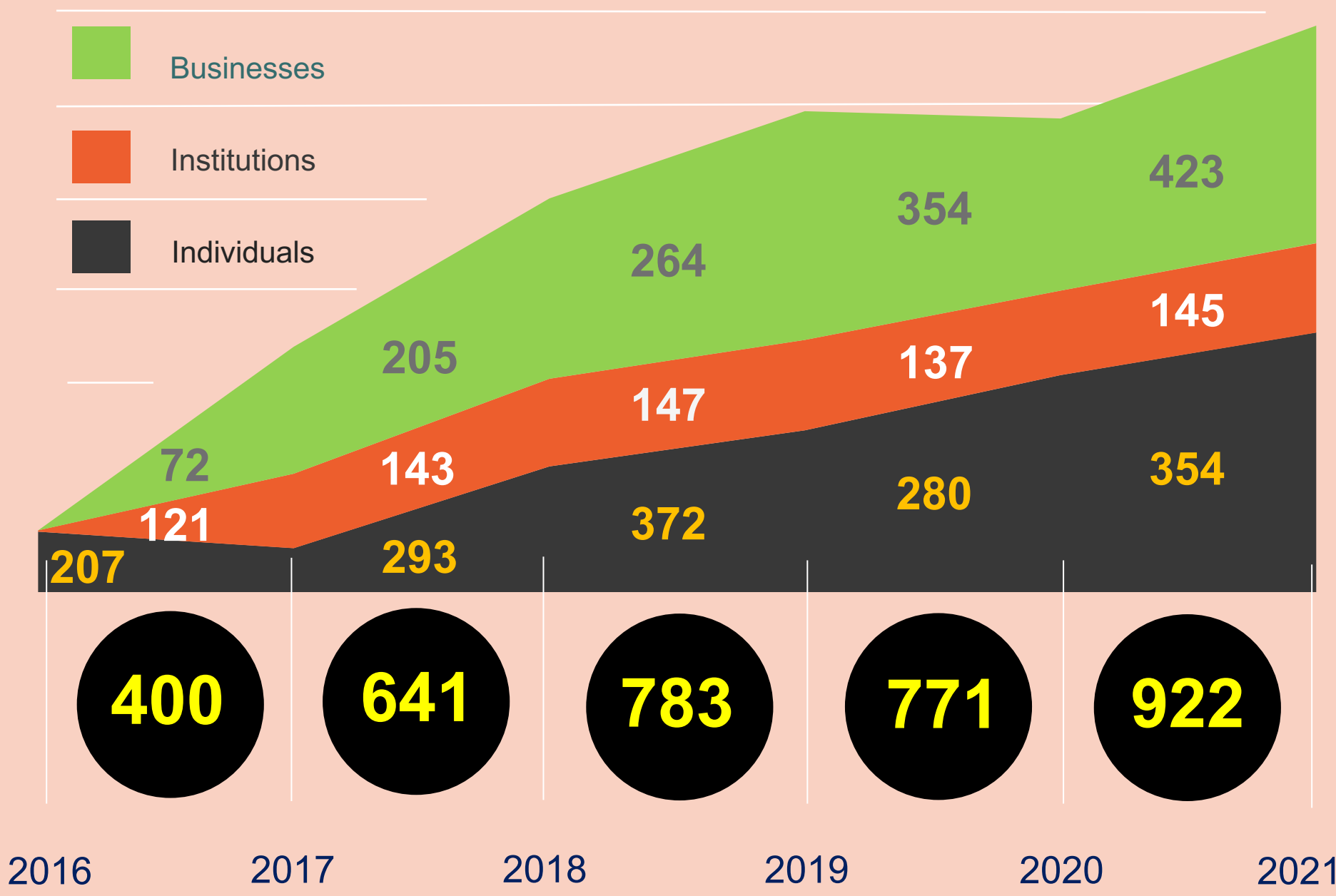
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WHO USES THE Grama?

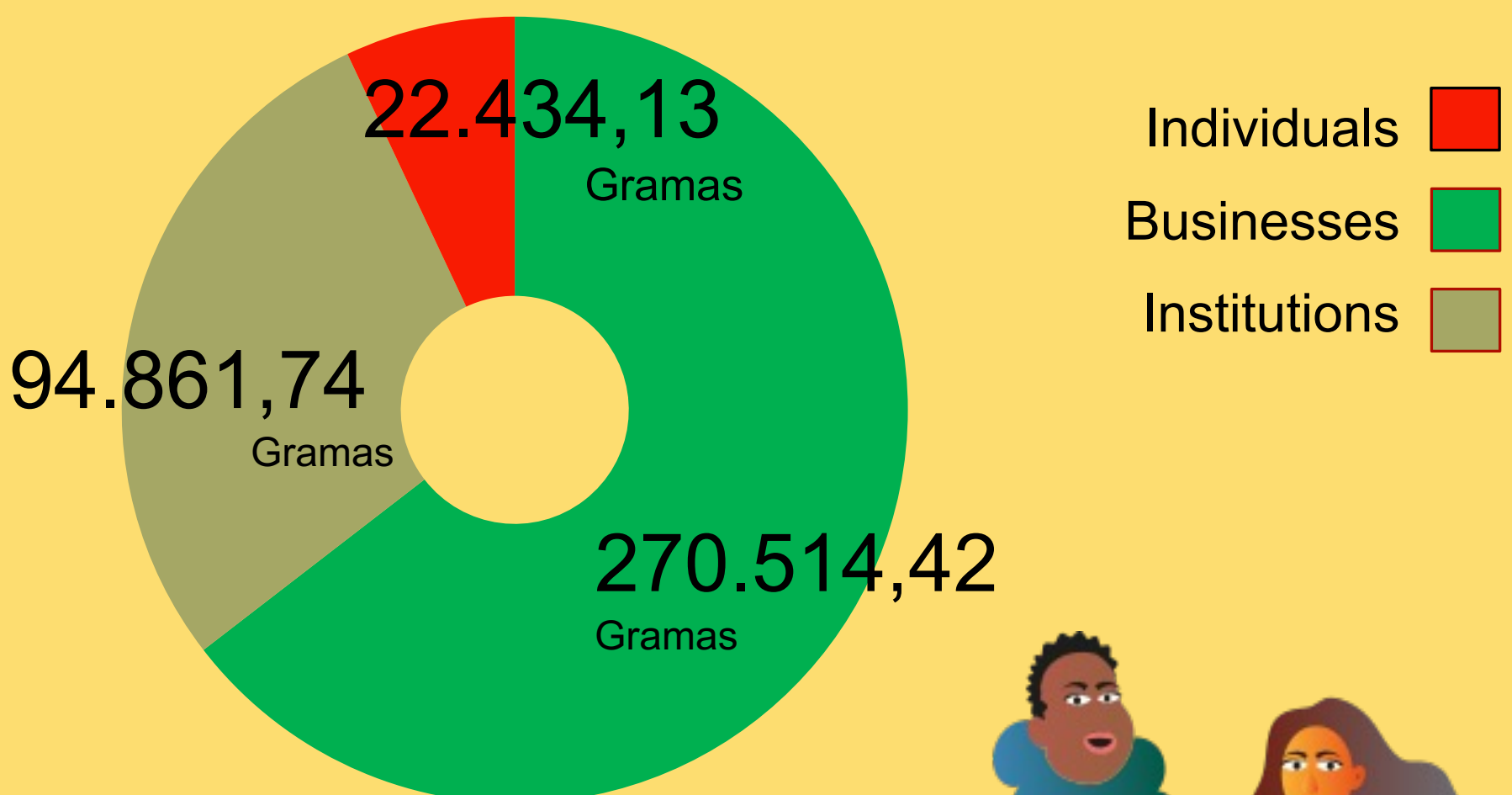
The #gramamoneda Marketplace for Social Commerce is constantly evolving. The phase from 2016 to 2021 was focused on building a large, diverse network of businesses, sectors and subsectors. Currently, the most essential products, services and knowledge can already be found in the network.

The network over time



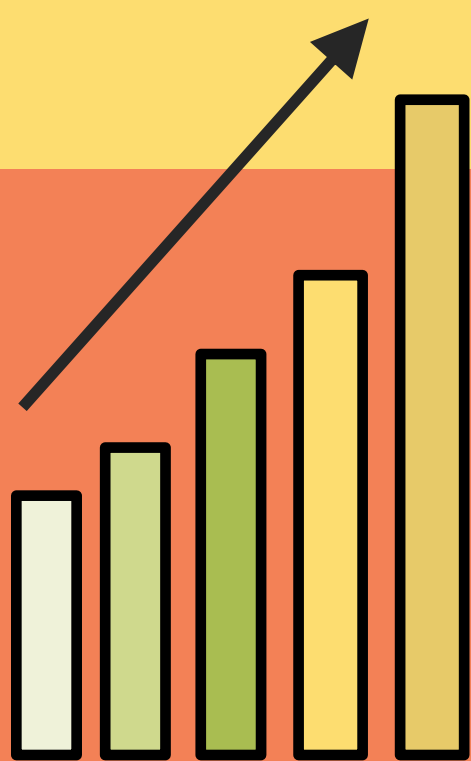
Balances in Gramas for each type of participant

As of 31 December 2021



47,83%

Municipal stalls, members of the #gramamoneda



2020 -2021

Number of participants + 18,15%
 Number of businesses + 20,90%
 Number of transactions + 32,79%
 Value of the transactions + 18,87%



Ajuntament de Santa Coloma de Gramenet



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