

# THE IMPACT OF THE Grama

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

## //////////////////////////////////// The year 2020 in figures

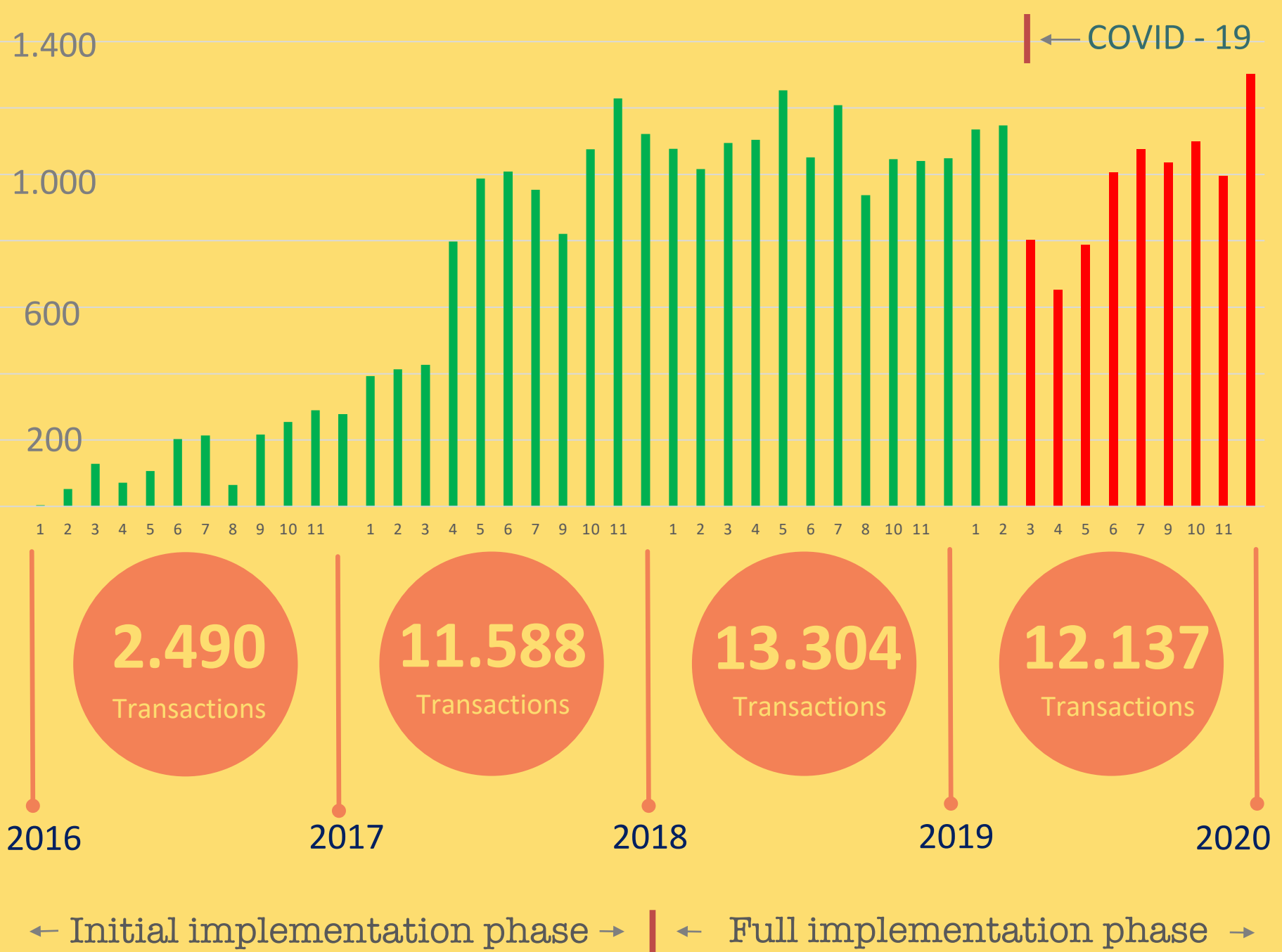


The #gramamoneda network is made up of

- **45,91%** businesses
- **17,76%** institutions
- **36,31%** individuals
- **28,40%** of all municipal stalls



## //////////////////////////////////// The number of transactions over time



## ////////////////////////////////////

**39.519**

TRANSACTIONS MADE BETWEEN 2016 AND 2020

**12.137**

TRANSACTIONS MADE IN 2020

## ////////////////////////////////////

LOCAL MULTIPLIER 2020

**3,64%**



Ajuntament de Santa Coloma de Gramenet



The City Hall of Santa Coloma de Gramenet is the driving force behind the Grama. Work on the project has been carried out by the team of the temporary joint venture Re-economia.



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[www.gramamoneda.cat](http://www.gramamoneda.cat)

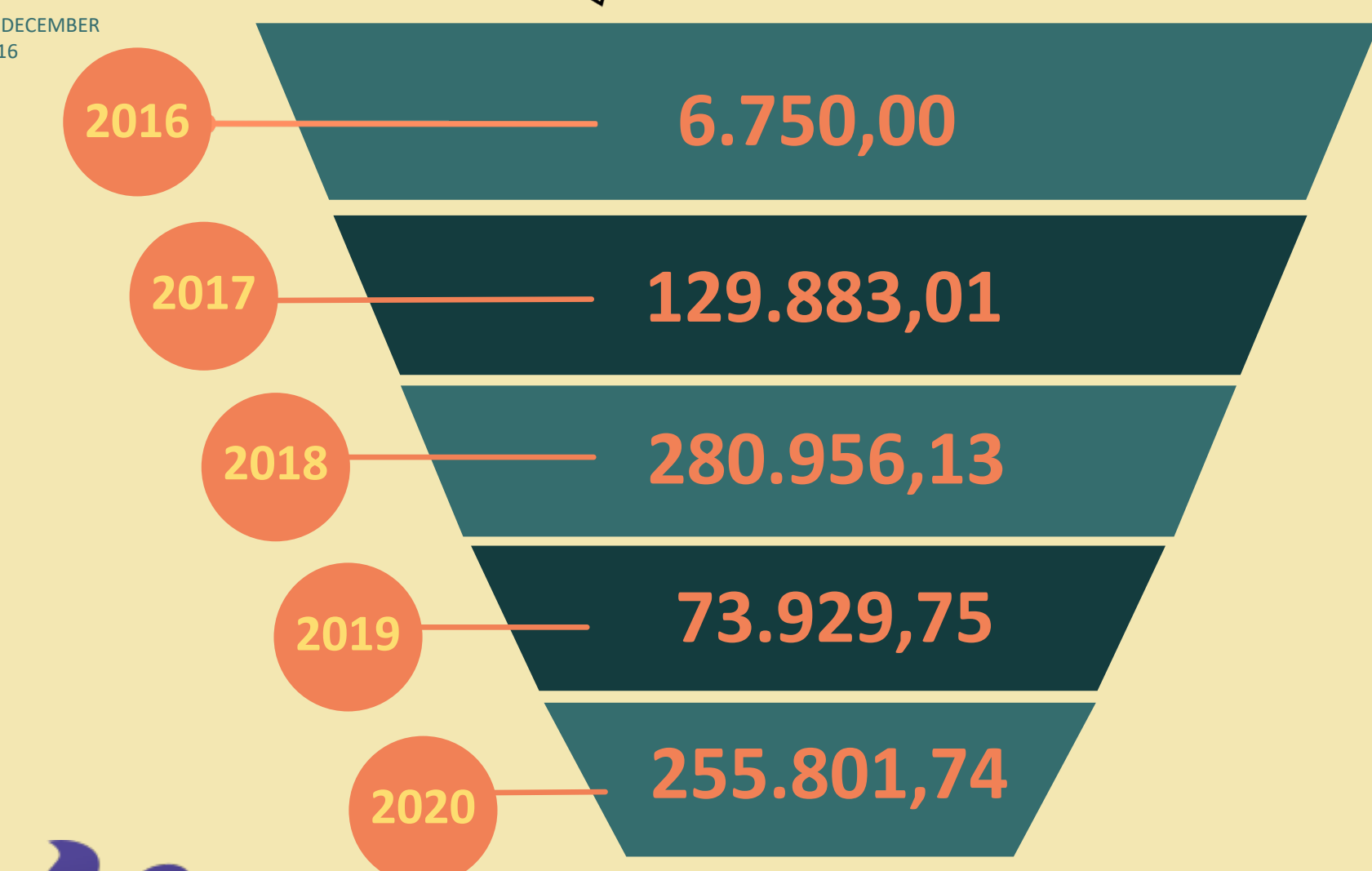
# THE Grama OVER TIME

In the period of time between 2016 and 2020, #gramamoneda experienced an upward trend according to all indicators. Both the return on municipal contributions and the number of users increased during the worst phase of the Covid crisis.

## //// Economic transactions over time



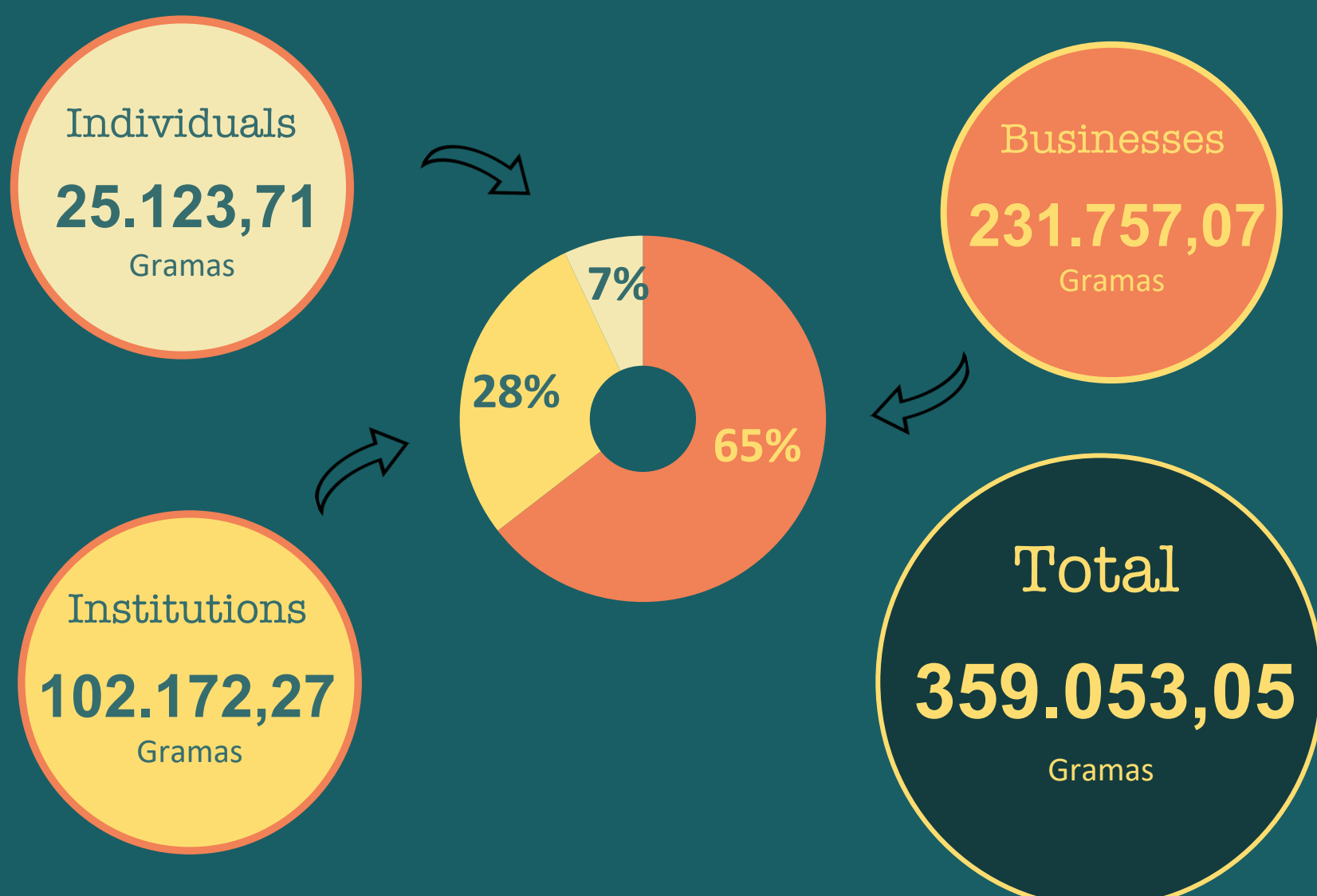
28 DECEMBER  
2016



31 DECEMBER  
2020



## //// Sales (as of 31 December 2020)



Ajuntament  
de Santa Coloma  
de Gramenet



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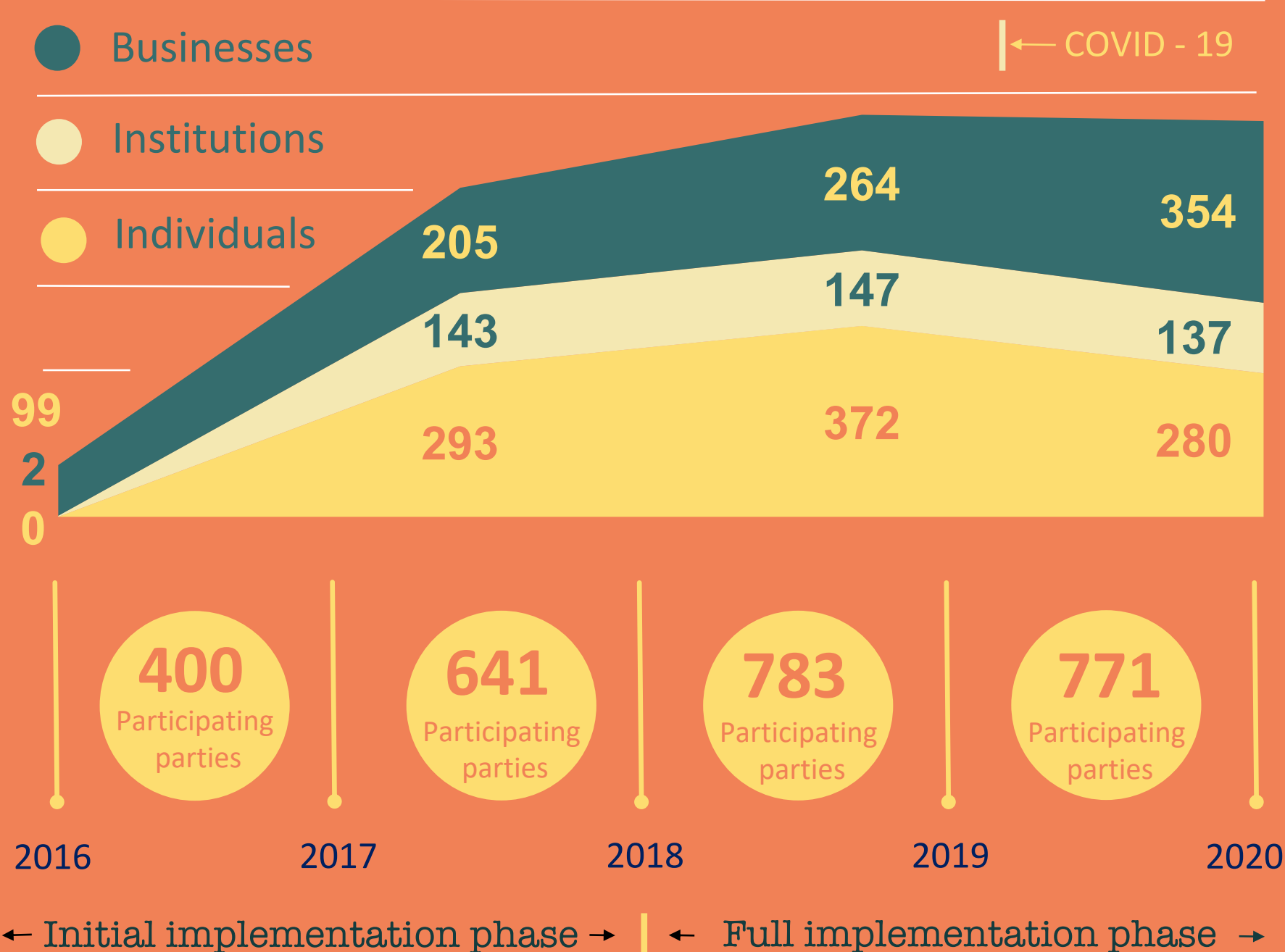
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# WHO USES THE Grama?

The #gramamoneda Marketplace for Social Commerce is constantly evolving. The phase from 2016 to 2020 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



**In the year 2020**  
local individuals  
and institutions  
**initiated**  
economic transactions  
with a value of

**231.950,83**  
gramas

**12.137**  
TRANSACTIONS  
IN 2020

**1.303**

TRANSACTIONS IN  
DECEMBER 2020

### Economic impact in 2020

**15,02%**

Of the gramas spent went  
to the **food** sector

**91.420,28**  
gramas went to the  
**fruit & vegetable**  
subsector

Municipal markets  
carried out economic  
transactions whit a  
total value of  
**129.968,29**  
gramas

**39,90%**  
of the gramas  
spent went to  
independent  
business  
owners

Municipal  
markerts  
accounted for  
**5.130**  
of the  
transactions



Ajuntament  
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