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The main measures for **ECONOMIC REACTIVATION**

Introduction

The COVID-19 pandemic has had a series of impacts at social and economic levels that have made it necessary to guide and align the efforts of the Management of Economic Development.

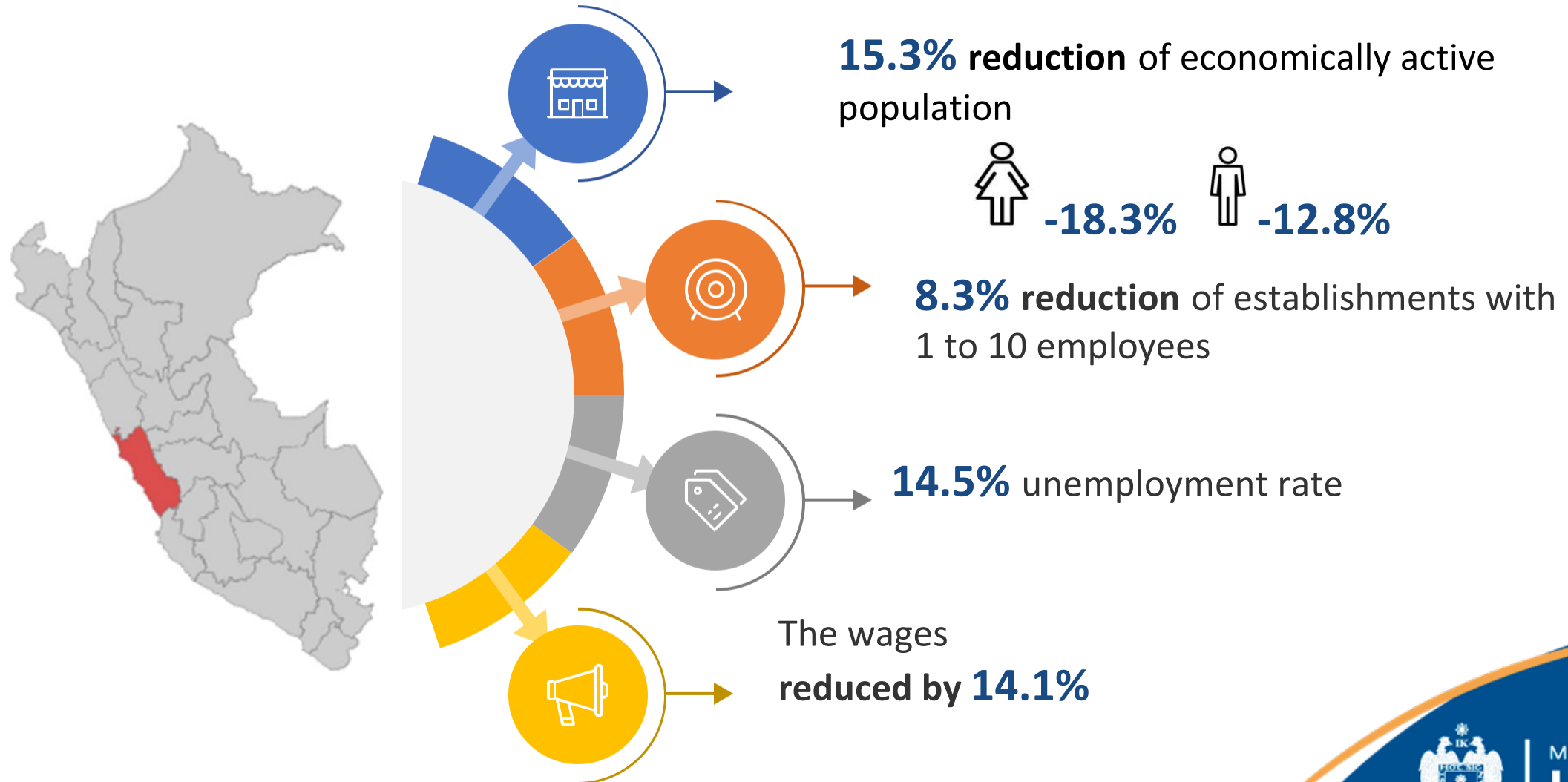
All this in order to develop a strategy that directs inter-institutional efforts towards overcoming the current crisis, through measures that alleviate the main effects and promote a sustainable reactivation, based on productive strengths, of the Lima economy, as well as the creation of new competences in the population in the context of a new normality.



THE CONTEXT OF THE ECONOMY OF LIMA

IMPACT ON EMPLOYMENT

THE FIRST TRIMESTER



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THE CONTEXT OF THE ECONOMY OF LIMA

TRENDS & OPPORTUNITIES: CHANGES IN CONSUMPTION



Takeoff of e-commerce in the pandemic

+400% increase in sales
+5M new users



Flexibility in regulations

- New items in criteria for operations in e-commerce
- According to the new guidelines, the operation of unique persons who have RUC enabled is allowed



Increase in digital payments

YAPE is in the TOP 5 most downloaded apps during the pandemic
+19,000 downloads in the last 3 months



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ECONOMIC REACTIVATION PLAN



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SUPPORT PLAN FOR EMPLOYERS AND SMESS

Web portal for the support of
local businesses



+2,000 businesses
+55,000 potential
beneficiaries

Digitalize
your SME



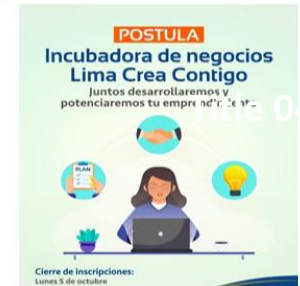
90 diagnostics
261 trainings
4 galleries visited

Trainings
In ventures



+300 virtual trainings
+466,000
beneficiaries

Business
incubators



+540 applicants
150 startups trained
17 in incubation



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SUPPORT PLAN FOR ENTREPRENEURS AND SMES

Online commercial authorizations



138 Shops made a temporary change of shifts.
1,421 Licenses granted

Personalized virtual consulting



338 technical inquiries acquitted (licenses, health security, technical inspections and business management)

Itinerant Markets



103 mobile markets
19 districts
+42 thousand beneficiaries
+ 697 tones of food
+1,318 thousand soles in sales
3 mil producers and supported merchants

Lima Gastronomy



+24 entrepreneurs
+37 thousand in sales
+6 thousand diners



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PLAN FOR INCENTIVIZING THE CREATION OF COMMERCE

Tax Benefits



50% excused taxes
100% excused interest in property taxes
Beneficiaries:
 Commercial store owners
 Productive merchants
 Merchants in the process of formation

Displacement of illegal citizens



3 inhabited spaces
1,500 informal merchants relocated
2,000 attendees per/day **10 thousand** soles in daily sales

Formalize Lima



1,287 comerciantes capacitados en formalización
161 comerciantes iniciaron el proceso de formalización
72 comerciantes formalizados tributariamente

Realized alliances



Alliance with WOCCU,
 Potentiate your business - OIT and Guerrero Emprendedor - PNUD:
213 registered merchants
66 supported their plans for their business



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Covid-19 Plan of Biosecurity



88% galleries around Lima implement biosecurity plans
+380 galleries helped to implement the plans
+365 door-to-street businesses were sensitized

Market models



+52 private and public markets with biosecurity protocols
+2,300 market owner beneficiaries

Implementation of Terraces



10 Terraces implemented in the Historical Center of Lima
 Objective: increase the capacity of restaurants and increase their sales

AT Gastronomy



+ 77 market stands
+ 20 restaurants CHL
+ 03 waiter associations



Work Perú



3 Eligible projects for
immediate intervention
activities

600 thousand soles transferred

180 jobs created

Lima
Safe Destination

105 restaurants and hospitals
accommodated with sanitary
protocols

37 audited inspectors

65 Audited touristic
establishments

Virtual sightseeing
tours

15 touristic attractions
+16 thousand
participants



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PLAN OF PROMOTING EMPLOYMENT

Capacitaciones en
habilidades blandas
y empleabilidad



+90 virtual trainings
+5,200 beneficiaries

Specialized
Courses



6 courses
490 beneficiaries

Lima Market



1000 entrepreneurs
3000 Products on the window

AT Gastronomy



+36 workshops
4,620 beneficiaries



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TERRITORIAL STRATEGY LIMA TE CUIDA



Lima Te Cuida is a metropolitan strategy with a territorial approach that promotes neighbourhood-scale interventions to **prevent, mitigate, monitor and deliver services to citizens** in the context of the COVID-19 pandemic.



- The neighbourhoods to be intervened are prioritized based on a **geospatial analysis**
- The services and actions are organized into 10 lines of action based on **the daily experience of the neighbourhoods.**



LIMA: +9,000,000
hab.

20.5% under the poverty

**Health Services
Stopped
which
Paralyzed
economy**

**Mobility
Services**

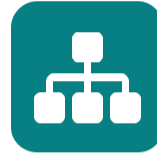
restricted.



DATA FOR TAKING DECISIONS

**¿How to prioritize what
territories to assist first?**

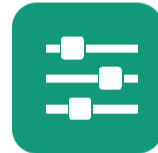
Spatial Index of the Vulnerability to Covid



Indicator 01.
High presence of the elderly



Indicator 02.
High population density



Indicator 03.
High level of housing overcrowding



Indicator 04.
High concentration of poverty and extreme poverty



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Lima Te Cuida – Innovative model of intervention

Idea 1.

USE OF TECHNOLOGY

Use of geospatial analysis tools to prioritize interventions in the most vulnerable territories

Idea 3.

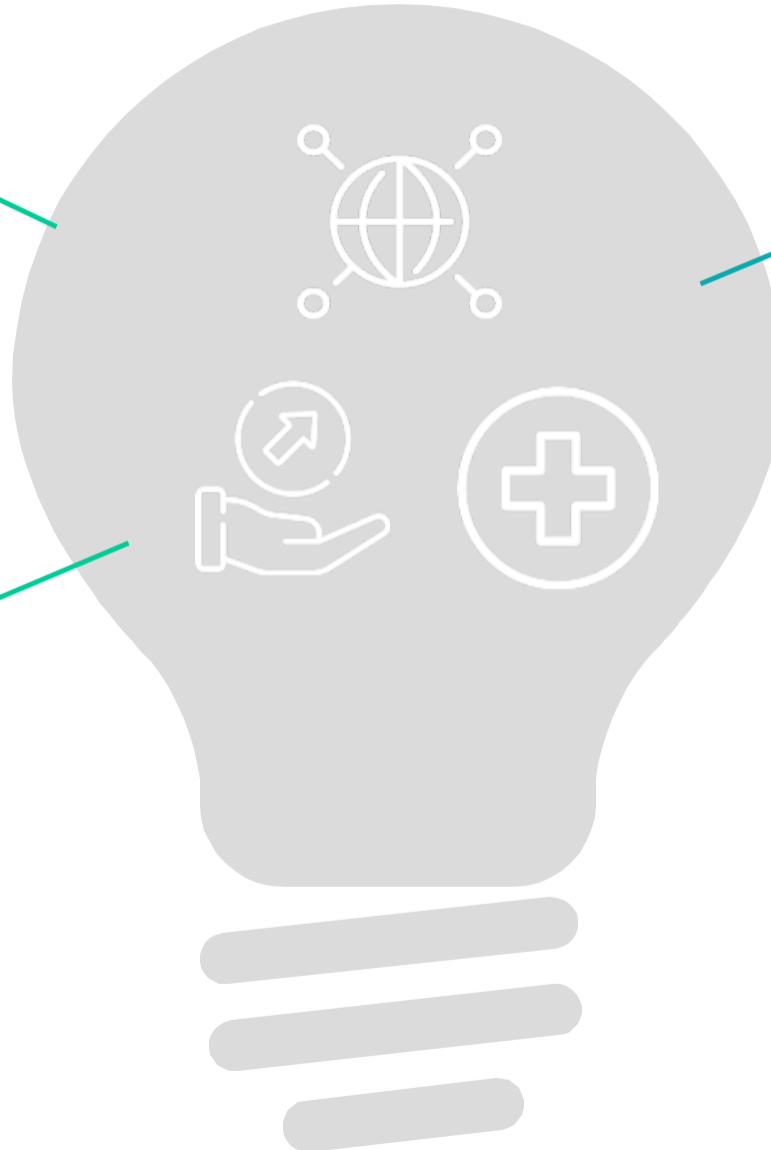
SOLUTIONS FOR THE CITIZEN

Integrated package of interventions focused on everyday neighbourhood dynamics

Idea 2.

CONTINUOUS ADAPTATION AND IMPROVEMENT

Based on periodic measurements and citizen feedback, improvements



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