



MUNICIPALIDAD DE  
**LIMA**

# 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.

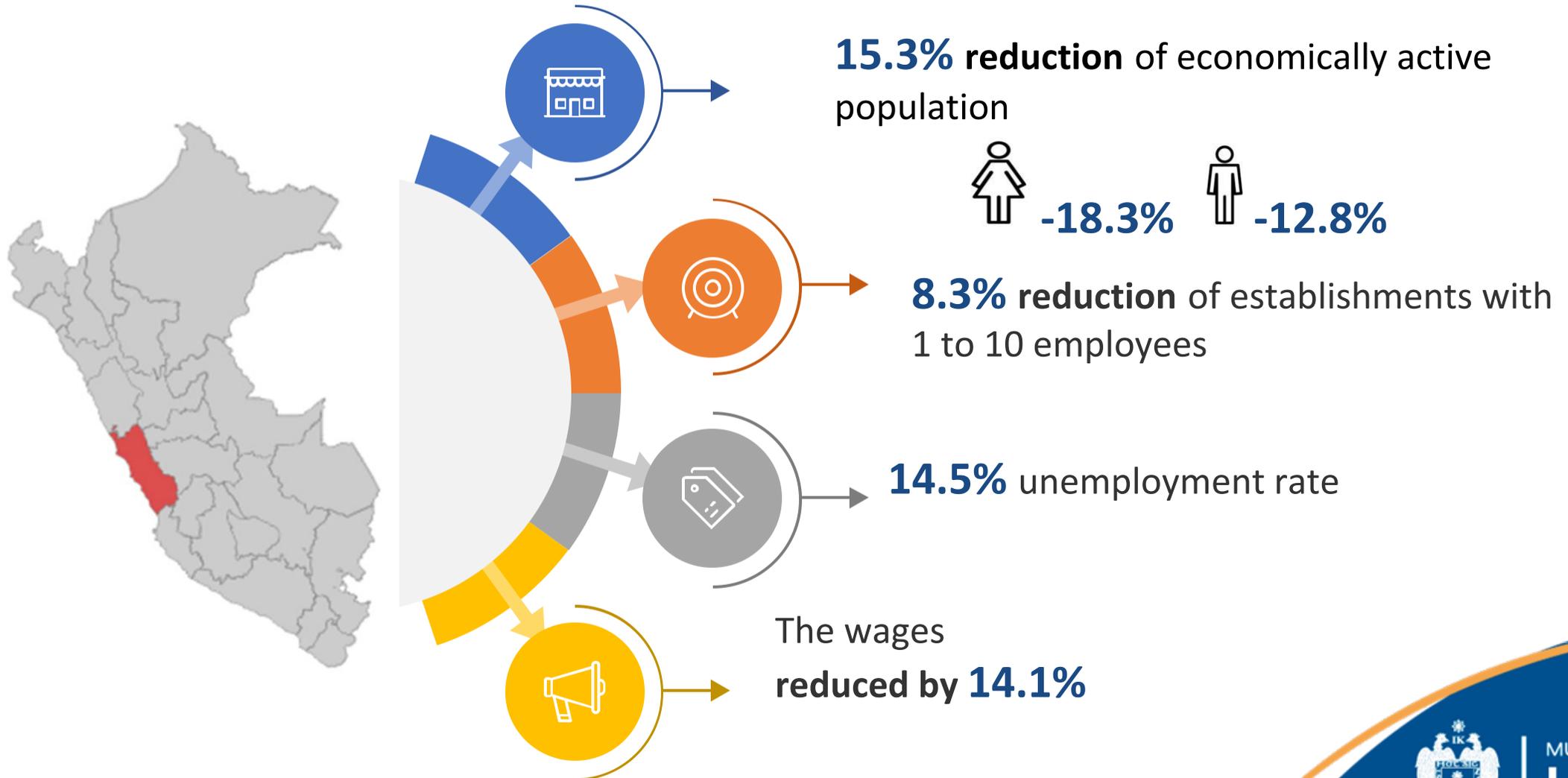
All this in order to develop a strategy that directs inter-institutional efforts towards overcoming the current crisis, through measures that alleviate the main effects and promote a sustainable reactivation, based on productive strengths, of the Lima economy, as well as the creation of new competences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



# THE CONTEXT OF THE ECONOMY OF LIMA

## IMPACT ON EMPLOYMENT

### THE FIRST TRIMESTER



# 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

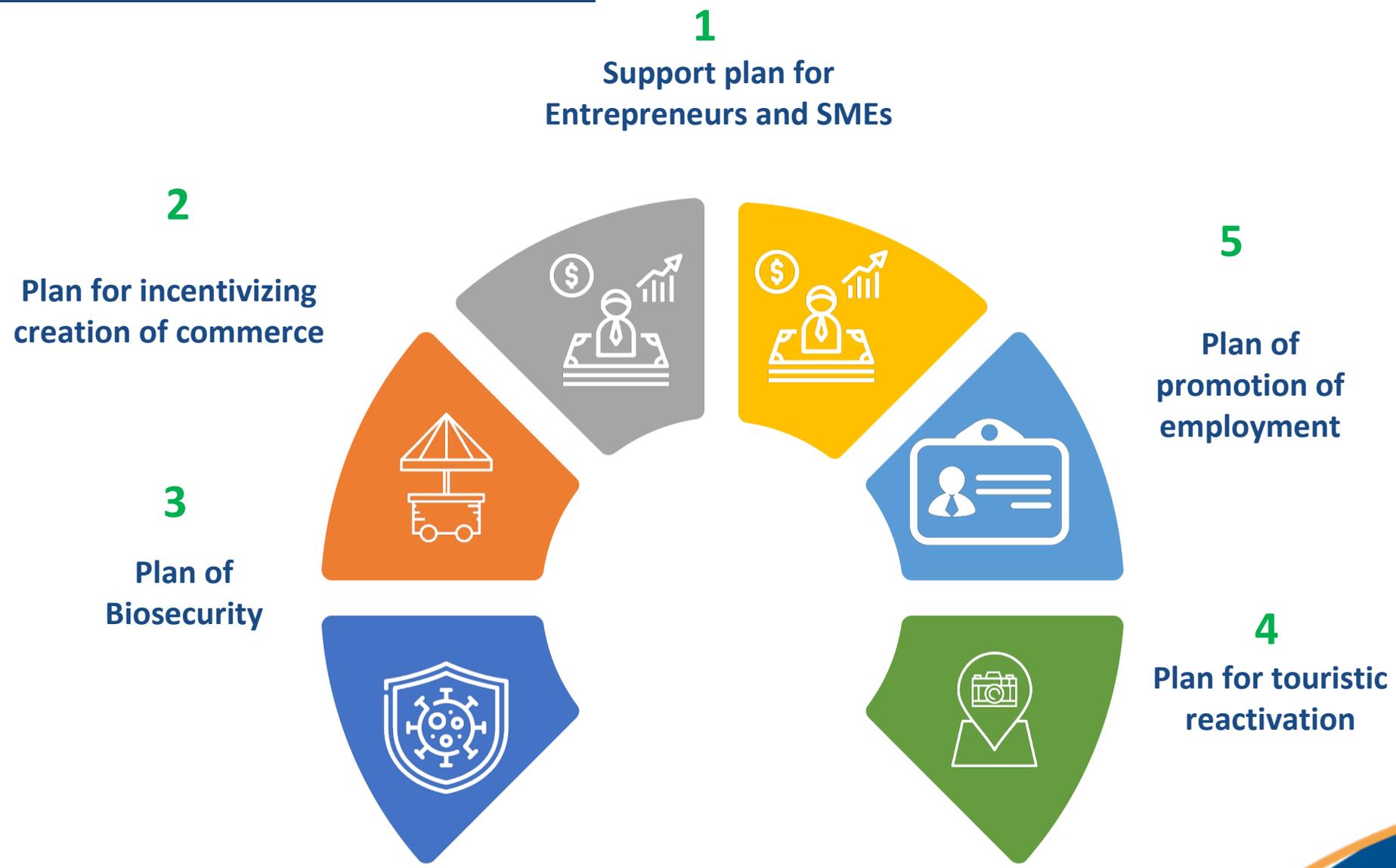
- New items in criteria for operations in e-commerce
- According to the new guidelines, the operation of unique persons who have RUC enabled is allowed



### Increase in digital payments

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

# ECONOMIC REACTIVATION PLAN



1

# SUPPORT PLAN FOR EMPLOYERS AND SMES

Web portal for the support of local businesses



**+2,000 businesses**  
**+55,000 potential beneficiaries**

Digitalize your SME



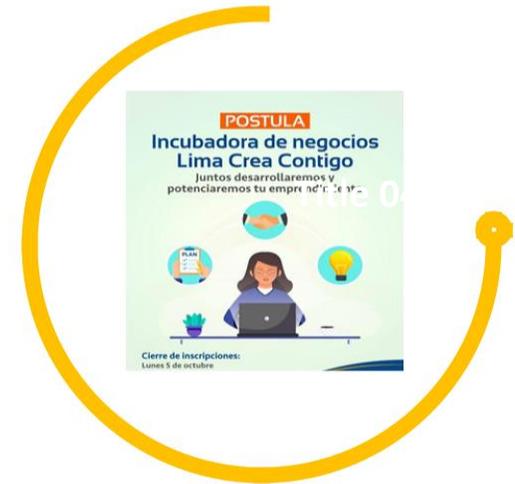
**90 diagnostics**  
**261 trainings**  
**4 galleries visited**

Trainings In ventures



**+300 virtual trainings**  
**+466,000 beneficiaries**

Business incubators



**+540 applicants**  
**150 startups trained**  
**17 in incubation**



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## 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



# 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



## 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



# 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.**



**COVID-19: RETOS INICIALES**

**LIMA: +9,000,000**  
hab.

**20.5% under the poverty**

**Health Services Stopped which Paralyzed economy**

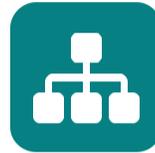
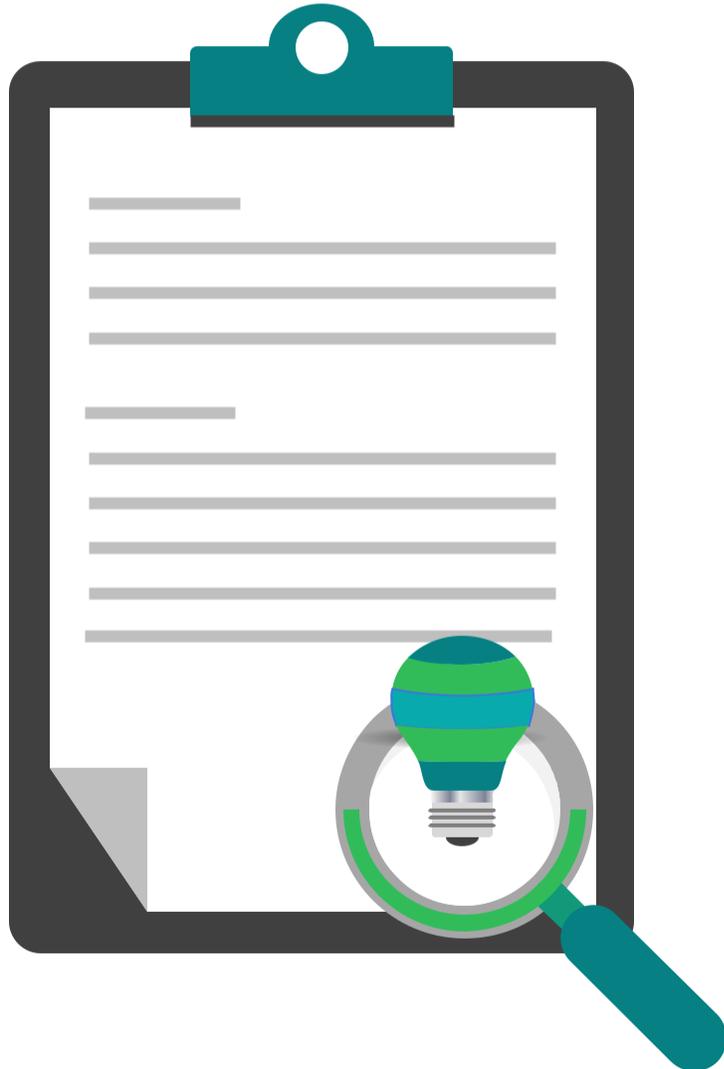
**Mobility Services restricted.**



# **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



# Lima Te Cuida – Innovative model of intervention

## Idea 1.

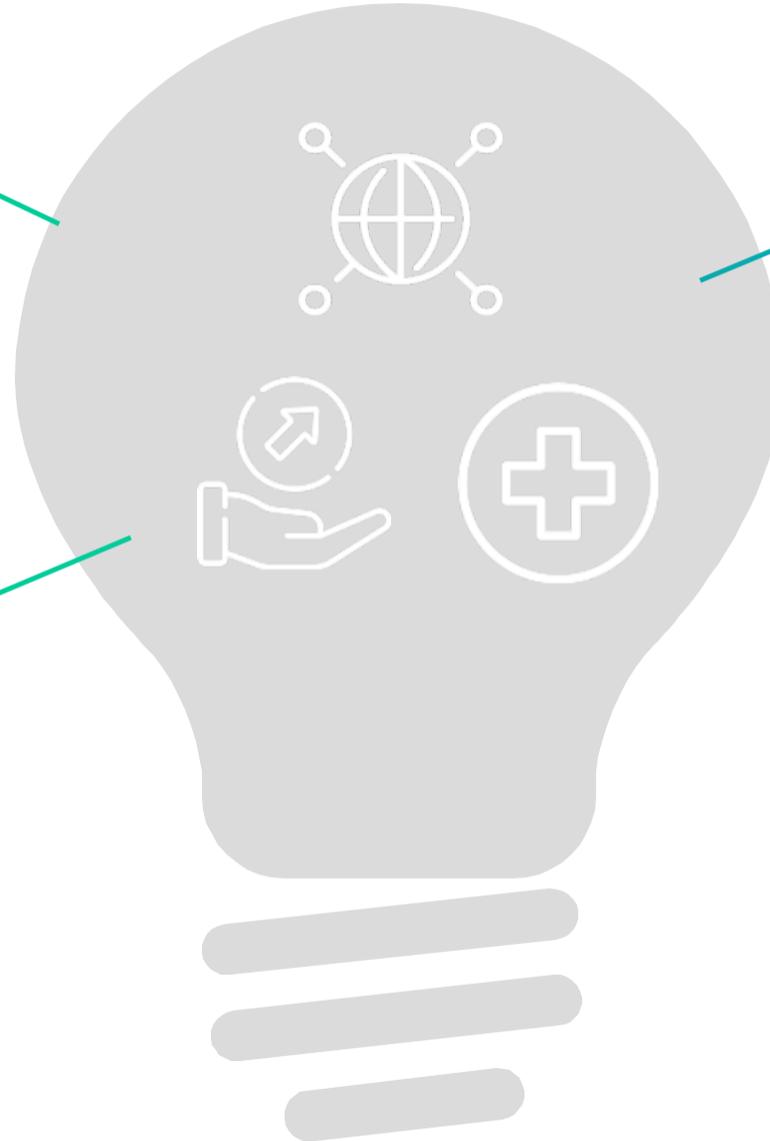
### USE OF TECHNOLOGY

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

