



Financial support for the digital transition of bookshops

STAR'UP PME

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Financial support for the digital transition of bookshops

Eligible entities

For the purposes of this Call, eligible projects are those submitted by Portuguese or foreign bookshops that declare under oath that they have the means and resources necessary to carry out the contracted investment, namely ensuring the acquisition of software and hardware as well as digital tools that enable distance selling.

They must also:

- Be regularly constituted and able to carry out their activity in Portugal (an establishment or a branch in national territory), at the time of submitting the application;
- Have the CAE 47610 or CAE 47790;
- Have more than 50% of the store's total display area dedicated to the sale of books;
- Have a turnover in non-school books of more than 50% of their annual turnover;
- Have organized accounting;

Bookstores that are part of bookstore chains can apply individually, as long as each one has its own Tax Identification Number.

It should also be noted that Bookshops owned by Higher Education Institutions or by Central, Local and Regional Administration Services and Bodies, or by the State's business sector, are not eligible for this Grant.

It should also be noted that:

- Bookshops owned by Higher Education institutions or by Central, Local and Regional Administration Services and Bodies, or by the State business sector, are not recipients of this Support Line.
- Each bookshop can only benefit from the support once in the duration of this PRR submission.
- Do not own or have owned more than 50% of the capital, by themselves or by their spouse, who is not separated, or by their ascendants and descendants up to the first degree, as well as by anyone who lives with them in conditions similar to those of their spouses, in a company that has not complied with a notice to return support under an operation supported by European funds.

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Geographical area

The entire national territory.

Funding rate

The support to be granted under this Notice is in the form of a non-refundable grant.

The funding is 100% of the eligible costs and may never exceed the absolute maximum of €18,885.00 per application, always subject to the maximum limit of 200,000 euros over three financial years per single company, under the de minimis Regulation;

Eligible and ineligible expenses

Eligible expenses for the respective final beneficiary are those arising from the acquisition of a set of hardware and software equipment and instruments, with a view to modernization and improvements at the digital level:

- Acquisition of peripheral units (scanner for books, external disks, e-reader, etc.);
- Updating or acquiring computer programs for procurement systems, financial management systems (integrated invoicing system), ordering systems, stock management systems and real-time inventories;
- VPN and Wi-Fi network systems;
- Closed circuit communication systems between booksellers;
- Upgrade of a website for our own online sales;
- Acquisition or improvement of security system/ anti-theft system.

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The following are ineligible expenses:

Expenses incurred by the final beneficiary under financial leasing, rental or long-term rental operations.

Normal running costs of the final beneficiary, not provided for in the contracted investment, as well as maintenance and replacement costs and costs related to periodic or continuous activities;

Cash payments, except in situations where this proves to be the most frequent means of payment, depending on the nature of the expenditure, and provided that the unit amount is less than 250 euros;

Expenses paid under contracts made through intermediaries or consultants, where the amount to be paid is expressed as a percentage of the amount financed by the PRR or of the eligible expenses of the operation;

Acquisition of goods in a state of use;

Value Added Tax (VAT), whether or not recoverable by the final beneficiary, without prejudice to the provisions of Article 2(1) and Article 16, both of Decree-Law 53-B/2021 of June 23, and other applicable legislation;

Working capital;

Expenses provided for in the PRR that have been financed by other EU funds.

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