Support, with alternative proposals, from the Plataforma Pymes to the institutional campaign "Spain For Sure" to project a positive image of Spain after the harshest effects of the Covid-19 pandemic

June 24, 2020 - The Plataforma Pymes supports the institutional campaign "Spain For Sure" launched, among others, by the Spanish Government and the European Union, as an important instrument for the worldwide dissemination of the image of reliability and security in our country as a destination of trust after the harshest effects of the Covid-19 pandemic.

However, as alternative proposals to reinforce the objective of this campaign, the Plataforma Pymes proposes to the Spanish Government and the EU, the assessment of the possibility of including the following modifications in this campaign:

1. The incorporation of other representatives of Spanish civil society and the EU, in addition to the representatives elected for the campaign who are known worldwide:

- SME and self-employed entrepreneurs, especially from the tourism industry, who during the state of alarm caused by the pandemic, have maintained their business activity by being considered an essential service. As well as employees of these SMEs and self-employed. With special reference to the fact that this representation could be made by women who have played this role, specifically women who have had to combine teleworking with family care during the pandemic.

- Civil servants in essential services, such as health care, who with their enormous effort have been on the front line fighting for Public Health. With special reference to the fact that such representation could be done by women who have played this role.

- A representative of SME United, European employers' association for SMEs

- Citizens of the European Union and the United Kingdom, with permanent residence in Spain, which would add value to the campaign.

- Representative of the Council of Medical Associations

- A victim recovered from COVD-19 or a relative of a deceased person.

- This image of security and trust could also be made visible through the EU institutions and their representatives, who are not nationals of Spain, members of the European Parliament, and senior politicians of the European Commission. With special reference to the fact that such representation could be held by women.

  In the same way and from international health organisations, a representative of the WHO in Europe, a representative of the ECDC and a member of the EU

Scientific Committee of Experts could be incorporated, who in all cases would not be Spanish nationals. With special reference to the fact that this representation could also be held by women.

With these additions to the visual campaign, the Plataforma Pymes considers that a greater image of security would be conveyed and a clear message would be given that both Spanish civil society and that of the European Union would be making the message of "Spain For Sure" their own.

2. This message could be reinforced by specific material facts, such as the proposal made by the Plataforma Pymes for a State Pact for the conditional rescue of the Spanish economy in its health aspect, signing as soon as possible the ESM credit to have as soon as possible the necessary funds to cure and prevent the transmission of the virus and control possible outbreaks with the application of the three TTTs (Testing Tracking and Tracing), to actively participate in the Coronavirus Global Response for research into antivirals and vaccines, as well as to allow Spain to increase its contribution to the EU's Emergency Support Instrument in order to reliably accredit its participation in the Advance Purchase Agreements to be established by the EU on behalf of the Member States, with vaccine producers in an attempt to accelerate vaccine production.

3. Finally, to encourage the use of the mask among the Spanish and European citizens, thus contributing to the improvement of Public Health against the virus, proposing that in future promotional events of the campaign, the participants, with absolute naturalness, appear with the mask.