



A town in Cádiz creates the 'jimenos', a local coin that recovers the culture of barter

LOCATION: Jiménez de la Frontera (Cádiz)

DURATION: 1'50"

SUMMARY: A town in the province of Cádiz, Jimena de la Frontera, has created a local currency, the 'Jimenos'. It can be obtained offering services, or selling artisan or second hand products. This initiative has been created with the aim of giving an economic relief to those people who have been more affected by the economic crisis: unemployed people and elders. This initiative is supported by the Association for the Promotion of the Complementary Currency of Jimena de la Frontera and already counts on 36 people. In the future they intend to extend it to the establishments of the area.

VTR:

Manuel is a student and once in a while he does small repairs. Although his invoice it is not in euros but in jimenos, the local coin of Jimena de la Frontera, a town in Cádiz.

MANUEL VALLE
Student

"There's no movement at the labour market, so if there isn't labour market, there isn't a physical currency, this means that it is necessary that something alternative exists."

EDUARDO FERNÁNDEZ
Hotel owner

"The moment we sell a product or offer a service to someone we generate the currency, which is not a physical currency, it is registered in a passbook so later we can exchange them for other service or product that comes from other person."

To enter inside this local economy, we just need to sign in in one of the lists published in several parts of the town and offer something that others may need.

EDUARDO FERNÁNDEZ
Hotel owner

"We can find from a bricklayer to a person who offers bread or products that come from his orchard."

A measure that intends to offer an economical relief to those who are suffering the consequences of the economical crisis more than others: unemployed people and elders.

EDUARDO FERNÁNDEZ
Hotel owner

"What social currencies intend is to giving more purchasing power without depending on the euro, so they can save euros to pay for things that need to be paid with them."

A market where we can also find second hand products.

EVA JIMÉNEZ
Glass artisan

"Everybody has a lot of things that are still in good condition: people with kids, clothes become too small very fast, or new things that you stop dressing."

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