

SARURE Thematic Seminar 1 “Complementary services/initiatives to retail in rural areas”

June 19th – 20th 2019, Freyburg (Germany)

Wednesday, 19th June 2019 Venue: Council Hall, Freyburg	
8:55	Pick up at the Hotel “Alter Speicher” in Freyburg, approximately 5 minutes’ walk
9:00	Registration Council Hall
9:15 – 9:30	Welcome by the Mayor of Freyburg, Mr. Udo Mänicke
9:30 – 10:15	<p>Exchange of Good Practices (I): Different Models for Multiservice Shops</p> <ul style="list-style-type: none"> • Service Points in Söderhamn (P5 Municipality of Söderhamn, Sweden) • Village Shop “Utulan Kyläkauppa” (P4 Region South Karelia, Finland) • Rural Multiservices in Aragon (LP Chamber of Commerce Teruel, Spain) • Ferry Kiosk of Jänkäsalo (P4 Region of South Karelia, Finland) <p>Q&A</p>
10:15- 10:45	<p>Exchange of Good Practices (II): Additional services to retail in Open Shopping Districts</p> <ul style="list-style-type: none"> • Open Malls in Aragon (P2, Government of Aragon, Spain) • Open Mall in Argos Orestiko (P3 & P9 Western Macedonia, Greece) <p>Q&A</p>
10:45 – 11:15	Coffee break and possibility to have a look on the Service Bus experience
11:15 -12:15	<p>Exchange of Good Practices (III): Leisure/Social Initiatives supporting retail</p> <ul style="list-style-type: none"> • Wimlandia (P8 Local Action Group “South Warmia”, Poland) • Breakfast in South Warmia (P8 LAG “South Warmia”, Poland) • Tubbercurry Old Fair Day (P7 County of Sligo, Ireland) • Direct Marketer Association (P6 Municipal District Burgenlandkreis, Germany) <p>Q&A</p>
12:15 – 12:30	<p>Programmes in force to support retail in rural areas the Advisory Lead Partner promotes in cooperation with P2 Regional Government of Aragon:</p> <ul style="list-style-type: none"> • Programme to ensure Generational Relay in Rural Retail in Aragón (ALP Chamber of Commerce Teruel and P2 Government of Aragon) • Programme for Direct Entrepreneurial Support to Rural Entrepreneurs in Aragón (PAED): Retail Cases (P2 Government to Aragon and ALP Chamber of Commerce Teruel)
12:30	Departure to the Youth Leisure Center in Schönburg.
13:00 – 14:30	Lunch in Schönburg
14:30 – 15:00	Departure to Naumburg.
15:00 – 16:30	<p>Study Visit I</p> <p>Meeting with representatives of Naumburg “Agricultural and Sales Association”, the apple market in Naumburg and different examples of direct marketers, which comprises both one-man-companies and big companies, all represented under the goal of offering the clients products of the region in a direct and short way (Motto: <i>Short Way-High Pleasure</i>).</p> <p>Visit of different local experiences.</p>
16:30 – 17:00	Departure to Schleberoda

17:00 – 19:15	<p>Study Visit II</p> <p>Presentation of the “Funding Programme to support small retail in rural areas”. The “Village Community Shop Programme” is part of it.</p> <p>Presentation of the “Village Mobility Programme to ensure the daily demand of the population”. The regional Association in Schleberoda has developed a mobility concept named “From rural individual traffic to rural carsharing – a model to increase live quality in rural areas”.</p>
19:15 – 19:30	Departure to the ducal vineyard of Freyburg.
19:30 – 22:00	Dinner in the ducal vineyard.

Thursday, 20th June 2019																																	
Venue: Information Center „Mondsee“, Hohenmölsen																																	
8:00	Pick up by the Hotel in Freyburg and departure to Reichardtswerben.																																
8:30 – 9:00	<p>Study Visit III</p> <p>Visit of a small retail in Reichardtswerben “Tante Emma Laden” part of the “Village Community Shop” programme.</p> <p>Welcome by the mayor Mr. Bernecker.</p>																																
9:00 – 9:30	Departure to Hohenmölsen, Mondsee and Welcome by the mayor, Mr. Haugk in the coal region.																																
09:30 – 13:00	<p>Bilateral Tutorials between Advisory Lead Partner and partners:</p> <table border="1"> <thead> <tr> <th></th> <th>Tutorial on ‘Good Practices, Stakeholders Groups, Learning Workshops’</th> <th>Tutorial on ‘Budgeting’</th> <th>Tutorial on ‘Communication’</th> </tr> </thead> <tbody> <tr> <td>9:30 – 10:00</td> <td>Aragon</td> <td>South Karelia</td> <td>Western Macedonia</td> </tr> <tr> <td>10:00 – 10:30</td> <td>Western Macedonia</td> <td>Aragon</td> <td>South Karelia</td> </tr> <tr> <td>10:30 – 11:00</td> <td>South Karelia</td> <td>Western Macedonia</td> <td>Aragon</td> </tr> <tr> <td>11:00 – 11:30</td> <td>Söderhamn</td> <td>Burgenlandkreis</td> <td>South Warmia</td> </tr> <tr> <td>11:30 – 12:00</td> <td>Burgenlandkreis</td> <td>Söderhamn</td> <td>Sligo County Council</td> </tr> <tr> <td>12:00 – 12:30</td> <td>Sligo County Council</td> <td>South Warmia</td> <td>Söderhamn</td> </tr> <tr> <td>12:30 – 13:00</td> <td>South Warmia</td> <td>Sligo County Council</td> <td>Burgenlandkreis</td> </tr> </tbody> </table>		Tutorial on ‘Good Practices, Stakeholders Groups, Learning Workshops’	Tutorial on ‘Budgeting’	Tutorial on ‘Communication’	9:30 – 10:00	Aragon	South Karelia	Western Macedonia	10:00 – 10:30	Western Macedonia	Aragon	South Karelia	10:30 – 11:00	South Karelia	Western Macedonia	Aragon	11:00 – 11:30	Söderhamn	Burgenlandkreis	South Warmia	11:30 – 12:00	Burgenlandkreis	Söderhamn	Sligo County Council	12:00 – 12:30	Sligo County Council	South Warmia	Söderhamn	12:30 – 13:00	South Warmia	Sligo County Council	Burgenlandkreis
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13:00	<p>Steering Committee:</p> <ol style="list-style-type: none"> 1. Assessment of the meeting. 2. Tasks and deadlines for next works. 3. Planning of Thematic Seminar II in Söderhamn (Sweden) on “Potential of ICTs in rural retail SMEs”. 																																
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