

SARURE Thematic Seminar 2
“Potential of ICTs in Rural Retail SMEs”
September 25th – 26th 2019, Söderhamn (Sweden)

Wednesday, 25th September 2019	
Venue: Erik-Anders Gården, UNESCO World Heritage Farmhouse	
8:20	Meet by the bus on the square outside your hotel for departure to the conference venue
9:00	Registration
9:15 – 9:30	Welcome by John Erik Jansson, Mayor of Municipality of Söderhamn
9:30 – 9:40	State of the art of SARURE project: where we are, what is pending Plenary Session conducted by LP.
9:40 – 10:00	<u>Exchange of Good Practices (I): Multichannel experiences</u> <ul style="list-style-type: none"> • Local Food Nodes (P5 Municipality of Söderhamn, Sweden) • The REKO system in Finland: South Karelian REKO area (P4) Q&A
10:00- 10:40	<u>Exchange of Good Practices (II): The Case of T-ZIR Retail Accelerator in Aragon</u> <ul style="list-style-type: none"> • Presentation of Zaragoza Centre for Retail Innovation (T-ZIR) • ZERCA experience for digital transformation of retail (T-ZIR) Q&A
10:40 - 11.00	Coffee break
11:00 – 11:30	<u>Exchange of Good Practices (III): E-commerce Approaches</u> <ul style="list-style-type: none"> • The Case of “Aceros de Hispania” SME: selling steel objects worldwide from a small village in Teruel. • On-line Fur Sales Shop (P3 Region Western Macedonia & P9 University of Western Macedonia)
11:30 -12:00	<u>Exchange of Good Practices (III): E-commerce Approaches</u> <ul style="list-style-type: none"> • Programme for Customers Loyalty and Analysis of Results by Teruel Historical Centre Retailers Association (P2, Government of Aragon, Spain). • E-commerce experience by Binefar Retailers Association (P2, Government of Aragon, Spain) • On-line platform promoted by Calanda Retailers Association (LP Chamber of Commerce Teruel, Spain) Q&A
12:00 – 12:30	<u>Exchange of Good Practices (IV): Smart Initiatives impacting on Retail</u> <ul style="list-style-type: none"> • The Grow Remote Conference Experience (P7 County of Sligo, Ireland) • INKA+ the interactive map for the Burgenlandkreis – online presentation of small retail (P6 Municipal District Burgenlandkreis, Germany) • GP by P8 Local Action Group Association “South Warmia” Q&A
12:45 -14:00	Lunch at Erik-Anders Gården prepared by “Grön Front” the organization who’s running “Local Food Nodes”. They will give us some background on the “Local Food

	Nodes" project. Departure by bus to our Study Visit
14.30 – 15.30	<u>Study Visit I</u> Trönö village and the Service Point (Multiservice shop) there. Lena will tell us about the work their community do to develop the village and how they have saved their local shop which is now an appointed Service Point.
16.00-17.30	<u>Study Visit II</u> Ranbogården Country House and organic farm. This business is using "Local Food Nodes" digital platform as a tool to sell their products (this is a Good Practice to be shared during the seminar). Café with homemade cookies and coffee. As a second stop, the Service Point (Multiservice Shop) in Bergvik will be visited.
17.45	Back at the hotel, private time allowed before dinner.
18:45 19.00	Meet in the reception area and we take a walk to the dinner venue. Dinner at "Kvarnen" in Söderhamn

Thursday, 26th September 2019	
Venue: Rådhuset, Söderhamn	
08.00	Departure by bus to our Study Visit Stråtjärä
8:30 – 9:30	<u>Study Visit III</u> Visit a to the third Service Point "Tempo Stråtjärä", having there an introduction regarding how Söderhamn is developing the broad band internet connection system- soon available in every village – and the role it plays for SMEs.
9:30 – 9.50	Return to Söderhamn and conference venue
10:00- 10:15	Presentation of the conclusions of the Mapping Analyses conducted Plenary Session conducted by LP
10:15 -11:00	Debate on Sales Regulation and Opening Hours in SARURE territories Moderated by LP.
11:00 -11:15	Coffee break
11:15- 11:30	Uploadment of SARURE Best Practices into Interreg Europe Platforms Plenary Session conducted by LP.
11:30 – 13:00	Bilateral Tutorials between Lead Partner and partners:
13:15	Steering Committee: <ol style="list-style-type: none"> 1. Assessment of the meeting. 2. Tasks and deadlines for next works. 3. Planning of Thematic Seminar III in South Karelia (Finland) the 1st and 2nd April 2020 on "Innovative financial and promotional options for Rural Retail". 4. Dates for Workshop on Action Plans in Sligo (June - November 2020)



14:00	Lunch at "Grosshandlaren" Söderhamn
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