

SARURE On-Line Thematic Seminar 3
“Innovative promotional & financial options for Rural Retail SMEs”

| Tuesday, 16th June 2020 | |
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| 10:00 – 10:15 | Greetings State of the art of SARURE project: where we are, what is pending (LP) |
| 10:15 – 11:00 | <u>Exchange of Good Practices (I): Promotional Initiatives for Rural Retail</u> <i>(6 minutes max. per GP)</i> <ul style="list-style-type: none"> • The Extended Store (LP Chamber of Commerce Teruel, Spain) • Almi & Movexum support to SMEs promotion (P5 Municipality Söderhamn) • Karjalove, SMEs marketing & cooperation network (P4 South Karelia, Finland) • Hand-Made Sale Unstrut (P6 Municipal District Burgenlandkreis) • Commercial Revitalization through Fairs (P2 Government of Aragon) • Bonus issuance on the part of the Municipality of Teruel as economic reactivation measure (LP Chamber of Commerce) |
| 11:00 – 11:30 | Questions & Answers¹ |
| 11:30 – 11:45 | Quiz game! |
| Wednesday, 17th June 2020 | |
| 10:00 - 10:45 | <u>Exchange of Good Practices (II): Financial Initiatives for Rural Retail</u> <i>(6 minutes max. per Good Practice)</i> <ul style="list-style-type: none"> • Sligo 2018 Retail Support Programme (P7 Sligo County Council, Ireland) • Financial assistance for the development of SMEs in the Warmian-Masurian Voivodship (P8 Local Action Group Association “South Warmia”, Poland) • Pallet of Financial Tools in Western Macedonia (P3 Region Western Macedonia & P9 University of Western Macedonia, Greece) • Financial Programme for Rural Development available by the Swedish Agency for Economic and Regional Growth (P5 Municipality of Söderhamn, Sweden) • Kaakonkantri tool for applying for funding (P4 Regional Council South Karelia) • Grants for Rural Retail provided by Provincial Government of Teruel (LP) |
| 10:45 – 11:15 | Questions & Answers |
| 11:15 – 11:30 | Quiz game! |
| Thursday, 18th June 2020 | |
| 9:00 - 9:30 | Presentation on Action Plans to be produced by November 2020 (LP) Q&As |
| 9:30 – 10:30 | Steering Committee: <ol style="list-style-type: none"> 1. Progress Report 4: Activity, Financial and Policy Instruments Reports 2. Overall assessment of the process of Exchange of Experiences: n^o GPs exchange; n^o published in website; n^o published in the programme platforms. 3. Production of a Collection of SARURE Good Practices. 4. Bilateral Meetings & Feasibility Studies for transferences 5. Workshop on Action Plans and Study Visit in Lappeenranta (23rd-24th Sept) 6. Increased Capacity Surveys 7. Other topics |
| 10:30 | End of the meeting |

¹ During the presentations, the partners will send their questions via chat and the moderators will collect them all and will pose them to speakers during this session.