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# ACTION PLAN BURGENLANDKREIS



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# **SARURE – Action plan for the promotion rural retail in the Municipal District Burgenlandkreis**

## **General Information:**

Project: SARURE - Save Rural Retail

Partner Organisation: Burgenlandkreis

Country: Germany

NUTS2 region: Saxony-Anhalt

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## 1. Introduction

From 2018 onwards the rural regions from Spain, Greece, Finland, Poland, Sweden, Germany and Ireland have cooperated in the Interreg Europe Project SARURE to improve policies supporting SMEs competitiveness of the partner regions by promoting rural retail SMEs creation, development, growth and engagement in innovation. All regions have demographic problems and small retail offer in the rural area is declining.

The objectives are:

- To identify, describe, exchange and share the best practices and policies implemented in partner regions.
- To integrate the knowledge gained in the project into the policies supporting SMEs of partner regions.
- To achieve widespread dissemination of project outputs to target groups in partner territories.
- To make the largest possible audience aware of the results.

The partners have implemented the following activities:

- Drafting of Mapping Analyses of the state of rural retail for each partner territory.
- Identification and exchange of good practices.
- Bilateral Meetings between partners for the transfer of experiences.
- Drafting of Action Plans which will transform the lessons learnt in the project into actions:
  - The improvement of the policy instruments.
  - Contacts with stakeholders and beneficiaries.
  - Results and conclusions.

This Action plan describes three actions, which the Burgenlandkreis will implement in the next 2 years on the basis of the results of interregional exchange of experience and mutual learning between the European partner regions.

## **2. Description of the Regional Action Plan**

### **Policy Context:**

The Action Plan Aims to impact: Other regional development policy instrument

Name of Policy Instrument addressed: Funding Programme Village Community Shops Saxony-Anhalt

### **2.1. Action 1: Development of Village Community Shop in Schleberoda, Burgenlandkreis**

#### **2.1.1. Relevance to the project**

In the course of the SARURE project a project application for the establishment of a village community shop in Schleberoda has been supported with the help of the experiences of other project partners. Especially experiences from Village shops from Spain have been taken into consideration that combine different elements from selling goods, cafeteria, internet, postal services etc. Funding of 25,593 Euro has been awarded to this project idea by the Ministry of Environment, Energy and Agriculture of Saxony-Anhalt in the framework of a pilot action call implemented in 2019.

The funding was provided for the implementation of a market analysis with feasibility study to further develop the concept for the village community shop. Which products / offers should be the core business? Which additional services should be provided? Which activities are foreseen for the meeting area? The proposed offers should be further developed and tested to reach the level of realisation. In a second stage further funding could be obtained for the building the infrastructure of the village shop.

Based on the experiences of the first call the ministry decided to develop a mainstream programme of the ministry for the next years which provides funding for further village community shops in Saxony-Anhalt. The Burgenlandkreis has supported this process. The new program will be published End 2020.

The major from Schleberoda Dr. Reglich participated in the SARURE Workshop and collected direct experiences from the project partners that inspired the development of the project. Especially valuable was the first SARURE Workshop in Spain, where the visit to the Multiservice Shops in the province of Teruel was the main inspiration source. Further input was used from different partner presentations during the project meeting in Freyburg (ferry kiosk in Jänkäsalo, Village Shop in Utulan - Finland, Service Points Söderhamn- Sweden). Lessons learnt have been the combination of different offers besides selling goods. Especially creating a location for social interaction.

On the basis of the interregional learning the following points have been integrated into the shop concept: Point for meeting and order products to ensure that older and less mobile inhabitants can have access to affordable offer of goods. The products will be transported to the homes. User will save time, money and car drives. Creation of a meeting point, which is accessible without barriers – so far steps are a barrier for older people. Offering regional products, that are not available in local super markets like wine, honey, meat, cheese. Creation of a destination that attracts also tourists. Culinary and cultural offer is also directed to neighbouring communities.

Burgenlandkreis has implemented regional stakeholder meetings to discuss about the development of the village community shops based on the interregional experiences. There have also been bilateral meetings between the district administration and the village representatives. The mayor of Schleberoda has been involved in the SARURE project since the beginning. Dr. Reglich participated in several SARURE partner meetings, that provided many ideas which have been integrated into the application for the village community shop. The administration of the Burgenlandkreis was in intensive contact with the Ministry of Environment, Agriculture and Energy Saxony-Anhalt to receive early information about the upcoming call for the village community shops much in advance. Early discussions took place with the representatives with Schleberoda, which have already been successful with a federal competition for the most beautiful village in Germany. The administration supported the development of the content of the application taking into account the experiences from other European regions.

### **2.1.2. Nature of Action**

The aim of this action is to build a village community shop in Schleberoda (which is a small village located close to Freyburg) Local inhabitants and also tourist should use this shop to buy products for daily needs but also regional products.

The shop will be located in a building owned by the municipality which requires some investments for the renovation. A feasibility study has been implemented from June 2019 until April 2020, where all required actions have been described to establish and operate the shop.

The concept of the shop is based on ordering products by local inhabitants, which they can buy and pick up in the shop without the need to go to the larger cities with their super markets. Furthermore a Café corner should be integrated into the shop, which gives room for meeting and communication of local residents.

The feasibility study contains three main parts: Section A analyses the supply situation in the surrounding area. Section B analyses the demand of the inhabitants and develops the concept for the village shop on this basis. Section C describes the economic operation of the shop which allows a sustainable functioning under the given framework conditions.

The shop will be based on 4 pillars:

**Bestellladen (Order Shop)**

- Selection of regional products, Exchange platform, treasury of trust
- Ordering food products at a nearby supermarket
- Parcel Delivery, Collection for tailor and shoemaker

**LadenCafé (Café)**

- Coffee and Cake, onsite and delivery
- Small food offer

**Event Location**

- Demonstration of baking, cooking and baking courses for all age groups
- Renting for private parties and company events

**Kulturschmiede (Cultural events)**

- Cultural offers, cabaret, readings, exhibitions
- Creative offers, handwork

The needs for renovation of the building will be analysed in the framework of an analysis by a construction engineer, which has been recently contracted by the City of Freyburg.

**2.1.3. Players involved**

<b>Organisation</b>	<b>Role</b>
Schleberoda and its inhabitants	The Municipality of Schleberoda (as part of the City of Freyburg) owns the building, where the village community shop find its home. The inhabitants of the municipality are the main drivers for the development of the shop. Much of the work for the establishment and the operation will be voluntary work.
Ministry of Environment, Agriculture and Energy, Saxony-Anhalt	The Ministry provides the funding programme Village Community Shops Saxony-Anhalt. With funding from the Ministry the feasibility study has been financed in the course of 2019/2020 to develop a concept and an implementation plan. Based on this concept a new funding application will be addressed to the Ministry to obtain further funding for the establishment of the shop.
Burgenlandkreis	The Municipal District Burgenlandkreis has facilitated and supported the discussion for the development of the Village Community Shop by bringing together the relevant local stakeholders and funding provider. It gave political support and communicates the good

	<p>practice also to other interested villages. With the support from the SARURE project it enabled the integration of good practices from other European partners into the development of the shop in Schleberoda.</p>
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#### 2.1.4. Timeframe

The call for the new funding programme for the village community shops will be published in Autumn 2020. A project application for the construction of the shops will be developed until the End of 2020. With the funding decision in the first quarter 2021 the construction of the village shop should start in Spring 2021 with planned opening in Summer 2021.

#### 2.1.5. Costs

The costs for the village community shop have been identified by the feasibility study:

The costs for the equipment of the shop, furniture and cooling equipment is estimated to approximately 30.000 Euro.

Furthermore annual costs of 37.500 Euro are estimated, which are spend mainly for:

- Staff costs (25.000)
- Depreciation (2.900)
- Interest Rate (1.600)
- Rent of building (0) Because it belongs to the municipality
- Other Renting costs (3.000)
- Tax consultant (1.500)
- Maintenance (1000)
- Insurance (1000)
- Advertisement (1000)

As the building is owned by the municipality – renovation works will be covered by the city. These Costs are currently analysed by a construction engineer, which has been recently contracted by the City of Freyburg. The city pays the costs of 6000 Euro for this activity from own resources. This preparatory work is necessary for the funding application to define the concrete needs of construction and estimate the costs. At the moment there is an estimation of about 150.000 Euro costs.

### **2.1.6. Funding Sources**

It is planned to submit an application to receive funding from the new programme Village Community Shop Saxony-Anhalt, coordinated by the Ministry for Environment, Agriculture and Energy. The funding programme is financed by the regional budget of the Land Saxony-Anhalt. The funding rate will be 90%. Own resources of 10% will be financed by the City Schleberoda. Inhabitants will also support the action with donations. The municipal district Burgenlandkreis will possibly also find some financial support from their budget.



## **2.2. Action 2: Networking and Exchange of Experiences in the “Village to Village” initiative**

### **2.2.1 Relevance to the project**

The SARURE project has been implemented in close collaboration with the regional stakeholders from the rural areas in Burgenlandkreis. Representatives from municipalities, local initiatives and the district administration have jointly discussed current challenges and needs for improvements. On the basis of good practices from other European regions, activities in Burgenlandkreis have been developed and implemented. Main priorities have been the promotion of village community shops, the digitalisation of rural retailers and direct sellers as well as innovative mobility solutions for rural areas. Results of these regional activities have been the progress in the development of the village community shop in Schleberoda and the involvement of direct marketers association Saale Unstrut in the INKA+ platform.

In the Greek and Spanish partner regions we have seen regional workshops with local stakeholders to promote the upscaling of successful good practices to several other locations. For instance Teruel was able to establish a large network of village shops in the region, following the same approach. This approach has inspired the Burgenlandkreis to establish a networking platform between the villages.

Begin 2020 the Burgenlandkreis has obtained a funding from the Federal Ministry of Nutrition and Agriculture in the framework of the programme “Hauptamt stärkt Ehrenamt” – “Professionals support voluntary worker” which focuses on the strengthening of voluntary engagement of citizens in rural areas. The Burgenlandkreis is one rural region among 18 other regions all over Germany that receives the funding for three years to implement activities in this area.

### **2.2.2 Nature of Action**

The objective of the initiative “Village to Village – Think Tank Burgenlandkreis” is the creation of a networking platform to exchange experiences and transfer knowledge between villages in rural areas in the Burgenlandkreis. Good practices from one village should be presented to other interested municipalities to initiate a mutual learning process.

The first meeting will be organised in December 2020 with the focus on the activities of Schleberoda. Two good practices will be presented: 1st the village community shop and 2nd the innovative mobility concept. Both projects were successful in obtaining regional funding and have produced intermediary results. They rely very much on civic engagement and voluntary work of the local inhabitants. Furthermore the programme “Professionals support voluntary worker” will be presented by the responsible

coordinators from the Burgenlandkreis. A special network for cooperation between urban centers and rural areas will be presented. This network organises yearly calls for projects in rural areas (the mobility project in Schleberoda receives a funding from this programme). The target group of the “Village to Village Initiatives” are mayors from small villages, representatives from associations, networks and civic initiatives in rural areas. More than 30 key stakeholders have been identified for the invitation to the first workshop – they will also function as multipliers in their environment. First objective will be to show the experience of the development of the village shop in Schleberoda and discussing potential to establish similar shops in other villages in Burgenlandkreis. The new funding programme for the Regional Ministry of Agriculture, Environment and Energy will provide a good occasion to finance follow up activities.

Based on the results of the discussion in the 1<sup>st</sup> meeting, topics for the further cooperation between the regional stakeholders will be identified and a roadmap for concrete implementation steps will be agreed. Each year two “Village to Village” workshops will be organised to further intensify the cooperation and the exchange of experiences.

### 2.2.3. Players involved

Organisation	Role
Mayors from villages in rural area in Burgenlandkreis	Mayors from the villages are invited to exchange their experiences and build future activities in a mutual learning process
Associations, Networks and Initiatives in rural areas	Representatives from civic society and voluntary workers in several initiatives from rural areas are an important resource for the implementation of projects and activities to improve the living conditions in rural areas
Burgenlandkreis	Burgenlandkreis employs 2 persons that coordinate the work of the project “Professionals support voluntary work”. They are the moderator and driver of the process and facilitate the organisation of the meetings.

#### **2.2.4. Timeframe**

The activities are implemented from December 2020 until December 2022. The first Meeting will be organised in December 2020. Furthermore 2 meetings per year should be organised. The transfer of experience should take place between the meetings.

#### **2.2.5. Costs**

The total costs for three years amount to 400.000 Euro. Where the largest share is staff costs for 2 employees that will work for this project in the administration of Burgenlandkreis.

#### **2.2.6. Funding Sources**

Funding for the staff costs and hard costs for the organisation of meetings comes from the Federal Ministry for Nutrition and Agriculture in the framework of the programme "Professionals support voluntary worker". The funding rate is 90%. The own resources of 10% are covered by the Burgenlandkreis budget.

## SUMMARY OF ACTIONS SIGNATORIES

**Action 1: Development of Village Community Shop in Schleberoda, Burgenlandkreis**

**Action 2 : Networking and Exchange of Experiences in the “Village to Village” initiative**

**Date:** 18. January 2021

**Name of the organisation(s) involved in the implementation and funding of the actions:**

Dr. Karin Reglich – Schleberoda

Udo Mänicke – Mayor Freyburg

Götz Ulrich – Chief Administrator, Municipal District Burgenlandkreis

**Signatures of the relevant organisations:**

Schleberoda:

Freyburg:

Municipal District Burgenlandkreis:



## Thanks to all project partners



Republika Republika  
Region of Western Macedonia



REGIONAL  
COUNCIL  
OF SOUTH  
KARELIA



Sligo County Council  
Comhairle Chontae Shligigh



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