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Did you know that shops have been profitable during COVID-19 confinement?

The Chamber of Commerce, Industrie and Services of Teruel and the Provincial Government of Teruel (Spain) have launched the promotional and awareness campaign "Remember the store of forgetfulness" with the aim of recognizing and consolidating the role that stores in rural areas are playing during the confinement, guaranteeing supply of its inhabitants. Moreover, it makes the population aware of the importance of continuing to consume locally when the Alarm State is lifted and displacement is allowed. *'My store is profitable if people are aware and buy here'*, testimony of Eva, manager of the Rural MultiService in Olba (Teruel, Spain).



www.interregeurope.eu/sarure



1-Confinement resurfaces trade in villages

Rural MultiService establishments, promoted by the Administrations to alleviate the progressive closure of trades in the depopulated rural areas, have become the 'saviors' of the neighbors in this time of confinement by the COVID-19 pandemic. They have adapted to the circumstances and many of them have chosen to make home delivery.



[Read more here >>](#)

2-Rural Service Points pilot inspired by SARURE project starting in South Karelia (Finland)

Inspired by good practice of Söderhamn municipality, Sweden, the Regional Council of South Karelia (Finland) is launching a Rural Service Points pilot in May 2020. In many good practices shared in SARURE project, the role of public bodies in preserving retail services in rural areas have been pointed out. In Rural Service Points pilot this aspect is implemented by testing a cooperation model where village shop serves as a platform for several service producers. Services are produced jointly by entrepreneurs, municipalities and other public and third sector actors.



[Read more here >>](#)

3-‘Café Fía’ community café Project by Coolaney, Co. Sligo (Ireland)

The ‘Café Fía’ project involves the ongoing development of a community café in Coolaney, County Sligo, a rural village (of 1500 inhabitants) with relatively few facilities and a limited retail offering. To address the need for a café or restaurant as a social meeting place accessible to all, the community established a volunteer-led ‘pop up’ café which was provided on a part time basis in the local community centre. As a social enterprise, the aim of the café is also to address rural isolation by providing residents with social engagement.



[Discover more here >>](#)

4- SARURE return to Pilot Areas of UWM

Since December 2019 the University of Western Macedonia has initiated a serie of events at the pilot areas of Western Macedonia Region to identify other initiatives active in pilot areas that can lead to synergies with SARURE and multiply their impact and promote the role of rural retail in the post lignite era of the Region of Western Macedonia.



[More info here >>](#)

5- How to boost entrepreneurship in rural areas?

A Policy Brief from the Policy Learning Platform on SME competitiveness

APRIL 2020



It has been recently published a new Policy Brief about “How to boost entrepreneurship in rural areas?”. It covers our SARURE project and some of our good practices.

[Discover it here >>](#)

6- A special tag ‘COVID-19’ is available to Good Practices & News

It has been created a special tag ‘COVID-19’ that you can add to your Good Practices submitted if you think your solution(s) could serve as an inspiration for other European regions in these challenging times.

How can I add tags to my good practice?

1. Log in to your admin account and go to the 'Good practice' tab
2. Click 'Submit a new good practice' or click on the title to edit an existing good practice
3. Click in the box called 'Keywords related to your practice'

Keywords related to your practice

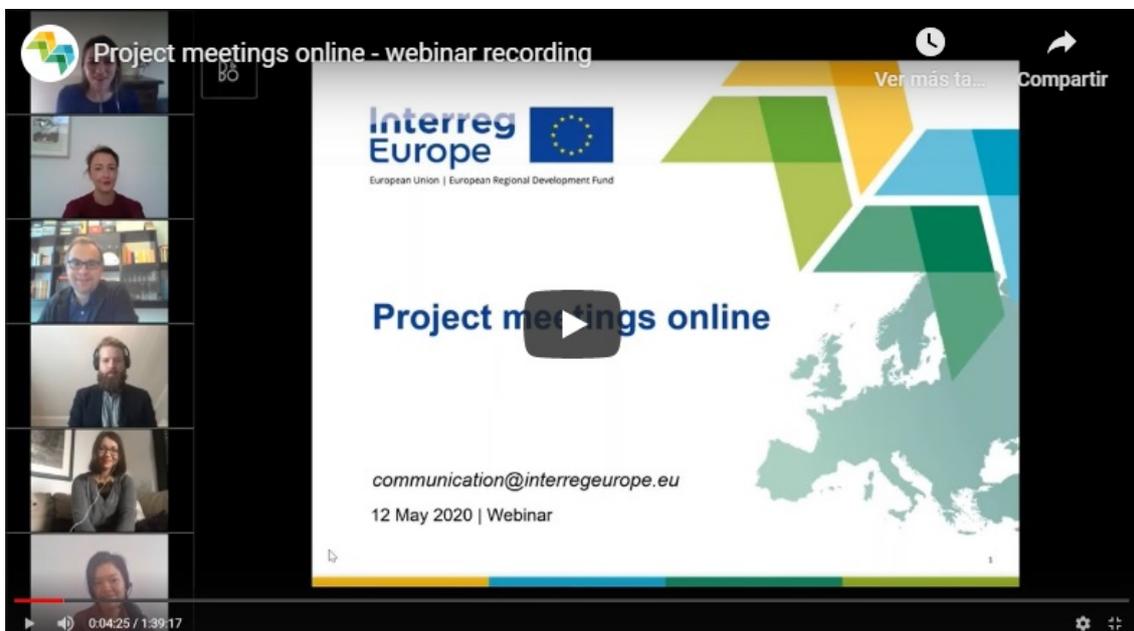
4. Scroll down and select the relevant tag.

Tags

- Cooperation
- COVID-19**
- Creative
- Cooperation region

Tip: You can use as many tags as you want. Select the relevant ones from the drop-down menu.

[Find a detailed guidance on how to add a tag to your good practice here >>](#)



1- Next partners' meeting online

The 16th, 17th and 18th June we are celebrating our third and last Thematic Seminar about 'Innovative financial & promotional options for Rural Retail SMEs' for exchange of experiences. We hope to maintain the physical meeting scheduled for the 23rd and 24th September to share the Action Plans drafted, make the study visits in Lappeenranta (Finland) and to plan the end of Phase 1.

[Discover tips for online meetings and project activities here >>](#)



2- Europe, let's cooperate!

The 2020 edition of 'Europe, let's cooperate! interregional cooperation forum' takes place on 9 June 2020 (10-11:30 CEST). In this period of uncertainty and crisis, cooperation is needed more than ever. We in Interreg Europe help regions work together, exchange experiences and find solutions to their challenges. This way Interreg Europe contributes to territorial cohesion and sustainable growth in many European regions.

[More info and registration here >>](#)



3- European Week of Regions and Cities 2020

The 2020 edition of the European Week of Regions and Cities (#EURegionsWeek) is coming up on 12-15 October in Brussels (Belgium). The main topics of 2020 are Green Europe, Cohesion and cooperation (including also the celebration of 30 years of Interreg!) and Empowering citizens.

[Read more here >>](#)



How can you help us?

- Participate in our local [stakeholders groups](#)
- Send to us examples of your [good practices](#)
- Let us know about your project or event regarding rural retail
- Share this newsletter with your colleagues
- Contact us by [email](#) or through [our social media](#)

STAY IN TOUCH!



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