



Save Rural Retail (SARURE) Action Plan for project phase 2

Rural retail services are diminishing in Finland as well as in many other parts of Europe. These services are important for the ability to live and work in all parts of each country. The premises for rural retail are serving also as social meeting points. They provide jobs as well. Permanent residents, tourists and leisure time residents all need them.

SARURE project partners presented in project events good practises to improve rural retail services. This happened during the first phase of the project from Year 2018 to 2020. South Karelia has found a few of them useful to work with and adopt in most useful and profitable way.

South Karelia has three projects to adopt. This means implementation of good practises learned from other partner regions. They will be executed during second phase of the SARURE project. This action plan is made to describe and guide these actions.

General information

Name of the project:	<i>Save Rural Retail (SARURE)</i>	
Partnerorganisation:	<i>Partner 4 – Etelä-Karjalan liitto (Regional Council of South Karelia)</i>	
Country:	<i>Finland</i>	
NUTS2 region:	<i>South Finland</i>	
Contacts:	<i>Mr. Olli Seppänen</i> <i>email: olli.seppänen@ekarjala.fi</i> <i>phone: +358 40 139 0175</i>	<i>Mr. Johannes Moisio</i> <i>email: johannes.moisio@ekarjala.fi</i> <i>phone: +358 400 154 382</i>

Policy instruments addressed

The original aim of SARURE project was to improve Sustainable Growth and Jobs 2014-2020 – Structural Funds Programme of Finland OP. Yet Rural Development Programme for Mainland Finland (The European Agricultural Fund for Rural Development) was found the best policy for the purpose.

ACTION 1: “Kylien palvelupisteet” project for creating service points for villages

1. Background

- Service Points in local shops presented in Söderhamn Sweden
<https://www.interregeurope.eu/policylearning/good-practices/item/3113/service-points/>

2. Activities

- The Swedish model was presented (among others) in a SARURE stakeholder meeting. It was found useful for South Karelia. Rural Development Programme for Mainland Finland was found fit for the case while evaluating suitable and available funding source. Yet, it has some restrictions. For example, local retailers were not possible to be as direct beneficiaries. Three municipalities were recommended by the financing authority to be taken as co-partners.
- Project plan was made already in late Autumn 2019 and it was submitted for funding in a Call in late 2019.
- Project was approved and it was started in May 2020.
- During 2020 and 2021 the action plans and creates three service points in three different municipalities in South Karelia Luumäki, Taipalsaari ja Rautjärvi.

3. Players involved

- Lead partner is Regional Council of South Karelia. Other partners are municipalities of Luumäki, Taipalsaari and Rautjärvi. The municipalities will be lead operators of the future service points.
- Local retailers are involved service providers among others for the premises. The service points may be used by other defined organisations such as village associations, associations of enterprises and other organisation providing services for the residents and visitors
- Finding is provided by ELY-keskus, State Centre for Economic Development, Transport and the Environment

4. Timeframe for the action

- Preparation stage 9/2019 – 4/2020
- Execution of the project 1.5.2020 – 31.10.2021

5. Costs

- Preparation was done by own work
- Project budget €156.565,58

6. Funding source

- Manner-Suomen maaseutuohjelma (Rural Development Programme for Mainland Finland, The European Agricultural Fund for Rural Development)

ACTION 2: ”Etelä-Karjalan nettikauppa-alusta” Internet platform for retail in South Karelia

1. Background

- Similar internet sales platform developed in Binefar Spain for small enterprises
- Binefar platform was presented in SARURE seminar in Germany in Spring 2019
- Binefar platform seems to be benefiting as it was developed by public funds and it provides easy and cost-friendly means for a small firm to do internet sales

2. Actions

- South Karelia universities LUT and LAB involve students along staff to make analysis and plans to either adopt Binefar platform or to make similar platform.
- Platform is created
- This action benefits of face-to-face meetings (bi-lateral meetings)
- Binefarin system is analysed and plan for realisation is made
- The platform is created. This stage of project was a wish from the funding authority

3. Players involved

- Lead partner is Lappeenranta-Lahti University of Technology LUT, LAB University of Applied Sciences is a co-partner
- Other partners will be the municipalities in South Karelia in order to reach the enterprises within their territory.

4. Timeframe

- Preparation stage 9/2020 – 4/2021
- Execution of the project 1.5.2021 – 31.12.2022
- Information exchange with Binefar has already started

5. Costs

- Preparation was done by own work
- Project budget €200.000

6. Funding sources

- Manner-Suomen maaseutuohjelma (Rural Development Programme for Mainland Finland, The European Agricultural Fund for Rural Development)

ACTION 3: Morning coffee in South Karelia

1. Background

- Good practises in Poland “Breakfast South Warmia” <https://www.interregeurope.eu/policylearning/good-practices/item/3097/breakfast-of-south-warmia/>
- and in Ireland ”Tubbercurry Old Fair Day Festival” <https://www.interregeurope.eu/policylearning/good-practices/item/3121/tubbercurry-old-fair-day-festival/>
- The morning coffee event in South Karelia needs to be renewed in order to attract the enterprises and generate benefitting local events. This is needed in improving vitality of the villages and improving knowledge of local products and handicraft work

2. Actions

- Association of South Karelia enterprises learns more on Polish and Irish good practises in bi-lateral meetings and by internet
- Own morning coffee concept is renewed
- Funding application is made for the Rural Development Programme for Mainland Finland, The European Agricultural Fund for Rural Development). Regional Council of South Karelia has agreed to assist in the application
- Morning coffee or similar events are made with local enterprises with the new concept

3. Partners involved

- Lead Partner: Association of South Karelia enterprises
- Enterprises in the events
- Regional Council of South Karelia, in the application stage for project funding

4. Timeframe

- Preparation stage 9/2020 – 4/2021
- Execution of the project 1.5.2021 – 31.10.2022

5. Costs

- Preparation by own work, appr. 1000€
- Project costs €120.000

6. Funding sources:

- Manner-Suomen maaseutuohjelma (Rural Development Programme for Mainland Finland, The European Agricultural Fund for Rural Development)



Endorsement

Actions

"Kylien palvelupisteet" project for creating service points for villages

"Etelä-Karjalan nettikauppa-alusta" Internet platform for retail in South Karelia

Morning coffee in South Karelia

Date: loppunenanta 17.02.2021

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

Regional Council of South Karelia

Signatures of the relevant organisation(s):

Satu SATUSIKANEN, Regional Mayor



