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## How to improve the competitiveness of retail SMEs in rural areas?

### Transforming Learning into Action!

Seven SARURE Regions have elaborated Action Plans to change their regional strategy through their policy instruments, taking into account their local, regional but also the new European inspiration. These territories are Aragón (Spain), Western Macedonia (Greece), South Karelia (Finland), Söderhamn (Sweden), Burgenlandkreis (Germany), Sligo (Ireland) and South Warmia (Poland).



Promotional retail Campaign financed by the European Regional Development Fund, the Ministry of Industry, Commerce and Tourism and the Chamber of Commerce of Spain.

'A WAY TO MAKE EUROPE'



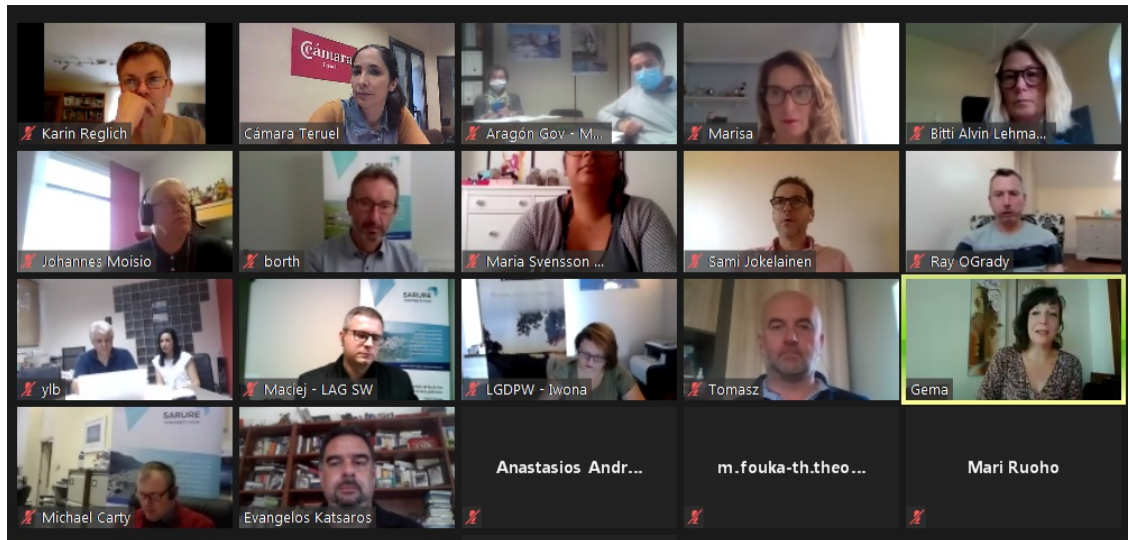
## 1-SARURE celebrates Online the third Thematic Seminar

The 16th to 18th June SARURE's partners presented **innovative promotional and financial options** linked to rural retail. Main of the partners have developed economic support programmes for SMEs through new added services such as home delivery of food or even by making easier the access to loans. Furthermore, they have also develop marketing solutions for SMEs based on a public-private cooperation through programs to improve the promotion of trade and the consolidation of a network that enhances regional artisan products linked to tourism in each territory.



[Read more here >>](#)

The 23rd and 24th September 2020 we celebrated an online workshop where partners showed their **Action Plans** and the bilateral meetings they would like to organise linked to them. Moreover, some technical and communication issues were reviewed.



[Read more here >>](#)

### 3-The Municipality of Söderhamn (Sweden) is featured in the latest number of the 'Baltic Cities Bulletin'

The Municipality of Söderhamn (Sweden) is a partner of the network 'Union of the Baltic Cities' and is in progress of developing Service Points in the rural areas. The Service Point is functioning as a hub where the local community can do their errands, meet for a cup of coffee, use the public computer, take part in activities and get general information.



[Read the complete article on page 26 >>](#)

#### 4-Second SARURE brochure launched!

We have just finished the phase 1 of the Project and we have launched a new design with the main activities and results. A Collection of the Good Practices exchanged is ongoing too.




[Discover it here >>](#)



Listen To Your Customers

**L** Let Them Have Your Full Attention  
**I** Investigate Their World  
**S** Stay Open-Minded  
**T** Think On Your Feet  
**E** Embrace Opportunity  
**N** Nurture The Relationship



### 1-Conference 'An Opportunity for Rural Retail in South Sligo' (Ireland)

Our Irish partner organised last 3rd November an interesting communication event where Susan Hayes *'The Positive Economist'* talked about growing retail sales business. Some of the key points were to build a sales strategy around a SMART sales goals, sell your 'signature dessert' within the Experience Economy, LISTEN to your market, ask yourself who is responsible for your sales outside of your business and take care of them and participate in the mega trend of [#ShopLocal](#) [#ShopLocalIreland](#).

**[Video summary of Susan Hayes here >>](#)**



### 2-Thirty stories about results: new publication, campaign and an online celebration

Interreg Europe has just published a publication 'When Europe cooperates, regions benefit' dedicated to project results. The publication presents the achievements and 30 different project results from all around Europe. Have a look at [the publication](#) and follow the Interreg Europe social media for snapshots of the featured stories.

Register now for a special webinar on 10th December to meet the people behind the stories.

[\*\*\*Register here >>\*\*\*](#)

## Objetivos

SARURE  
Interreg Europe

- ▶ Promover un proyecto centrado sobre el pequeño comercio de territorios rurales con problemas de despoblación, donde la viabilidad del negocio es aún más difícil.
- ▶ En torno al año 2000, cuando la despoblación comenzaba ya a afectar severamente a bastantes regiones europeas, surgieron en diferentes países fórmulas para apoyar al comercio del medio rural. En Aragón surgió el Multiservicio Rural y también surgieron otras fórmulas en otros países y regiones europeas.



MultiServicio  
R U R A L



Europe  
Direct  
Cofinanciado por la  
Unión Europea



### 3-SARURE Lead Partner participates in 'Europe in my Region' forum

Last 5th November, SARURE Lead partner was invited to participate in the forum 'Europe in my Region: Cohesion Policy in the Province of Teruel (Spain)' telling politicians, citizens, companies and local action groups about the objectives and activities of the project.

[\*\*\*Read more here >>\*\*\*](#)



#### 4-Analysis of the impact of the COVID-19 in rural retail sector

We are analysing the impact of the COVID-19 in the rural retail sector because it is one of the main affected by the pandemic because of the economic and social measures.

***[Answer this poll easily! >>](#)***



February 2021

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

#### 5-SARURE partners' meetings pending

Due to the COVID-19 pandemic, we have pending the partners' meeting in Lapeeranta (Finland) and the bilateral meetings related to the Action Plans of each partner. We hope to celebrate them before March 2021!



## 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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