**WHAT?**

An interregional cooperation project for improving rural retail competitiveness.

**WHY?**

Because rural retails in demographically fragile rural areas needs support and innovation.

**WHEN?**

From June 2018 to November 2022.

**WHO?**

9 partners from rural demographically fragile areas from Spain, Greece, Finland, Poland, Sweden, Germany and Ireland.

**1,618,497**
**1,375,722 ERDF**

# SAve RUral REtail

**For further information:**
**www.interregeurope.eu/sarure**

SARURE
Interreg Europe

SMEs competitiveness

## SARURE

Aims at rural local shops survival and competitiveness through the exchange of successful rural retail experiences and the improvement of policies supporting rural retail SMEs

European Union
European Regional Development Fund

**SARURE** overall objective is to improve policies supporting SMEs competitiveness of the partner regions for them to promote rural retail SMEs creation, development, growth and engagement in innovation.

## OBJECTIVES

- 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.

## 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.

## PARTNERS

- Chamber of Commerce, Industry and Services of Teruel
- Regional Government of Aragón
- Region of Western Macedonia
- Regional Council of South Karelia
- Municipality of Söderhamn
- Municipal District Burgenlandkreis
- Sligo County Council
- Local Action Group Association 'South Warmia'
- University of Western Macedonia