

## Good Practice template

- In order to submit a practice, you will have to register in the Interreg Europe website. You can submit your practice through your user dashboard ('Good practices' tab).
- Optional fields are shown in orange. All other fields are compulsory.

1. Author contact information	
<i>[Technical: Contact information comes from your community profile. You can edit it by visiting your user dashboard] Ideally, the owner of the good practice should fill in the form. Indeed, if you submit a good practice, your personal and organisational profile in the Interreg Europe community will be linked to it.</i>	
<b>Name</b>	Bohumil Bocian
<b>Email</b>	bocian@rra.cz
<b>Telephone</b>	+420 604 231 742
Your organisation	
<b>Country</b>	Czech republic
<b>Region</b>	Ústecký kraj
<b>City</b>	Ústí nad Labem

2. Organisation in charge of the good practice	
<i>[If your organisation is not the one in charge of the good practice, you can indicate the relevant organisation in this section of the form. But your contact details will still be linked to the submitted good practice.]</i>	
<b>Is your organisation the main institution in charge of this good practice?*</b>	no

In case 'no' is selected, the following sections appear:

<b>Location of the organisation in charge:</b>	<i>Country</i>	Czech Republic
	<i>Region</i>	Ústí Region
	<i>City</i>	Ústí nad Labem
<b>Main institution in charge</b>	Regional Office of the Ústí Region	

3. Good practice general information	
<b>Title of the practice</b>	Small store
<b>Does this practice come from an Interreg Europe Project</b>	no <i>[Technical: Good Practices outside the IR-E projects relevant to the topics and validated by the Policy Learning Platforms experts will also be included in the database]</i>

In case 'yes' is selected, the following sections appear:

<b>Please select the project acronym</b>	Drop-down list of all Interreg Europe approved projects	
<b>Thematic objective of the practice</b>	Drop-down list of the 6 specific objectives	
<b>Geographical scope of the practice</b>	Select National/Regional/Local Regional	
<b>Location of the practice</b>	Country	Czech Republic
	Region	CZ 042 Ústecký kraj
	City	municipalities on countryside of the Ústecký kraj

<b>4. Detailed description</b>	
<b>Short summary of the practice</b>	The "Small Store" is a program for small stores in the countryside. The program mainly supports the maintenance of retail operations in small municipalities.
<b>Detailed information on the practice</b>	<p>[1500 characters] Please provide information on the practice itself. In particular:</p> <ul style="list-style-type: none"> <li>- What is the problem addressed and the context which triggered the introduction of the practice?</li> <li>- How does the practice reach its objectives and how it is implemented?</li> <li>- Who are the main stakeholders and beneficiaries of the practice?</li> </ul> <p>In many regions of the Czech Republic, there is a long-standing problem of rural areas, which are not visited by tourists and are far from the main centres, that it is not economically worthwhile to operate basic food stores, because the number of customers is small. These shops are closing and the elderly people are having problems buying basic groceries. The program aims to support the operators of these small local shops so that they can run the business without permanent losses, with the necessary level of profit.</p> <p>The "Small Store" support program for small stores in the countryside supports operational financing of stores, it is financed from funds provided by the Ministry of Industry and Trade of the Czech Republic.</p> <p>The aim is to maintain retail operations in municipalities with less than 1,000 inhabitants or in municipalities up to 3000 inhabitants, whose local parts have less than 1000 inhabitants and in whose territory there is a maximum of one retail store belonging to CZ-NACE 47.11 Retail sale in non-specialized stores with food, beverages or tobacco predominating.</p> <p>The applicant may be a municipality, legal entity or natural person doing business in a municipality with less than 1000 inhabitants, or in a municipality of up to 3000 inhabitants, the relevant local part of which has less than 1000 inhabitants, which is located in the territorial district of the Ústí Region. At the time of approval of the application, there may not be more than one store in the municipality or its local part.</p> <p>Stakeholders and beneficiaries of the practice: people living in small municipalities, small municipalities and small businesses in retail sale in countryside.</p>
<b>Resources needed</b>	<p>[300 characters] Please specify the amount of funding/financial resources used and/or the human resources required to set up and to run the practice.</p> <p>Financial resources depends on the number of small retail stores supported (maximum for 1 applicant is 100 000,- CZK ,i.e. ca. €4 100,-). The process can implement 2 people for one half of a year.</p>
<b>Timescale (start/end date)</b>	November 2021 – February 2022
<b>Evidence of success (results achieved)</b>	<p>[500 characters] Why is this practice considered as good? Please provide factual evidence that demonstrates its success or failure (e.g. measurable outputs/results).</p> <p>The practice is considered as good, because it is helpful and directly aimed at entrepreneurs, who can use the saved funds to innovate their business. But the results of the practice are not evaluated yet.</p>



<p><b>Challenges encountered (optional)</b></p>	<p><i>[300 characters] Please specify any challenges encountered/lessons learned during the implementation of the practice.</i></p>
<p><b>Potential for learning or transfer</b></p>	<p><i>[1000 characters] Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other regions to learn from. This can be done e.g. through information on key success factors for a transfer or on, factors that can hamper a transfer. Information on transfer(s) that already took place can also be provided (if possible, specify the country, the region – NUTS 2 – and organisation to which the practice was transferred)</i></p> <p><i>[Technical: A good practice be edited throughout a project life time (e.g. to add information on the transfers that have occurred)]</i></p> <p><i>The practice may be potentially interesting for remote or mountainous rural regions where there is a critical shortage of small grocery stores. The financial support of the practice was offered by the Ministry of Industry and Trade of Czech Republic to all regions in Czech Republic and most of them the good practice in 2021/2022 implemented.</i></p>
<p><b>Further information</b></p>	<p><i><a href="https://www.kr-ustecky.cz/dotacni-program-obchudek-2021/ms-279367/p1=279367">https://www.kr-ustecky.cz/dotacni-program-obchudek-2021/ms-279367/p1=279367</a></i></p>
<p><b>Keywords related to your practice</b></p>	<p><i>SME, Businesses, Rural regions, Sustainable, Support</i></p>
<p><b>Upload image</b></p>	<p><i>[2000px wide recommended]</i></p>
<p><b>Expert opinion</b></p>	<p><i>[1500 characters] [to be filled in by the Policy Learning Platforms experts]</i></p>

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