



Invitation to the third "Breakfast for Village Renewers"

# LOCAL SHOPPING, BETTER LIVING

**W**ith the "Breakfast for Village Renewers" the European ARGE for Rural Development and Village Renewal offers an online format for all those, who are involved in the development of villages and communities – both in theory and especially in practice.

Each breakfast focuses on a specific topic related to local development and, above all, offers one thing: ideas and inspiration on how to tackle challenges and solve problems.

At the heart of the format is the presentation of best practice examples from various regions of Europe and the opportunity to exchange ideas with local stakeholders, learn from one another, and build networks.

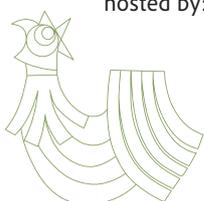
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Please note that the spots for possible participation are limited. The principle of "first come, first served" applies. We recommend to register as soon as possible.

Registration via e-mail to:  
[info@landentwicklung.org](mailto:info@landentwicklung.org)

hosted by:



EUROPEAN ASSOCIATION  
FOR RURAL DEVELOPMENT  
AND VILLAGE RENEWAL

**Thursday, March 26, 2026**  
**8:30 – 10:00 a.m., online via Zoom**

The **third** online "Breakfast for Village Renewers" is dedicated to the question of what can be done to preserve brick-and-mortar retail, to make local shopping attractive, and to ensure local supply. Beyond the provision of everyday goods, the focus is also on how new ways of attracting customers can be found through multichannel and omnichannel retail models, as well as on how multifunctional spaces for meeting and experience can enhance the attractiveness of the shopping experience.

## INPUT & BEST PRACTICE:

- **POWER AND IMPACT OF SPATIAL PLANNING (SOUTH TYROL, IT)**  
**Michael Edler**, Office for Landscape and Municipal Planning, Bolzano  
Juror for the European Village Renewal Award (EVIRA) 2026  
*To prevent shopping centers and large supermarkets on "greenfield sites", which put pressure on brick-and-mortar retail in town centers, the Province of South Tyrol has relied on spatial planning. This approach has strengthened local and regional retail in many places and improved quality of life.*
- **VILLAGE SHOP LONTZEN (EAST BELGIUM, BE)**  
**Doris Malmendier and Hans Haustetter**  
*The small village shop offers an exemplary concept that can easily be replicated in many communities: attractive products, online services, a venue for events, and much more under one roof – run entirely by volunteers and supported by the municipality, foundations, and sponsors.*
- **"OUR SHOP" IN NEUTAL (BURGENLAND, AT)**  
**Erich Tummer**, Mayor of the Municipality of Neutal and Vice President of the Austrian Association of Municipalities  
*An innovative and forward-looking approach to securing customer-oriented local supply is being pursued with "Our Shop", a hybrid market that operates with staff during certain hours and otherwise with a self-service checkout system.*
- **SMART SHOPPING IN SCHLANDERS (SOUTH TYROL, IT)**  
**Representative of the Market Town of Schlanders**  
*The central town of the Vinschgau Valley impresses with a concept – award-winning across Europe – that involves numerous retail businesses and deliberately integrates additional aspects of community life. This not only creates spaces for social interaction but also secures the survival of specialty shops, cafés, and service providers*