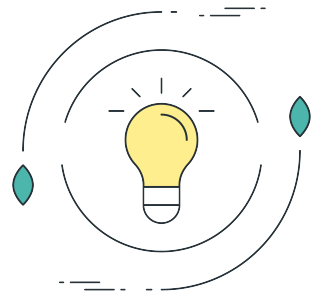


# Letz Retail

We are here to support Small Businesses



## LETZ RETAIL Project

In support to small business

The Erasmus+ project LETZ RETAIL (2019-2021) aims to increase the competitiveness of small retail, commerce, hospitality and cultural/creative businesses (Letz Retailers) that operate in commercial areas of decay (or at a risk of), by helping develop the competences to co-create and co-design initiatives, experiences, products and services and co-work on their implementation.

The vision of LETZ RETAIL is to become a learning platform that inspires and

### Letz Retailers

need to constantly innovate to keep pace with ever changing consumer demand and environment.

- ▶ Letz Retailers are both **product and process innovators** (and much more)
- ▶ Letz Retailers are **open innovators**
- ▶ Letz Retailers engage in both **technological and non-technological innovation**
- ▶ Letz Retailers **innovate both disruptively and incrementally**

1

### CO-DESIGN

The European commerce sector comprises 5.5 million companies.

2

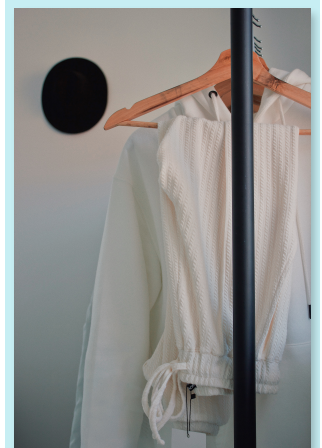
### CO-CREATE

It employs 29 million people and represents 11% of the EU's GDP

3

### CO-WORK

It is estimated to add value in the amount of €1 trillion to other sectors.



supports small businesses and local authorities to use cooperation as a tool in overcoming the specific challenges of the commercial areas in which they are located, making these areas more attractive and contributing to the development of green & circular economy.

Project partners are 6 organisations from Bulgaria, Cyprus, Greece, Luxembourg, The Netherlands and Spain involved in training, consulting, research, business support and association activities. The project is coordinated by Global Chamber of Commerce for Portuguese Speaking Countries (Luxembourg).



## Why is this important?

Over the last years, small businesses have faced a number of challenges, including the growing competition of online shopping and large shopping malls, as well as economic and the most recent public health crisis. Some businesses that operated in areas which were once the commercial centre of the town or neighbourhood, were forced to stop their activities or even close. Hospitality and cultural businesses were affected as well. What could help give new life to these enterprises, and the commercial areas in need of rejuvenation?

There are new business opportunities emerging from the new market trends, including increased consumer awareness about sustainability issues and the “slow”-movement and the growing preference for proximity products and services. In order to benefit from these trends and to find innovative solutions, small businesses need to develop cooperation mindset and learn to co-design and co-create, to meet the needs of a modern customer and stay competitive.

***“Retail Sector boosts European economic growth and job creation”***

## LEARN MORE ABOUT LETZ RETAIL

At this moment we have already collected best practices of our target groups’ co-working, co-creation and co-design, involving for example sustainability. We keep contact with these organisations to learn more about them through surveys. In the future we will create Letz Retail learning programme & environment and Letz Retail training guides for our target groups and stakeholders. To learn more about the LETZ RETAIL project, please follow us on [Facebook](#) or visit our [website](#)!



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