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[Zeitgeist Enns - Pop-up-Shops Concept](#) ^[1]

Keywords:

Entrepreneurship, LEADER/CLLD, Rural business, Rural Inspiration Awards: nominees

Countries:

Austria

Many small towns have the problem of vacant sales spaces and an innovative concept to revitalise city centres is to offer flexible rental options to pop-up shops. This was the winning initiative of the 2019 Rural Inspiration Awards in the 'Popular Vote' category.



[Pop-up shops to revitalise a town's city centre](#) [2]

Keywords:

Entrepreneurship, Innovation, Job creation, LEADER/CLLD, Rural business, Rural SMEs

Countries:

Austria

An innovative concept to revitalise the city centre of an Austrian town by offering flexible rental options to pop up shops.



[Kraft. Das Murtal - A network among businesses in the West Upper Styria](#) [3]

Keywords:

Cooperation, Entrepreneurship, LEADER/CLLD, Rural business

Countries:

Austria

The 'Kraft Das Murtal' is an economic network of businesses aiming to identify and support the business potential of the region and contribute to its further development.



[A cheese processing facility on an Alpine pasture](#) [4]

Keywords:

Direct marketing, LEADER/CLLD, Mountain area, Tourism

Countries:

Austria

An Austrian farmer used EAFRD funding to build a cheese processing facility on an Alpine pasture offering tours and events to learn about cheese and Alpine farming.



[Goodies from the Farm](#) [5]

Keywords:

Agriculture, Direct marketing, Diversification

Countries:

Austria

The "Gutes vom Bauernhof" website and mobile application aimed to improve direct marketing in the farm sector in Austria.

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Links

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- [2] https://enrd.ec.europa.eu/projects-practice/pop-shops-revitalise-towns-city-centre_en
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