



The mobile „Village Shop“ in the FLAG Tirschenreuth



Bayerische Staatsregierung



#FarnetSmart



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The FLAG Tirschenreuth

population: 73.241
area: 1.084 km²
population density : 72 inhabitants/km²



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The mobile „Village Shop“



At the heart of the project is a digital platform that offers online ordering capabilities



An intelligent route planning is also possible, as well as the comparison of inventory



The platform also works as a communication tool for all actors in the network







For this purpose, an online shop and an app for logistics will be developed

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The digital platform

-  The project idea from the Steinwald focuses on networking the local providers of regional (eco) products and services with the population.
-  It is to be purchased a sales vehicle, which delivers food and everyday goods in regular intervals in districts without local amenities.
-  The core of the project is the development of a digital platform that connects customers, operators and producers, exchanges data and plans tours.
-  In addition, cash should also be available in the vehicle.

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Advantages for the FLAG

Advantages for regional producers

- More sales through a larger consumer group
- better communication and networking within the FLAG



Advantages for the region and citizens

- Regional and high-quality products from a single source
- Improvement of local supply and thus improvement of the attractiveness of the region



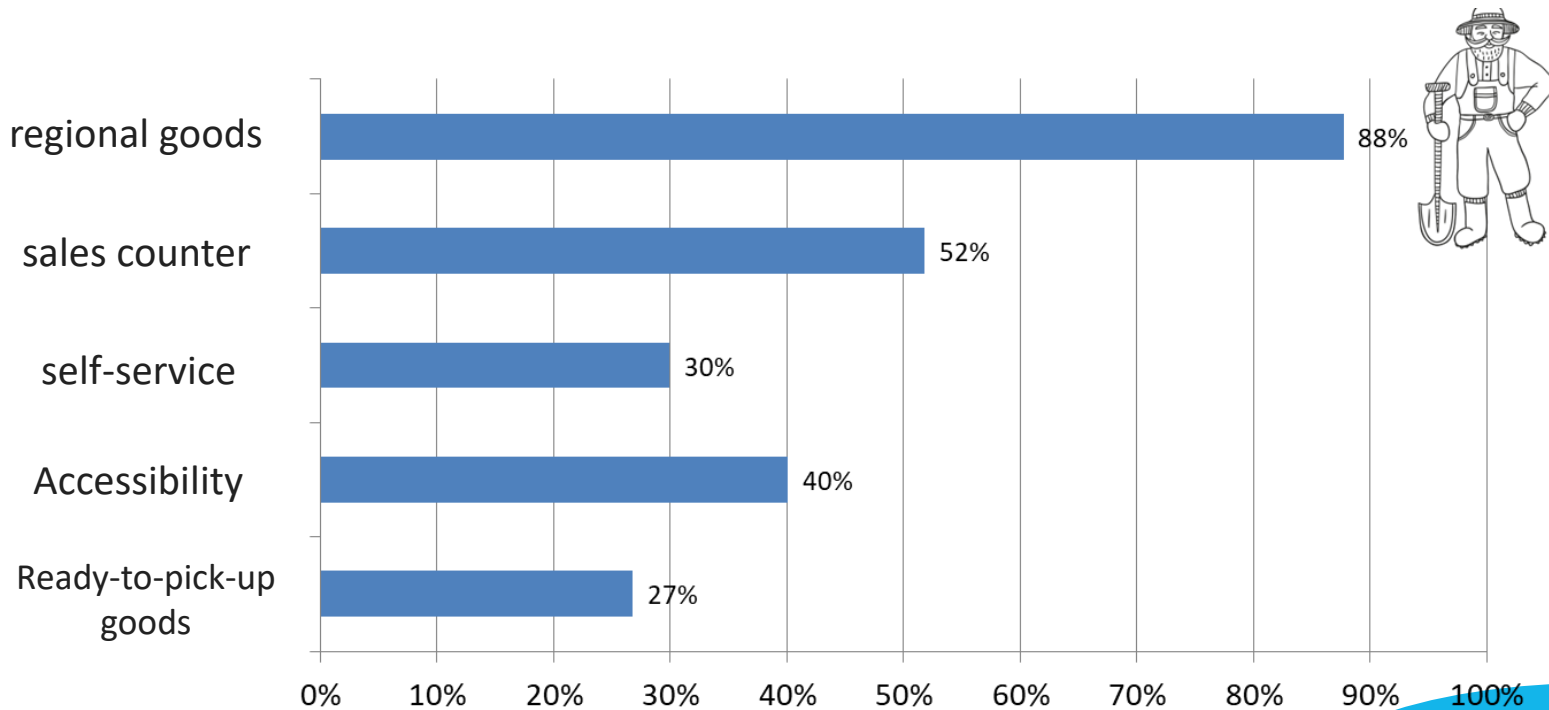
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Desired characteristics of the shop



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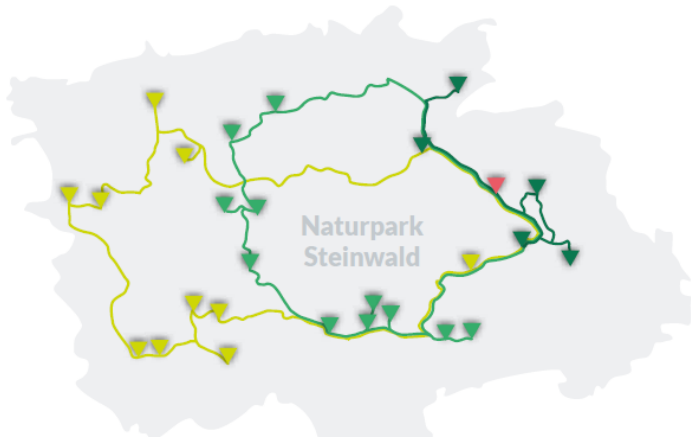
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Exemplary Tour

Haltestellen und Liefergebiet – Planen Sie gleich Ihren Wocheneinkauf!

Der mobile Dorfladen fährt drei unterschiedliche Touren und hält jede Woche zweimal in den ausgewählten Ortschaften für 30 Minuten.



TOUR 2		DI	FR
ORT	HALTEPUNKT	UHRZEIT	
Schurbach	Gasthof Putz	08:25	15:00
Schwarzenreuth	Bushaltestelle Ortsmitte	09:05	14:20
Lochau	Feuerwehrhaus	09:50	13:35
Wernersreuth	Dorfgemeinschaftshaus	10:30	12:55
Trevesen	Feuerwehrhaus	11:10	12:15
Grötschenreuth	Buswendeplatz	11:55	11:30
Boxdorf	Glockenturm	12:35	10:50
Wetzldorf	Kapelle	13:10	10:15
Siegritz	"beim Bushaisl"	13:45	09:40
Röthenbach am Steinwald	Dorfplatz	14:25	09:00
Thumsenreuth	Feuerwehrhaus	15:00	08:25

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Thank you !

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