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IMPROVING ACCESSIBILITY OF SERVICES OF GENERAL INTEREST - ORGANISATIONAL INNOVATIONS IN RURAL MOUNTAIN AREAS

ACCESS



Freiamt bringt's & Wolfach bringt's



Pilot Projects
in Region
Südlicher
Oberrhein

Delivery service for daily needs, local internet platform and target group oriented marketing

- Project idea is building up and establishing a local delivery service for groceries and other goods of everyday needs.
- "Freiamt bringt's" and "Wolfach bringt's" intend to improve the accessibility to basic goods, to strengthen the local pattern of retail and services and to generate new ways how to distribute groceries.
- In each case, eight to 15 local retailers could be gained to participate, including small supermarkets, bakeries, butcher shops, pharmacies and direct selling farmers.
- Since May respectively October 2010 the residents of Freiamt and Wolfach can order groceries on an internet platform as well as by phone, fax or catalogue.
- The local nursing service delivers twice a week and also picks up the goods at the different suppliers and distributes them.
- The service charge amounts to 4 Euro.
- The citizens' use of the service is the most important requirement for its sustainable establishment.
- To elaborate the delivery service and the internet platform according to the citizens' demands several household surveys have been accomplished previously.
- Target groups of the service are all local residents, particularly elderly people, immobile people and inhabitants living in remote settlements.
- The delivery service is based on an effective cooperation between several local actors. Within the runtime of the project a network of local and regional stakeholders and the delivery service were established.
- The local agencies of "Freiamt bringt's" and "Wolfach bringt's" act as contact persons for retailers and customers.



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thereof EUR 540.000 in Region Südlicher Oberrhein

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