



Borgerbutikker

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Dagrofa





Dagrofa



Clarification of the term ”*Borgerbutik*”

The term "Borgerbutik" refers to a community-driven initiative where local residents collaborate to establish a grocery store within their city, in collaboration with Dagrofa. Usually becoming store in within the Min Købmand chain.



It all started with an idea...

- The concept was initially conceived within Dagrofa 10 years ago but has been significantly emphasized and conceptualized in the last 5-6 years.
- Every other grocery store in rural areas has closed over the past 10 years, leaving more than 1 million Danes with longer distances to shop.
- The population trend in many rural areas has been declining, but a countertrend is emerging. Residents are willing to stay if basic services are in place – such services as a nearby grocery store
- Volunteerism, engagement, and initiative characterize the residents of villages, serving as a driving force for development.



Societal Commitment (2021)

Therefore, we make a societal commitment to be present in both urban and rural areas and contribute to development throughout Denmark, now and in the future. Specifically, this means we will support local engagement and open modern, sustainable shopping opportunities in villages with over 600 residents, where the community has the collective will to drive change.

- Tomas Pietrangeli, CEO Dagrofa

The concept

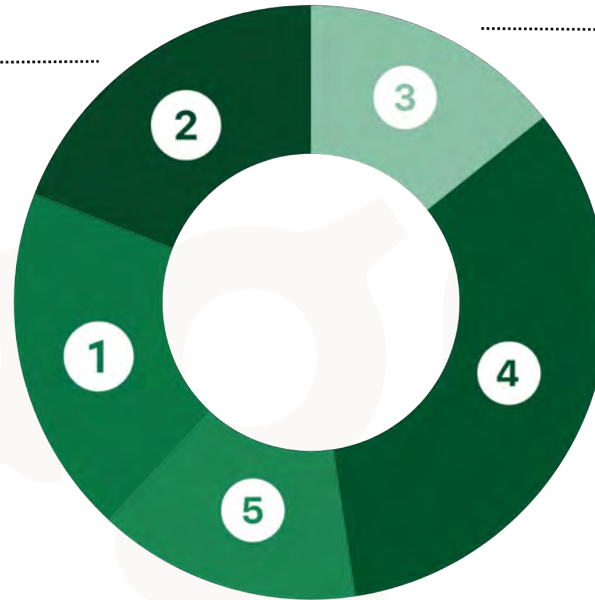
The citizens establish a real estate company with the money that has been crowdfunded. They acquire the property and inventory, which is subsequently transformed into a grocery store.



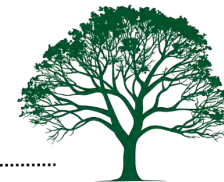
The local real estate company leases the property, along with its inventory, to an independent grocer who assumes responsibility for operating the store.



It all begins with the local citizens raising the necessary funds to establish a private limited company.



The grocer pays rent to the real estate company, which is owned by the local community.



The real estate company is responsible for the building's maintenance. Profits generated by the company can be reinvested to foster further development within the local community.

More than **100 local communities** has an Borgerbutik

- In 2023 Dagrofa opened 13 new borgerbutikker in rural areas
- In Dagrofa's annual report, we projected the opening of a minimum of 10 borgerbutikker in 2024. As of year-to-date, however, we have successfully launched 12 borgerbutikker, marking significant progress by mid-year.
- In 2023, Dagrofa established a fund of 15 million DKK (€2.010.855) to facilitate the establishment of these local stores.





The impact of the local stores:

- **Approximately a 10% decrease or increase in housing prices (survey conducted by YouGov).**
- **51% of Danes desire to live near convenient local shopping opportunities (HOME Survey).**
- **Development of the local area rather than regression**
- **Local initiatives – with Dagrofa most of the grocers supports local sportsclubs, associations etc.**

CASE: Spodsbjerg

2023

- A town with 202 citizens
- Fundraised 3,9 million DKK (€522.876)
- Sold shares in the store – however with the shareholders having no expectations of any dividend.
- A financial sustainable store today

The future of *Borgerbutikker*

- Emphasize energy optimization in both existing and new projects.
- Enhanced financial opportunities with financial institutions (Our primary challenge presently).
- Continue expanding the presence of grocery stores in smaller communities and rural areas.













Vin & spritus

Any questions?

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