

THE INNOVATION JOURNEY

Meetingpoint Häradsbäck started from a rural grocery store and, since 2018, has developed into a café and restaurant and also a rural center for cultural events.

The different components of the organisation feed into each other in an innovative way since the company is owned by several local non-profit organisations.



The café hosts a branch of the municipal library, and the store provides groceries and functions as a pharmacy and post office. Food delivery services for the elderly and living facilities for the elderly are also offered by the organization. For tourists, campervans can stay overnight, and the store sells camping gas, which attracts some travellers to stay in the village and enjoy the activities the village offers.

THE INNOVATION IMPACT

The Meetingpoint serves several vital practical and social purposes for the rural population. Without Meetingpoint

Häradsbäck, it would be less attractive to live in the village, and those who do live in the village would be more socially isolated. Without the Meetingpoint, the elderly would have had to use municipal services to a larger extent. Häradsbäck would also be less attractive as a stop for tourists and other visitors travelling though on the main road.

Mette Adolfson, with her excellent ability to secure external funding, has been vital to the success of the organisation.



However, she could not have done this alone. The local community along with dedicated volunteers have made the meeting point a reality.

Apart from supporting social sustainability, cultural and environmental sustainability are also facilitated by the organisation. However, what Meetingpoint Häradsbäck is struggling with is long-term economic sustainability. The pandemic and the subsequent recession have hit the organisation hard. Securing sufficient community participation has also been a challenge.

USEFUL LINKS

<https://haradsback.se/>