

## Best Practice Examples of successful Social Enterprises

# Djupvik central station

**Address:** Lyngenfjordveien 922, 9146 Olderdalen, Norway

**Contact Details:** [sentralstasjon@gmail.com](mailto:sentralstasjon@gmail.com)

**Website:** <https://www.sentralstasjon.no/>



## Social Mission/key social objectives

- To establish a meeting place for the local community with activities and a social sustainable population.
- To achieve synergies between the different organizations and businesses.
- To help people in all ways so they want to live and stay in Djupvik.

## Main Activity

- Trading (cooperatives, collectives, employer-owned)
- Community (Membership organisations that exist for a particular purpose and trade commercially with the goal of operating to reinvest profits into the community - community enterprises, community centres, housing cooperatives, community interest organizations, certain smaller shops, and sports clubs)
- NGO/Charity (NGOs and charities operate on both a large and small scales and are usually established to support a specific social, environmental, or political goal.)

## Business Structure

- A hybrid organisation

## Background

**Year established:** 2022

**Numbers employed:** 1,5 people

## Range of activities

- Meet to talk
- Drink coffee
- Sports
- Buy food
- Events

## Target groups/clients

People who lives in the neighborhood within all age groups, and visitors.

## Business Model

A low-cost 24/7 grocery store and café based on new technology and social activities makes is possible to create a sustainable business and community.

## Lessons learnt/Tips for success

- It is possible to get a sustainable value chain from synergy between different organizations.
- “Yes, that's why we want to keep a shop in the village. The old store was shaken by red numbers in recent years and what opportunities it had were eaten up.”
- “You just must use what you have. We have a gymnastics room, which is in a lot of use. And then we have a training room that is used a lot. Yes, we have quite a few birthdays. Then there is a taekwondo club that rents space. And outside, we have both a ball pit and a small bike track for cross country. And then we have playground equipment.”
- “There are many who state that they are getting support in the meeting place as a social arena, and many of the benefits that we want to achieve, so it is a bit of a task to make visible how or what it is. What is learning and what is volunteering and that both business and volunteering benefit from the collaboration.”

## Funding

- Income from Activities
- From the grocery chain

## Main challenges and obstacles in progressing/developing

There have been challenges linked to organising, funding and technical sustainability because of break in electricity. There is a need for make it more sustainable and also for expanding both the meeting place and the grocery store.

## What supports have been most useful to the development?

The most useful support has come from the grocery chain “Merkur” and from the mobilization of the local population.