

A village delivery service for the rural ageing population

Spain is among the European countries with the highest share of people aged 80 and more, with 6% of their population belonging to this age group (Eurostat, 2016, [data on life expectancy](#)). In addition, most of the older adults in Spain live in rural mountainous areas, with 17% of the rural population being over 65 (Eurostat, 2015, « [People in the EU: who are we and how do we live?](#) »). The lack of services and transport offers in these regions is a major difficulty for older adults to access goods and services in their daily lives. The social economy SME La Exclusiva aims at reversing this trend by offering a better provision of services to the ageing population in the Provinces of Soria and Burgos, members of Euromontana.

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Home delivery services to increase the quality of life of the ageing population

Back in May 2013, Victoria Tortosa - founder of [La Exclusiva](#) - had the idea of developing an enterprise which would improve the quality of life of older adults by delivering first necessity products at home. Three months later, “La Exclusiva” was born and a network of 5 routes in the Province was designed, serving 24 villages where a high demand for home delivery services was identified.

In these areas, La Exclusiva proposes home delivery of a wide range of products. It all started with foods, but the success of the initiative led Victoria and her associate Hugo to expand their services. Now, not only do they deliver first necessity foods and items but also newspapers, electronics and medicines but they also help older adults to read their electricity invoices.

What are the key success factors?

A good geographical coverage: there is one itinerary for each weekday in the Province of Soria. Starting from the collection of products in the capital city, some routes then cover more than 40 villages in a day. In 2017, after having extended its routes and services in its pilot area of the Province of Soria, La Exclusiva expanded its activities to the Province of Burgos – a Province covered at 27% by rural areas and welcoming more than 82.000 adults above 65.

No added costs: La Exclusiva negotiated prices of products with 5 suppliers, among which Leclerc supermarkets for instance. Therefore, there is no added costs for end users. Each village gets a dedicated mailbox for the service, where each week the deliverer drops leaflets promoting available products.

Free delivery: In addition to the negotiated prices of products, partner supermarkets and providers cover the costs of the service. Each week, older adults receive deliveries at home for free.

A user-friendly service: in order to facilitate the process and respect older adults’ habits, there are 5 ways to place an order:

- By listing desired products on a paper for the deliverer,
- By listing desired products on a paper and dropping it in the dedicated mailbox of the village,
- By ordering on La Exclusiva’s website

Credits La Exclusiva



Innovative aspect



La Exclusiva built an important network of routes covering the rural villages of this mountainous territory. The quality, gratuitous and easiness of the delivery is key to build a good relationship with the ageing population.

- By phone call
- By sending an email

Reliable assistance: a specific software has been designed to centralise all the orders and to rationalise the delivery route. It can register orders up to 48 hours before the delivery day. It is also reliable for suppliers, who always receive orders 24 hours before the delivery days, via the same software.

Social benefits of La Exclusiva's services for the ageing population in mountainous areas

More than 400 older adults are already benefiting from the delivery service proposed by La Exclusiva. In these rural Provinces, where some habitations are remote, La Exclusiva managed to reintroduce social interaction between people and to improve the quality of life of the ageing population.



Credits La Exclusiva

Benefits of the delivery service are even going beyond the supply of basic products. Indeed, 60% of beneficiaries declared that they modified their eating habits, thanks to the wide panel of available products. The initiative can also help to fight depopulation, by encouraging older people to stay at home in rural areas where they can be autonomous. 1 older adult even moved back in his village, after one year in a retirement house, and 2 other clients decided to stay at home too. La Exclusiva seems to also help fighting depopulation in these territories. Furthermore, the SME generated a virtuous circle by creating 5 jobs in the Province of Soria only, in the promising Silver Economy sector.

More information

For more information on La Exclusiva and on other initiatives from the Silver Economy sector in rural and mountainous areas, you can check the [SILVER SMEs](#) Interreg Europe project and watch the [interview with Victoria Tortosa](#), founder of La Exclusiva.



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