



RURAL PACT

 **bouge
ton
co**
Le futur s'écrit au village

Participatory grocery shops: a social economy model for rural services and local value

Rural Pact Webinar
September 17th, 2026



Our mission: bringing essential services back to villages

Founded in 2020, Bouge ton coQ! works alongside rural communities to improve access to essential services and support the vitality of villages.

Fraternity

Building social connections and solidarity among residents

Boldness

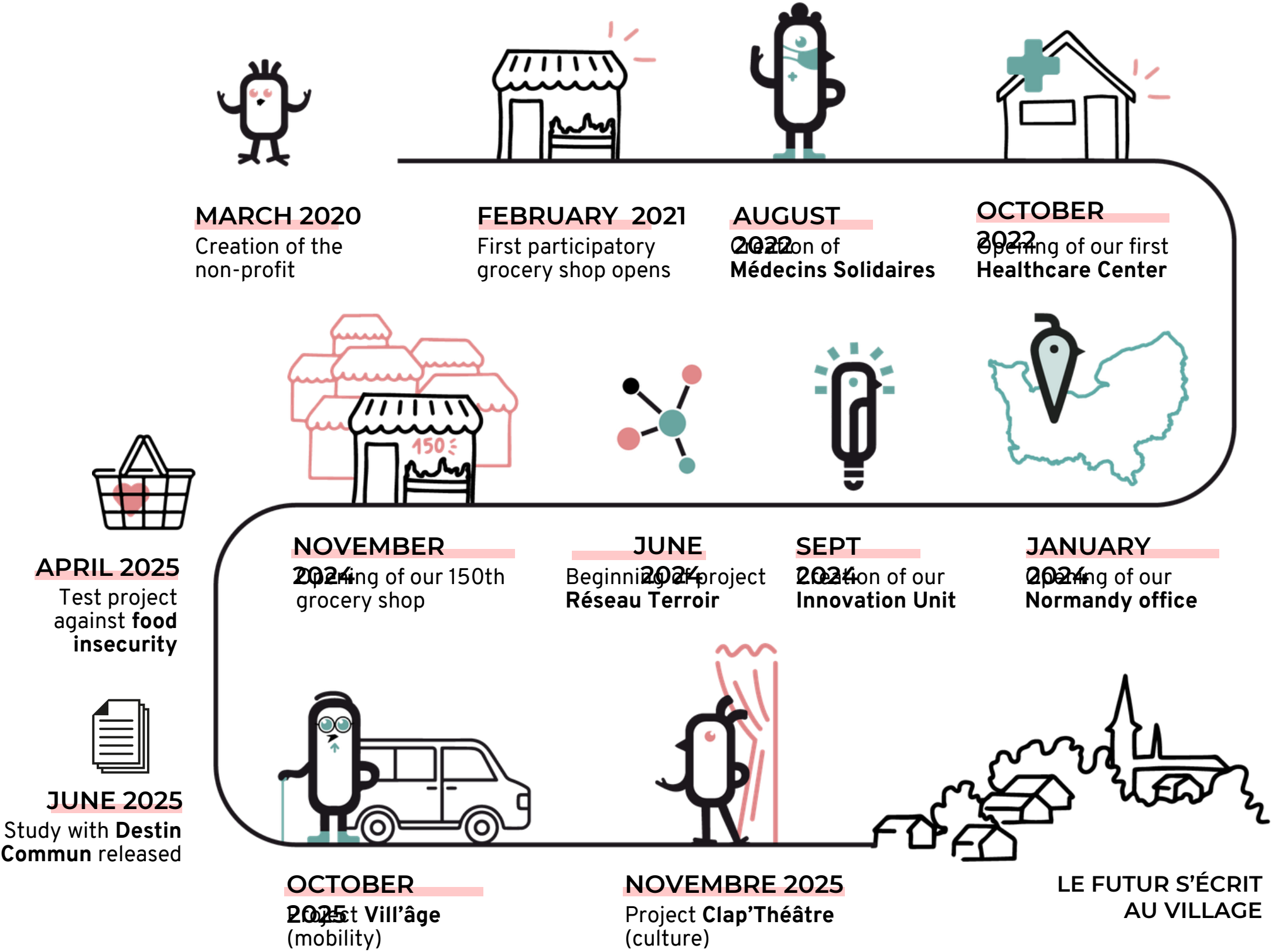
Dare to innovate and experiment new solutions

Simplicity

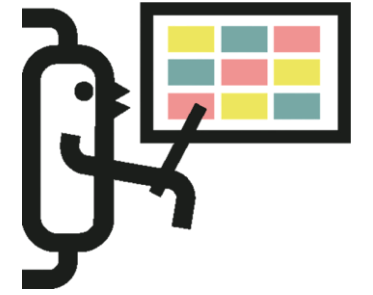
Favour accessible and pragmatic approaches

Our belief: solutions come from the ground up.

Timeline of our projects



Some stats since 2020 :



**+290 municipalities
supported**

**+4,000 local
producers
finding new
market outlets**

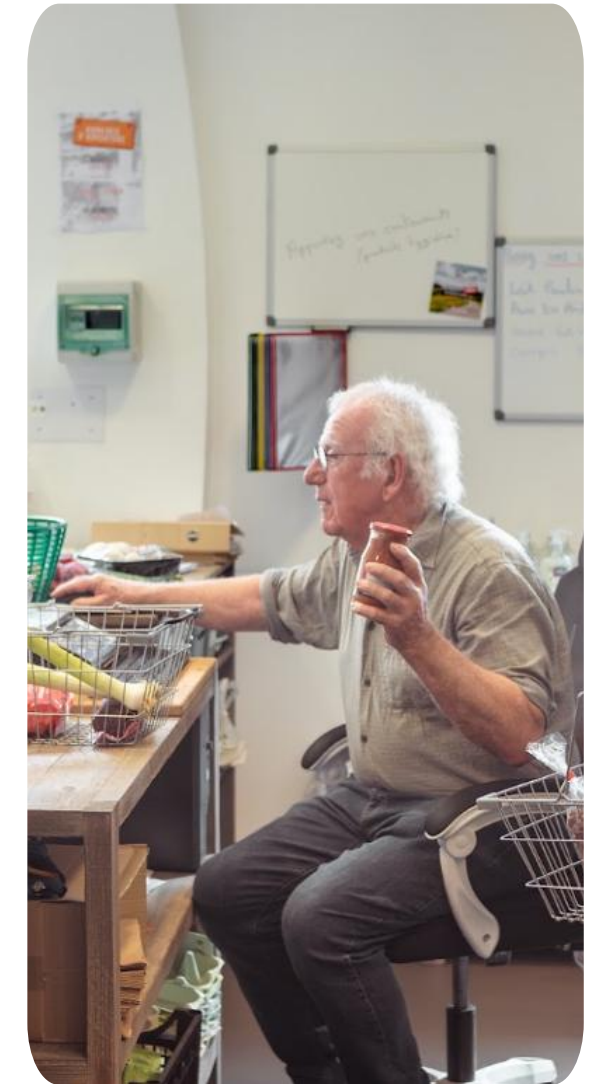
**Average gross
revenue :
40k€/shop**



**+6M€ reinjected
each year straight
in the local
economy**

**9.5 million
kilometers avoided
each year***

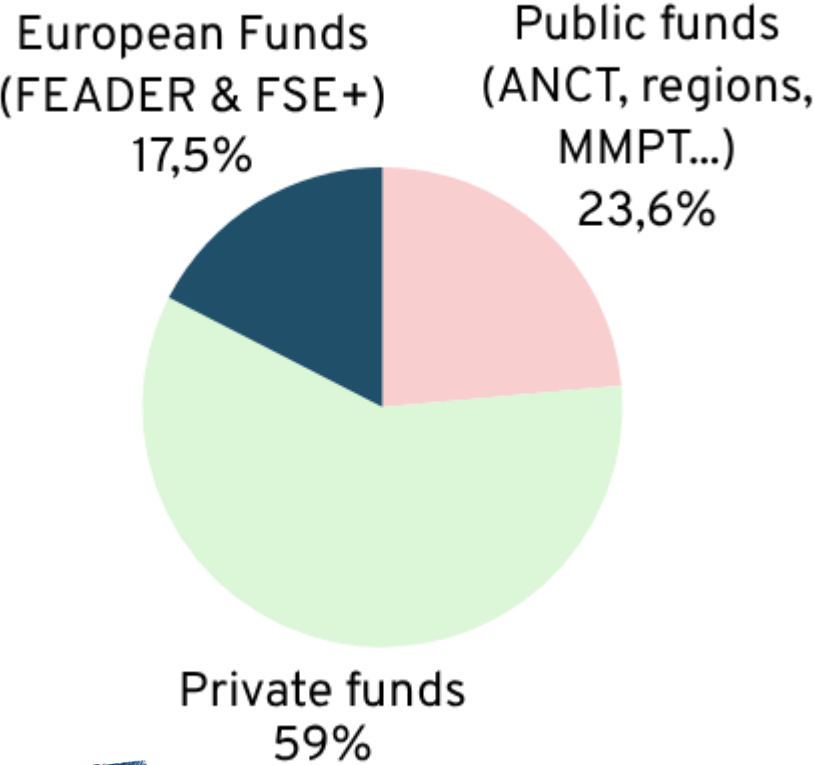
**+15,500 volunteer
households**



***it takes an average of 24km in total to go to the nearest grocery shops
when living in a french rural village, according to ADEME**

Our business model

Bouge ton coQ!



None of our sponsor represents more than 15% of our annual income



Our first-ever crowdfunding campaign has been launched in september 2026!

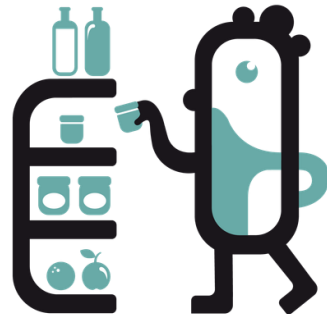
Our business model is getting stronger every year. Yet, we want to make sure that every local project can outlive us, should the day come when we no longer exist.

Local grocery shop

2 hours of voluntary work per month and per house

No rent : building is owned by the village and usually vacant

28k going straight in the local economy each year



How to develop such models ?



Strong links with local non-profits related to rural mayors (AMRF)

Bottom-Up approach : all our projects are led by rural mayors/citizen groups

59 public meetings held in 2025

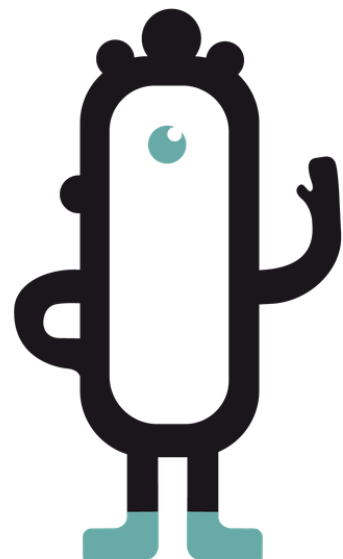
Projection : over 70 in 2026, despite municipal elections earlier this year

A few stats :

It takes between 3 and 12 months to open a local shop

Over 95% of our projects are still rocking it after 2 years

We help project leaders all along the way, with at least two webinars a week on specific questions and local meetings once to twice a year



Réseau Terroir :



- [A study on the impact of participatory shops on rural economy, and more...](#)
- EU-funded, through the french PAC network (RNAR)
- Our aim: to show the replicability of participatory shops and how impactful it can be for a rural area, in France and in Ireland

Participatory grocery shops: an economic, but also social lever



*How could we, in France, open a grocery shop without selling bread ?**

**Almost 15% of our grocery shops also sell bread from a local boulangerie*



In Meulles, Normandy, local volunteers ride a cargo-bike every week to deliver elder's orders



Traditional dance class during BTCQ's volunteer's annual meeting, 2025

Other projects one can find at a participatory shop :

- solidarity funds
- knitting classes
- theater evening
- burger party
- drag-queen lotto
- farmer's markets
- and so many more ...

Thank you very much !

Any questions ?

Strong links with
volunteers and town
councils thanks to
weekly contacts

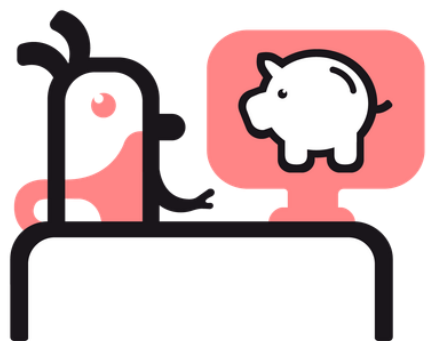
Fair prices, thanks to
a low (if not free) rent

New market
opportunities for
local producers

Average of 65
households giving 2
hours of their time
each month

Regular watch on new
call for projects /
foundations / EU
Funds

Local market place,
avoiding mobility-
related problems



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