

## *Proyecto Reactivadores* of Redeia, AlmaNatura, and IKEA

### Holapueblo revitalizes the municipal spaces of Almedina (Ciudad Real) and Jaraba (Zaragoza) to reduce depopulation

- They have won the *Proyecto Reactivadores* (Project of Reactivation) contest, where Redeia, IKEA, and AlmaNatura support two rural city halls in reviving municipal spaces that are either disused or need interior and furniture redesigns to boost their community value
- The spaces in Almedina will be used for collaborative work activities and digital inclusion initiatives, while those in Jaraba will be used for social, cultural, and educational activities
- AlmaNatura will work with IKEA from January to April 2023 to create the interior design project, handle the donation of furniture and draft a revitalization strategy for the winning locations

Madrid, December 20, 2022

**Holapueblo**, the platform promoted by Redeia, AlmaNatura, and IKEA for fighting against depopulation, will revitalize two municipal areas in the towns of Almedina (Ciudad Real) and Jaraba (Zaragoza). This initiative aims to improve socio-environmental well-being, increase opportunities, and energize the population of these municipalities by creating transformational spaces that support people in growing and developing their potential.

Almedina and Jaraba are the winners of the *Proyecto Reactivadores*, a call launched to the municipalities taking part in Holapueblo to opt for the design of spaces with a purpose and socio-environmental value. The goal is to revitalize disused municipal facilities that have become obsolete due to a lack of cohesion with the needs of the citizens or that could increase their community value in the rural environment.

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32 of the 80 city halls from the previous **Holapueblo** edition applied for the *Proyecto Reactivadores*, and Almedina and Jaraba were the winners after an evaluation in which the clarity, viability, and high positive social and environmental impact of the proposal prevailed. Both municipalities were chosen based on their activity projects to consolidate these areas as locations for start-ups, which serve as a positive lever for change to convert the municipality into a hub for intercultural coexistence with a clear focus on sustainability.

The AI-Coworking Live space in Almedina will be outfitted, serving as a meeting point for collaborative work and digital inclusion for the generation of reactivating projects. On the other hand, the “Casa de Jaraba”, the community cultural center where municipal associations can develop social, cultural, and educational activities, will be renovated in the municipality of Jaraba (Zaragoza).

The municipal buildings of the two winning communities will feature an interior design project created by AlmaNatura and IKEA. The project, with a maximum budget of 15,000 euros, will be carried out between January and April 2023.

AlmaNatura, with 25 years of expertise working towards rural reactivation, will also provide mentoring sessions for the revitalization and implementation of the activities that will be held in both revitalized areas.

*Proyecto Reactivadores* was proposed as a project that would enable the revaluation of two municipal buildings as well as a chance to foster partnerships and collaborative work between the public sector, the associative network, and citizens. Therefore, both revitalized areas represent the co-leadership of management by the city hall and local community representatives.

Holapueblo continues to fight towards more “living villages”, in which people and organizations engage in coordination to positively transform their surroundings. In addition to contributing to SDG #17 forging partnerships to strengthen sustainability (SDG #11) and reduce inequality in our communities (UN Habitat).

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# holapueblo

Press release

*The promoter of this initiative, [Holapueblo](#), is a project created by AlmaNatura and supported by Redeia and IKEA. With the help of Triodos Bank, Fundación Triodos, and Correos, it aims to promote rural repopulation by impacting two key actors: individuals (entrepreneurs and job seekers) interested in moving to the countryside, as well as city halls of small towns dedicated to attracting and maintaining the population. The program has served 148 villages since it began in 2019 and mentored 93 entrepreneurs, resulting in 82 lifestyle changes and 32 business projects already implemented.*

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