

Platform against rural depopulation

100 municipalities in rural Spain aim to repopulate and revitalise with Holapueblo

- The 4th edition of Holapueblo, an initiative by Redeia, AlmaNatura, and IKEA to fight depopulation in Spain, will enable 100 villages in rural regions to find individuals interested in living and starting a business there
- The high volume of applications from municipalities with low population density has prompted an increase in the number of selected villages to one hundred in this edition
- The participating municipalities this year are located in Andalusia, Aragon, Asturias, Cantabria, Castilla-La Mancha, Castilla y León, Catalonia, Valencia, Extremadura, Galicia, La Rioja, and Navarre

Madrid, 12 December 2023

People willing to repopulate and revitalise 100 municipalities in rural Spain are sought: This is the goal pursued by **Holapueblo**, the platform against depopulation created by **Redeia, IKEA, and AlmaNatura**, now in its 4th edition. This initiative helps connect individuals eager to live and start a business in rural areas with low population density, thereby generating economic and social activity in these regions. Once again, the purpose of this project is to continue creating value in depopulated areas of Spain.

The number of applications received since the call opened has been much higher than in previous editions, leading to the decision to include more villages. This time, a total of 100 municipalities have been included rather than the usual 80. They belong to the communities of Andalusia, Aragon, Asturias, Cantabria, Castilla-La Mancha, Castilla y León, Catalonia, Valencia, Extremadura, Galicia, La Rioja, and Navarre (see map). All these locations have fewer than

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5,000 inhabitants and have suitable housing to accommodate new residents, are close to essential public services and have internet connections.

Aroche in Huelva, Pancrudo in Teruel, and Almedina in Ciudad Real are among the towns to which Holapueblo is attracting candidates. Many of these chosen municipalities participated in previous editions. Given the success of the initiative, they want to repeat the experience to attract more *holapueblers* (Holapueblo residents) to their streets.

Right from the start, Holapueblo has been proven to boost rural communities. In the three previous editions, **133 individuals** from 51 families found new homes in **34 municipalities** struggling with depopulation. Indeed, they have contributed to setting up **30 new businesses**. Most of these entrepreneurs are couples aged between 41 and 50 with children, and 60% of the businesses created are family-oriented and linked to the service sector.

Candidates wanting to move and set up a business in one of the selected villages in this edition of Holapueblo can register using this form: <https://holapueblo.com/inscribete/emprendedores/>

Support for entrepreneurs and housing promotion

The selected entrepreneurs will receive **personalised advice**, both regarding their business ideas and to choose the municipality that best suits their life plans and entrepreneurial aspirations. Additionally, they will be supported throughout the entire moving process to make adapting to their new life in the rural environment as straightforward as possible.

Furthermore, as a key innovation in this edition, Holapueblo aims to enhance access to suitable housing in these areas. Therefore, it will conduct a thorough investigation into ongoing initiatives related to housing access in rural areas and analyse success stories in this respect. The goal is to provide a roadmap to help city councils **establish or enhance housing initiatives** in their towns.

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