

## Summary of the four editions of Holapueblo

### Nearly 50 depopulated towns in Spain gain new residents with Holapueblo

- Most of the 'holapueblers' are couples around 40 years old with children, predominantly from Spain, who start businesses led by women and related to the service sector.
- Redeia, IKEA, and AlmaNaturas platform against depopulation is launching its fifth edition to continue helping towns repopulate. They will provide advice and support to families looking to start a new life and open a business in rural areas.

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**Holapueblo**, the counteracting depopulation platform promoted by Redeia, IKEA, and AlmaNaturas, has already helped 45 towns struggling with demographic challenges gain 167 new residents (68 families). In the coming months, another 41 people (20 families) are expected to arrange their relocation.

Holapueblo is now launching its fifth edition, continuing its support for rural towns in reversing depopulation issues and revitalising their business environment and economy. The initiative not only seeks to attract new families to rural areas, but also to help them launch entrepreneurial projects.

Currently, thanks to the platform's support, 42 businesses have been established and are now fully operational.

The so-called 'holapueblers' are mostly Spanish couples around 40 years old with children, though some participants hail from other countries such as Argentina, Chile, and Romania.

Their start-ups are predominantly led by women and are mostly related to the service sector. Some examples include running bars and restaurants, managing tourist accommodations, catering for events, graphic design, photography, social media management, digitisation of businesses, or designing and manufacturing garments.

### **'We are made to feel very welcome'**

Daniela Bascuñan and Javi González, along with their two daughters, have settled in Belorado, a town in Burgos with 1,800 residents. Here, they have opened a bar serving locals and pilgrims travelling along the Camino de Santiago. 'We are made to feel very welcome. They're helping us with all the paperwork, while the kids spend all day playing in the town square. It's amazing,' they stated. In Belorado, there are other 'holapueblers' with whom they've formed a close-knit community: 'We feel like friends, connected by everything we have in common.'

Eva Hernández, Sergio Domínguez, and their two children chose to live in Lumbrales, a town in Salamanca with 1,550 residents. They purchased a campground that had been abandoned for 10 years. 'The bureaucratic process was long, and restoring the campground has been challenging. But now that we are operational, we're enjoying it.' Moreover, they are fully committed to attracting more families to repopulate this town.

### **Redeia**

Redeia, Red Eléctrica's parent company, is a global operator of essential and neutral infrastructure that ensures power supply and telecommunications. It is present in Spain and Latin America, and its activity is characterised by a continuous dedication to innovation and an unwavering commitment to sustainability. Its subsidiaries include Red Eléctrica, responsible for electricity transmission and operation of the electrical system in Spain; satellite and dark fibre operators Hispasat and Reintel, respectively; and the innovation platform Elewit.

### **IKEA**

Founded in 1943 in Sweden, IKEA has been helping transform homes for 75 years. It has been present for 27 years in Spain, with the mission to create a better everyday life for most people. Passionate about home life, IKEA aims to make your home a better place, advocating for

'democratic design': functional, well-designed, sustainable, high-quality products at affordable prices for everyone.

### **AlmaNatura**

AlmaNatura is an organisation focused on demographic challenges and the social, environmental, and economic issues posed by rural depopulation. Since 1997, it has developed rural revitalisation projects aimed at stabilising population levels through four pillars: education, health, technology, and improvements to employment. In 2013, AlmaNatura became the first Spanish social enterprise certified internationally as a B Corporation. Furthermore, it has been recognised since 2016 by the NGO B Lab as one of the best companies in the world due to its significant positive impact on rural Spain.

### **Press contact**

[gabinetedeprensa@ree.es](mailto:gabinetedeprensa@ree.es)

Tel.: +34 91 453 33 33/+34 636 338 412