

The V edition of Holapueblo is starting.

100 villages are looking for entrepreneurs to reverse their population decline and reactivate their economies.

- The platform set up by Redeia, IKEA, and AlmaNatura to halt depopulation is renewing its commitment to support the strategies of 100 declining small towns in Spain that are tackling this demographic challenge.
- The towns are located in Andalusia, Aragon, Asturias, Cantabria, Castile-La Mancha, Castile and León, Catalonia, Valencia, Extremadura, Galicia, La Rioja, and Navarre
- You can register to move to one of these towns and set up a business there using this form: bit.ly/inscripcionpersonasemprededoras
- Tragacete (Cuenca) -the village that has gained the most inhabitants with Holapueblo (14)- will host the platform's first meeting on 5 and 6 November. It will bring together public bodies, entities, and people interested in finding solutions to the challenges of rural areas associated with population loss and the lack of housing

Madrid, 10 October 2024

Holapueblo, the platform to combat depopulation, supported by Redeia, IKEA and AlmaNatura, has begun its search for people who want to live and set up businesses in one of the 100 towns that are taking part in this fifth edition. These are places with fewer than 5.000 inhabitants and a decreasing population, but which have the basic services necessary to attract new residents and businesses, such as available housing and commercial space, medical facilities and internet connection, among others.

The towns that have already taken part in previous edition, are located in 12 of the autonomous communities. Andalusia, Aragon, Asturias, Cantabria, Castile-La Mancha, Castile and León, Catalonia, Valencia, Extremadura, Galicia, La Rioja, and Navarre (see *attached map*).

Holapueblo has renewed its commitment to all of them with a dual objective: to increase their population and regenerate their business sectors, reactivating their economies by attracting new inhabitants to set up new businesses.

The platform helps these councils to define and implement strategies to combat their demographic challenge, to promote rural development and offer them training on specific issues, such as how to retain their inhabitants, how to attract new residents and how to accommodate them. It also puts them in contact with families interested in moving to the town in question and setting up a business there.

The 100 villages can also take part in the contest for Regenerator Projects in which Holapueblo restores two municipal facilities every year. They include interior design, refurbishment and a plan for revitalising the space to put it at the disposal of the local inhabitants.

Cuenca hosts the first Holapueblo meeting

Some of the towns taking part in Holapueblo have already become a magnet for attracting new families. This is the case for Tragacete, which has acquired 14 new inhabitants. This is the reason why this town in Cuenca is hosting the first Holapueblo meeting on 5 and 6 November, inviting councils and families that took part in previous editions to attend, along with public bodies, companies, social organisations and people with a commitment to rural development.

During the event there will also be a presentation of the results of research into the issue of housing in rural areas that was carried out by the UOC (Universitat Oberta de Catalunya) on behalf of the platform.

Registration for the meeting is open and can be done at bit.ly/inscripcioneventoHP

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 in Spain for 27 years, with the mission to create a better everyday life for 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 that specialises in 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.

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