

Applications open for the 6th edition of Holapueblo

Holapueblo seeks new municipalities and entrepreneurs willing to revitalise rural areas

- The anti-depopulation platform led by Redeia, IKEA, and AlmaNatura is seeking 130 municipalities that wish to take part in the 6th edition of Holapueblo.
- Registration to join as municipalities or entrepreneurs can be done via the official website: [Holapueblo.com](https://holapueblo.com).
- Holapueblo has supported 211 municipalities and facilitated the settlement of 215 people in rural areas, in addition to generating 58 new businesses and strengthening the social fabric of these regions since its launch in 2019.

Madrid, 3 December 2025

Holapueblo, the anti-depopulation platform led by **Redeia, IKEA, and AlmaNatura**, launched its sixth edition this Wednesday: Starting today, municipalities interested in revitalising rural areas can register using this [form](#):

Specifically, Holapueblo is looking for municipalities with fewer than 5,000 inhabitants that have accessible basic services, a good internet connection, and a community committed to local revitalisation. Given that housing is an essential factor for families to put down roots, special consideration will be given to councils that are working on the creation or expansion of housing stock – private and/or public – and that show a genuine interest in attracting new residents and supporting local entrepreneurship opportunities.

AlmaNatura seeks synergies between the needs of the registered entrepreneurs and the opportunities offered by the participating municipalities. In this way, it acts as a liaison between the parties and supports them throughout the process. Holapueblo thus contributes to the economic revitalisation of villages, the creation of new communities, and fostering long-term settlement for families who decide to start a new life in rural areas.

Participating municipalities will be eligible for one of two **“Revitalisation Projects”** led by IKEA to revitalise a municipal space and give it a new use through an interior design project, which includes furniture valued at €7,500.

Furthermore, the municipalities will become part of the Holapueblo community, where good practices based on the experience of other villages are shared, along with challenges and goals to increase their visibility and capacity to attract new residents.

Seeking 30 families

The initiative offers families interested in settling in a village a comprehensive approach to help them understand the local opportunities and challenges while receiving personalised advice. With this support, they develop a viable and solid business plan for their entrepreneurial project that generates real self-employment opportunities and revitalises local life. In its sixth edition, Holapueblo will support 30 new families. Those interested can register using [this form](#):

“Promoting initiatives like 'Holapueblo', which foster new businesses and help retain population in rural environments, is essential for generating a positive impact in our closest social environment. It is yet another example of our firm commitment to people and local communities. We do this through our Comprehensive Impact Strategy, with which we have launched 240 initiatives with a positive social and environmental impact,” **highlighted Redeia's Sustainability Director, Laura Quintana.**

“At IKEA, we believe that the depopulation challenge facing many towns can be tackled positively, with an entrepreneurial spirit and a forward-looking vision. With this same vision, we support this initiative and develop space renovation projects so that they truly create a distinctive and revitalising value in the towns where they are carried out. In total, we have already revitalised six municipal spaces, turning them into places for coexistence, remote working, and entrepreneurship,” explains **Eva Mengs, Sustainability Director of IKEA in Spain.**

Proven impact: a network that grows and transforms communities

Holapueblo revitalises villages, lives, and hope: Since 2019, it has contributed to facilitating 215 life-changing relocations in 211 municipalities across 12 autonomous communities (Andalucía, Aragón, Asturias, Cantabria, Castilla-La Mancha, Cataluña, Castilla y León, Navarra, Comunidad Valenciana, Extremadura, Galicia, and La Rioja) and has helped create 58 businesses, 76% of which remain active.

Across the five editions, **85% of these families remain in rural areas**. This figure confirms the robustness of the model and the significance of its prior support. Impact measurement shows that roots are built through meaningful connections and the alignment between families' needs and real municipal opportunities.

“When a family arrives, the village beats differently. It is not just the demographics that change; the collective energy of a community changes,” highlights **Juanjo Manzano, CEO and Director of Alliances at AlmaNatura**. “That impact is only sustained when municipalities and neighbouring communities open up to support the arrival of new residents, because putting down roots – and with it, repopulation – is always a shared process.”

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@redeia.com

Tel.: 91 453 33 33 / 629 57 51 73