A model of sustainable rural development
10% population

70% territory

90% population

30% territory
8,124 Villages in Spain

- 61% with > 1,000 Population
- 39% with < 1,000 Population
What is there in our towns?
90% of our natural resources
Does the population consume in a responsible way with the rural areas?
Oliete, example of depopulation

Population

363 population

Olive trees

100.000 abandoned
Our solution

A model of sustainable rural development with social inclusion

Apadrinaunolivo.org
Our model

- Sustainable Economy
- Income
- Olive trees
- Farmers
- ATADI*
- Supporters
- Companies
- Olive oil

Apadrinaunolivo.org
Our model

- **Sustainable Economy**
- **Biodiversity**
- **ATADI***
- **Income**
- **Supporters**
- **Companies**
- **Olive oil**

*ATADI* is an acronym, typically referring to a specific organization or initiative.
Brand with purpose
CORAZONES DE ALCACHOFAS ASADAS
EN CARBÓN VEGETAL
CON ACEITE DE OLIVA VIRGEN EXTRA

mi huerto
Elaboración Artesanal

mi olivo
ACEITE DE OLIVA VIRGEN EXTRA
VARIETAL EMPEÑITE
The benefit of all

- 6,000 Supporters

- 15,000 Olive trees in recovery process.

- Mi Olivo/ Mi Huerto

- 16.26% local full time job

- 3,000 visitors to Oliete per year

- 33 awards
Our team & partners

Alberto Alfonso
Presidente Asociación
Gerente Sostenibilidad / Compliance Telefónica

Jose Alfredo Martín
Director de proyectos
Apadrinaunolivo.org

Pablo García-Nieto
Responsable IT
Bayer

Adrián Martín
Responsable Producto
The cocktail

Sira Plana
Responsable Calidad
Marketing relacional y fidelización
Apadrinaunolivo.org

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Together we can build a better future

- Export model to two new depopulated areas
- 100,000 ancient olive trees recovery worldwide supported
- Grow the family products with purpose and scale up x3 weight sales in 5 years
- Acceleration program to empower rural entrepreneurship in a virtual community & working spaces to exchange and grow in 5 villages
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Towns need us now

Sira Plana
Co-Fundador
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