

A model of sustainable rural development

Apadrinaunolivo.org



10%
population

70%
territory

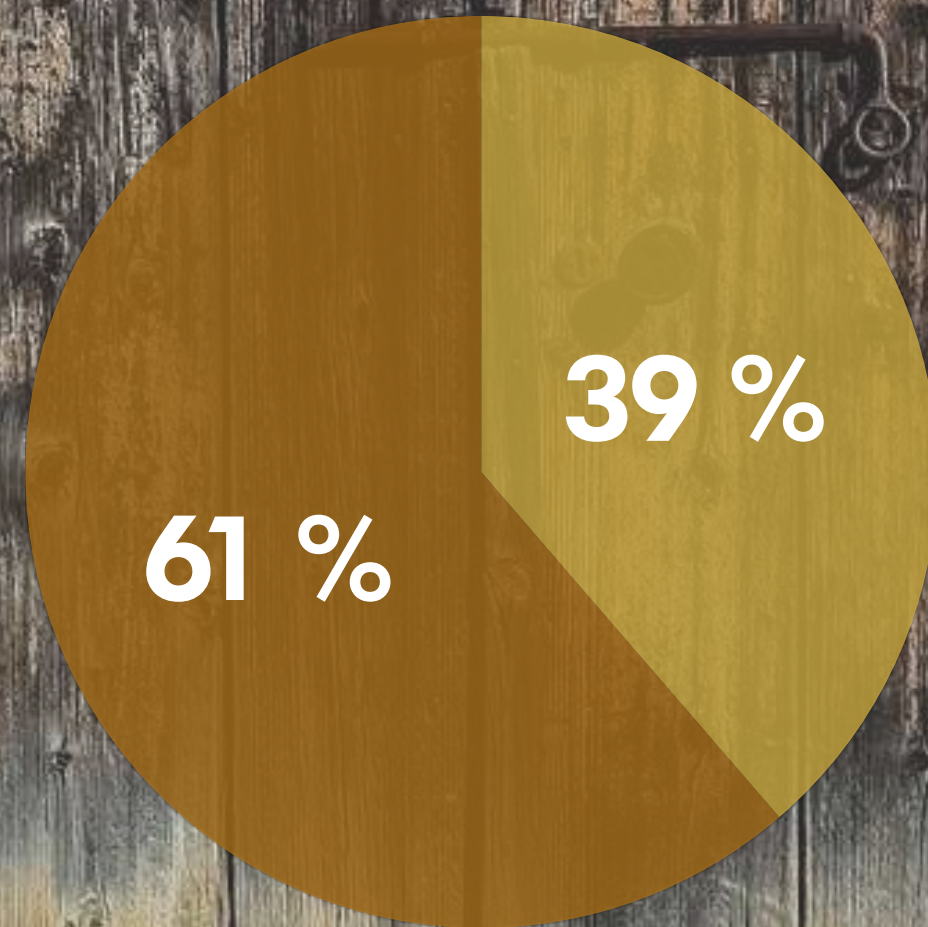


90%
population

30%
territory

8.124

Villages in Spain



-  > 1.000 Population
-  < 1.000 Population

What is there in our towns?



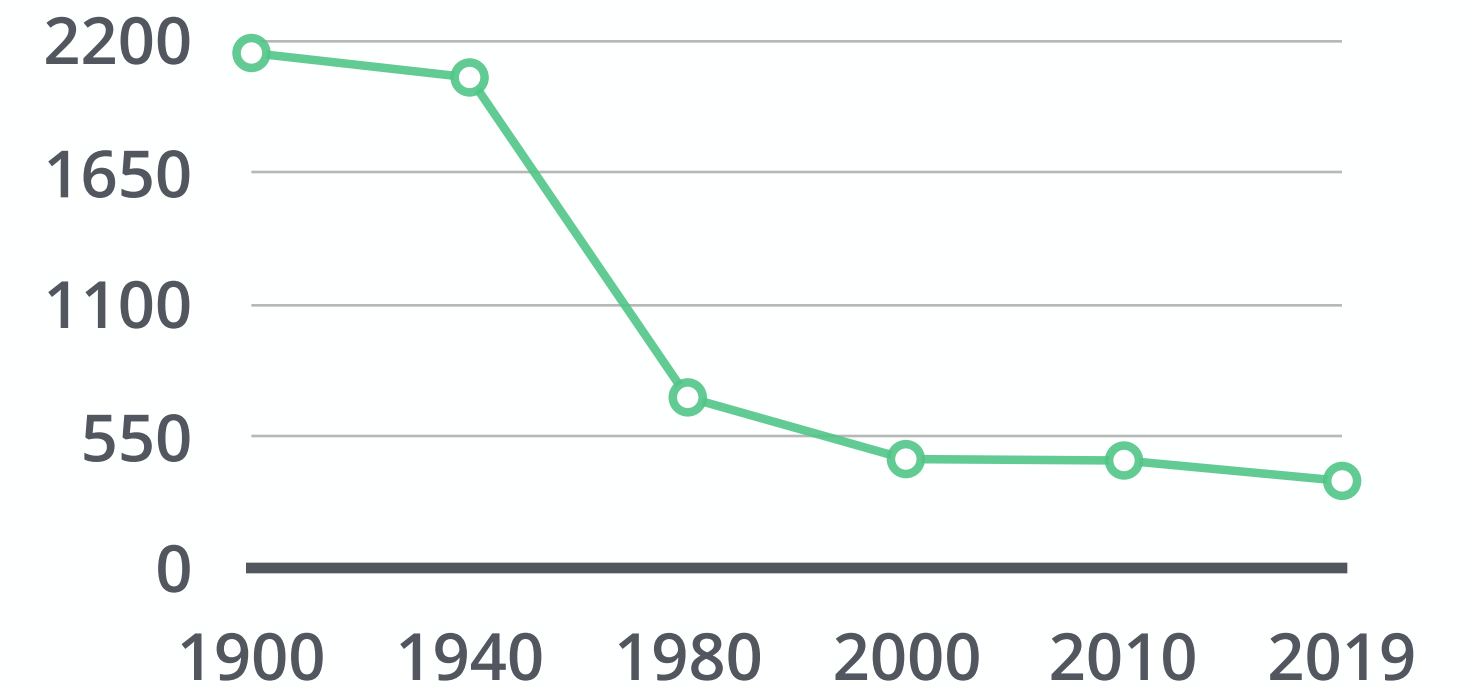
90% of our natural resources

**Does the population
consume in a responsible
way with the rural areas?**

Oliete, example of depopulation



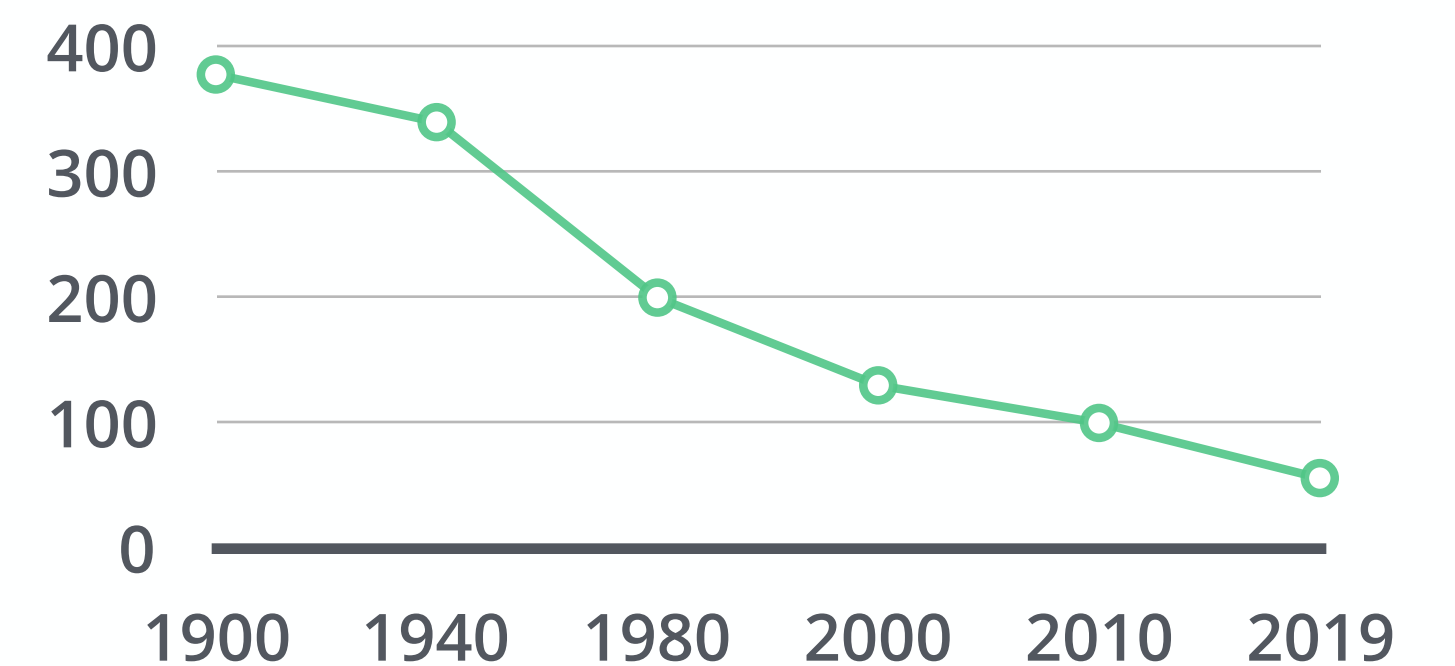
Population



363 population



Olive trees



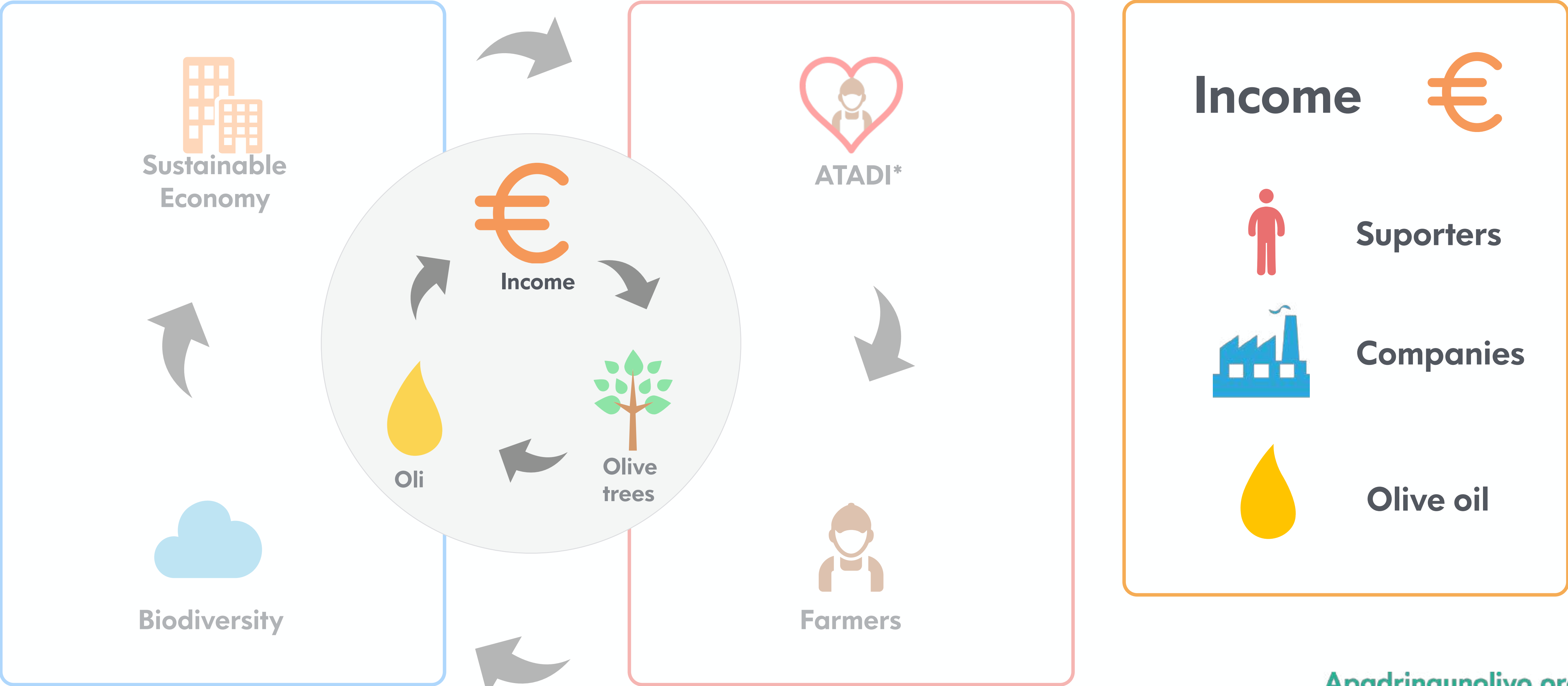
100.000 abandoned

Our solution

A model of sustainable rural development with social inclusion

[Apadrinaunolivo.org](https://apadrinaunolivo.org)

Our model



OLIVIA 2019 - 2021









APADRINA UN OLIVO
.ORG

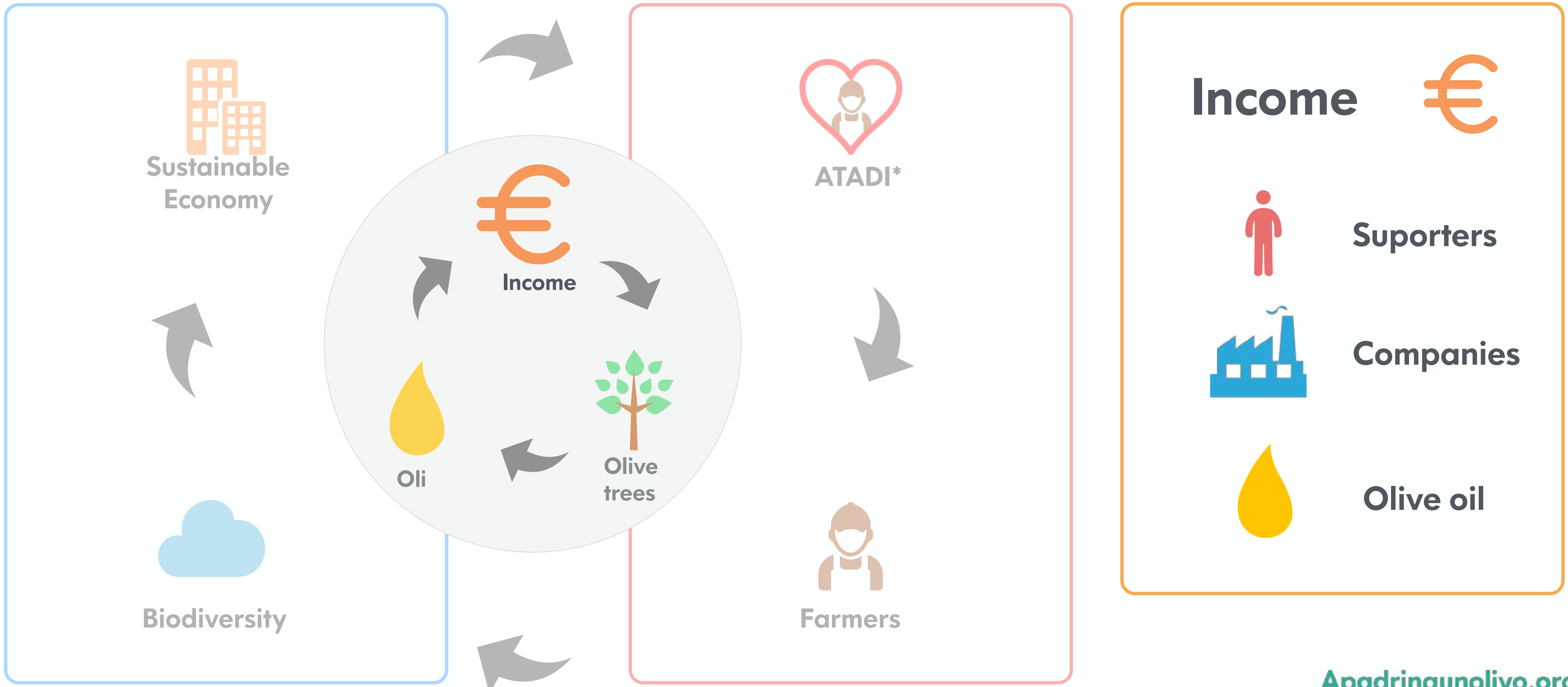
257-271





OLIVAR
PaG

Our model



A photograph of a group of people dining at a restaurant. The focus is on a hand holding a silver fork over a white plate of food. The plate contains a piece of red, roasted meat, possibly lamb chops, and some sauce. In the background, a man in a dark blue shirt is smiling and eating. To the right, a woman in a black top is also eating. The table is set with white plates, glasses of water with lemon wedges, and a loaf of bread. A small vase with green herbs is visible on the left. The overall atmosphere is warm and inviting.

Brand with purpose





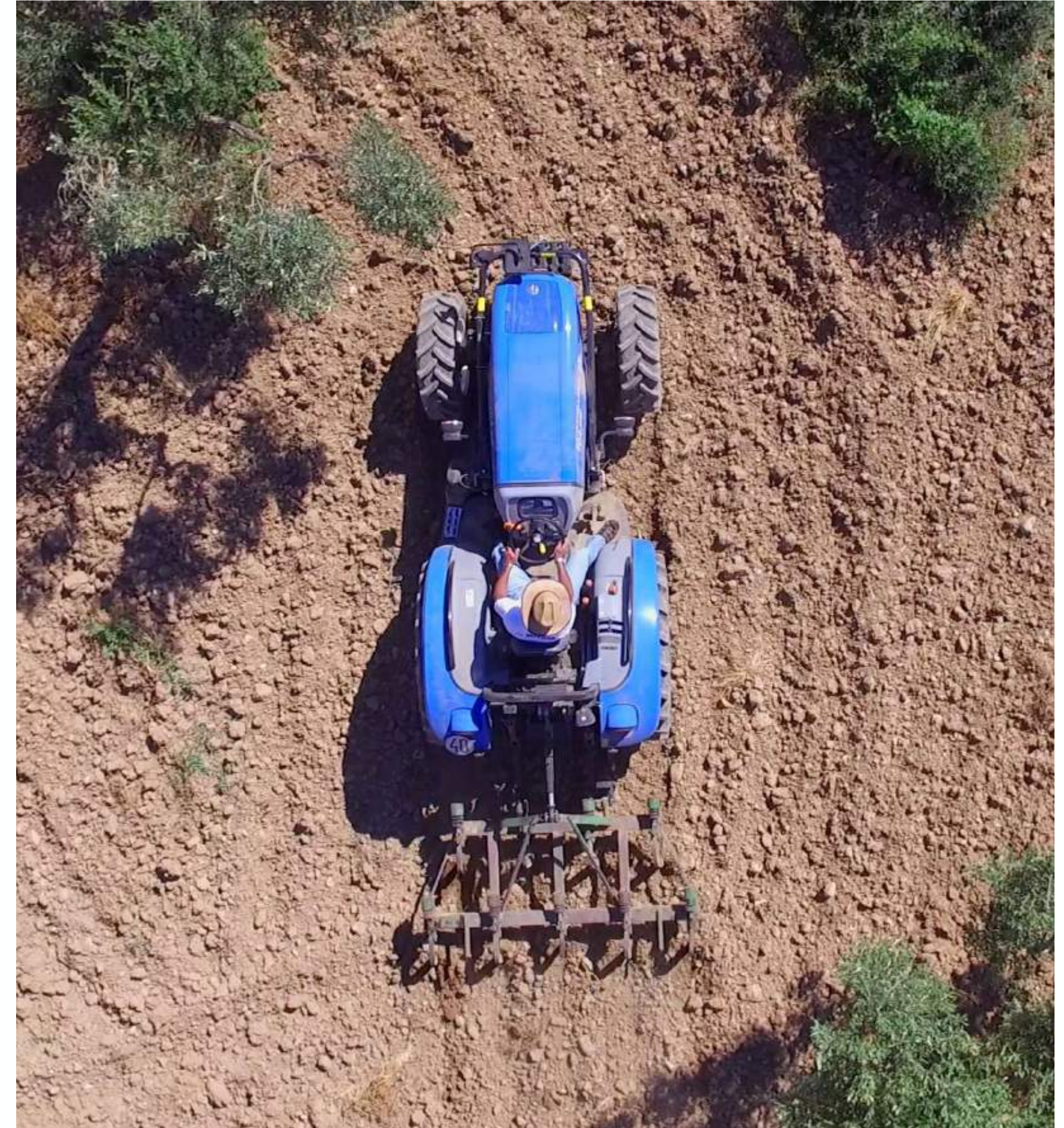






The benefit of all

- **6.000 Suporters**
- **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

President / Compliance
Telefónica



Jose Alfredo Martín
Dirección de proyectos
Apadrinaunolivo.org

Project Manager
Apadrinaunolivo.org



Pablo García-Nieto
Responsable IT
Bayer

IT Manager
Bayer



Adrián Martín
Responsable Producto
The cocktail

Product Manager
The cocktail



Sira Plana
Responsable Calidad
Marketing relacional y fidelización
Apadrinaunolivo.org

Relational Marketing, Engagement and
Quality Manager
Apadrinaunolivo.org



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

Sira@Apadrinaunolivo.org