



CASE STUDIES

# BUCOLICO



SPAIN



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# Introduction

BUCOLICO PROJECT

## Building Community Resilience through Communication & Technology

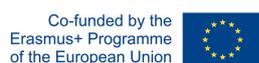
Despite signs of stagnation from the EEA's two major economies, the latest available Eurostat data showed that as late as December 2019 the unemployment rate in the EU (6.5%) continued on the downward course it began at the start of the series (2000), marginally and stably exceeding those of the US (4.2%) and Japan (2.4%). [Eurostat (February 2020) Unemployment rates by country, December 2019 update].

These assumptions held true at the time the proposal was initiated (Jan 2020), but research soon showed that a 4/5 of the global workforce was affected by the Coronavirus pandemic in Q1 of 2020, and that large reduction of working hours may affect Europe (7.8%) in the following Quarter.

A TRANSNATIONAL ISSUE Within the Union, inter-national and intra-national employment rate differences are extreme and, at times, on the rise. One demographic segment in particular, the young adults aged 15 to 29 epitomises the NEET phenomenon, one bearing profoundly troubling consequences on the socio-economic fabric of some Southern and Eastern countries.

To this end, BUCOLICO aims to address a structural problem, likely to be heightened by the lockdown of the world economy, i.e. low labour force participation among marginal groups and areas via social and local development interventions.

**Bucolico** project has been funded with support from the European Commission.



The consortium project is composed by the following partners:





# OpenTherapi

## INTRODUCTION

*In 2017, the brothers José María and María Sancho launched OpenTherapi, a comprehensive service for the development of online psychological therapy. Both in their 30s, José María is an electronic engineer and María is a psychologist. Since 2016, they started working on this idea because many patients had the need of running online therapy. For that reason, they decided to design and implement something innovative guaranteeing security and privacy. The platform allows professionals to run their own virtual consultation with a single click. They have the possibility to access to a wide range of tools that facilitate the management and care of their patients online. "It is all encrypted and totally secure to guarantee privacy in the therapeutic relationship", as explained by Sanchos, who pointed out that "we offer the security of the video calls, a gateway so that payments can be made, a calendar for patients to fix appointments, as well as a virtual waiting room where the professional can put the contents necessary for the patient to view. All this is 100% online, without downloads or installation".*

## SUSTAINABILITY

Patients from all over the world will be able to reach experts thanks to OpenTherapi. Psychologists will have a public profile that can be edited to improve positioning along with patient ratings, which will help experts to attract more and more people.

In June 2018, OpenTherapi was awarded a prize in the 'Business Creation' category, for projects less than three years old, at the fifth edition of the Andalusia Enterprise Awards in Seville. These awards aim to recognise the most innovative Andalusian companies with the greatest potential for growth and development of those linked to the Andalusia Enterprise Centre (CADE) network.

Winner also in the 10th edition of the UPO Emprande Competition, in the 'Best Start-up/Business Project' category at the Pablo de Olavide University in Seville; in February 2018, they won the 1st edition of the WomenUP Competition. AirBnB and ImpactHub Madrid, as well as being awarded prizes in the 7th edition of the Young Entrepreneurial Psychologists Award. Entrepreneurial Business Initiative Category' of the Psychofoundation (Foundation of the General Council of Psychology of Spain).



## TRADITION AND INNOVATION

This project is part of the 2017 call of the Minerva Programme, an entrepreneurship programme promoted by the Andalusian Regional Government and Vodafone, which encourages business projects in the technology sector in the Andalusian region. OpenTherapi works automatically in most popular browsers, without the need to download additional software or plugins. OpenTherapi makes it easy to find the specialized professionals for each patient to contribute to their assessments. "Teletherapy can be an important tool to help people learn more about psychological health" told the founders in an interview to a local newspaper. Some people may feel more comfortable undergoing therapy in a digital setting, especially younger people who are more intimately familiar with such methods of communication, especially when privacy is assured.

Therapists can treat clients from anywhere in the world, differently from in-person sessions. It is important to understand your therapist's qualifications and experience before you begin the treatment process.

## LANDSCAPE

The founders are from Trigueros, a small village in the province of Huelva, Andalusia. A rural area dedicated to cereal, vine and olive farming.

"From our point of view in Spain there is still a long way to go" they affirm. To begin with, there is no regulation in the field of online mental health, which means that many professionals carry out therapy online using tools that are neither safe nor guarantee the privacy of the therapeutic relationship.

This problem has been echoed by professional psychology associations and the 'Guide for the practice of Telepsychology' published by the General Council of Psychology in Spain or 'Recommendations on psychological intervention through the Internet' of the Official College of Psychology of Western Andalusia has been published. Key steps to become aware and start to put solutions in place.

## VALUES AND STANDARDS

“Sometimes, when we talk about mental health problems, society tends to relate it to severe disorders such as schizophrenia. But in reality, the term refers to a state of balance and well-being between the individual and his or her environment. This state allows the individual in question to participate fully in all areas of his life to achieve a good quality of life”.

That’s why for OpenTherapi it is essential to take care of our health, both physical and mental. Pay attention to the warning signs and prevent them as much as possible. Let’s break taboos and talk about it!

## SCALABILITY AND RESILIENCE

It goes without saying that the current coronavirus pandemic is unprecedented and is impacting on society and the world in lots of different ways. That’s why nowadays, more than ever, being able to access online mental health therapy is so important. Also, another important factor is that people are now unwilling or unable to access face-to-face therapy. “It’s completely understandable if people need some time to adjust to the concept of online therapy but remember, your therapist is there to help and guide you during this time and has your best interests at heart” they argued.

<https://opentherapi.com>



## CASE STUDY

# EducaInventions

### INTRODUCTION

*At the end of 2016 two youngs set up a company to launch their product called "HeroMask", a solution for children to learn languages through play.*

*The idea for the project comes from two Andalusian boys Carlos and Mario who, working as Spanish and English teacher in China, observed that they devoted more than half of the class to teach vocabulary to children, without playing. They came up with the need for a toy with which the children could learn vocabulary at home while they are playing.*

*This led them to attend the first "Google for Entrepreneurs Startup Weekend Education" organised in Spain in 2014.*

"HeroMask", virtual reality glasses, a combination of toy and educational video game, for learning languages. It is the first toy based on a shooting game (shooter). It is a personalised virtual reality pair of glasses, designed for language learning and, more specifically, for vocabulary in different languages, aimed at children between the ages of 8 and 12.

### SUSTAINABILITY

"We will continue to strive with great joy that here in Andalusia we know very well that effort is not the same as suffering. And that being serious is not the same as being boring" write the two founders in their website.

Since 2016 EducaInventions has been housed at the Andalusian Centre for Entrepreneurship (CADE) in Málaga, to which submitted a 3-year business plan and received public funding to finance the project.

### TRADITION AND INNOVATION

The VR goggles can also be used by the whole family to watch videos or play other virtual reality video games. In fact, the built-in mechanical button has been improved (no batteries required and the VR headset has an Interpupillary adjustment (fits both kids and adults).

"My son is using them everywhere so he is learning and acquiring vocabulary in German and Chinese. I am sure he will never forget it because he is learning and playing at the same time" says a satisfied dad.

## LANDSCAPE

“According to a study carried out by ABA English, Andalusia is the Spanish location where English is spoken the least, since 38% of Andalusians admit to having only the most basic level, recording the highest percentage in Spain” argues the founders.

“That’s why we invested in the education of children” they concluded.

## VALUES AND STANDARDS

What makes Heromask special is that it is focused on the interests of the child.

The success of this product lies in five fundamental characteristics:

**Neuroeducation:** the emotions aroused by action video games make the brain store information more effectively.

**Commitment:** the game has been created by a former language teacher who has spent more than 3 years working intensely on it until he has created something super attractive for children.

**Montessori Pedagogy:** we start with a type of video game that we know will interest and motivate children between the ages of 5 and 12, isolating difficulty, encouraging repetition, learning by exploration, autonomy, independence and freedom of choice (you don't need the adult to learn, that raises your self-esteem and motivates you).

Language immersion and learning by discovery: it is the natural way to learn. Virtual reality also ensures that there are no distractions during the game.

Special needs: it is also working with children with learning difficulties such as autism, dyslexia or hearing problems. Ask us for more information.

## SCALABILITY AND RESILIENCE

Heromask is sold online. In the emerging global economy, eCommerce has increasingly become a vital component of business strategy and a solid catalyst for economic development.

From startups to small and medium-sized businesses right through to huge brands, there are a large number of companies that can benefit from their own online store, where they can sell their own products/services.

<https://www.edinventa.com/>





## CASE STUDY

# IntegrateMedia

### INTRODUCTION

*Integrate Media is a company from Granada that was founded in 2018 to promote self-employment, creating its own way of personal and professional development based on its training and experience in the world of communication. Integrate Media offers comprehensive services for the public and private sector, covering all their needs in audiovisual production and traditional photography. As a creative audiovisual agency, it takes another step forward in the sector by betting on innovation through the production and realization of photography and video in 360°, being the 360° Virtual Tour its biggest bet.*

### SUSTAINABILITY

Since 2018 Integrate Media has been housed at the Andalusian Centre for Entrepreneurship (CADE) in Granada, to which submitted a 3-year business plan and received public funding to finance the project.

"We are four friends with the passion for photography and we want to share with youngs and photo-lovers the company know-how. There are no business secrets here"

For all November 2020, the company run free online workshop where they showed ou how to record quality videos with mobile phone so that followers or entrepreneurs could succeed on Social Network.

The most appreciated free workshop was 'Make the most of your Instagram' sponsored also by the "Concejalía De Juventud Granada" and the "Ayuntamiento de Granada".

### TRADITION AND INNOVATION

The company has been founded by four friends with the passion for photography, digital and a great entrepreneur spirit.

### LANDSCAPE

Integrate Media was created in a small village in the Province of Granada, Andalucía. This Autonomous Community with its wide variety of landscapes, stunning natural features, and numerous wild animals, is a rural region.



**integratedmedia**  
AGENCIA CREATIVA AUDIOVISUAL 360°

The 27th November 2020 founders wrote: "We are so excited to announce that the 360° Interactive Virtual Tour of the La Hoya Experimental Farm is now available. It was created for the CSIC's Arid Zone Experimental Station (EEZA) in Almería. "Today will see its official presentation at the European Researchers' Night promoted by the European Commission in Spain and coordinated by Fundación Descubre de Andalucía" they added.

## VALUES AND STANDARDS

"At Integrate Media we are characterised by our innovative spirit, in accordance with the current times, where the Internet, social networks and image are fundamental in the operation, development and expansion of all types of businesses and institutions"

Our efforts and work have led us to be awarded the Andalusian Youth Institute's Andalusian Youth Prize 2018 in the "Economy and Employment" category and the Innovative Cooperative Prize in the FAECTA 2019 awards.

With a marked social character, our services are also focused on bringing culture to the people, bringing them closer to it by making it possible for them to visit places of tourist, cultural in the total comfort of their house. We make them accessible to all types of public, especially to people with functional diversity or special needs.

## SCALABILITY AND RESILIENCE

Among the service offered, the company realizes 3D video and photos both for estate agents and private individuals to advertise houses for sale or rent. "This service has been particularly useful adapting to Covid-19 restrictions and regulations that limited visits to houses to be rent" explained the founders. "People could choose the house of their dream with a virtual 3d visit".

"These are difficult times where resilience has become essential and all jobs takes on a new value", write the founders in their official social networks.

"Many companies are struggling to get ahead and while we still have strength we will continue, camera in hand, to support the most damaged sectors" they concluded.

<https://integratemedia.es>



## INTRODUCTION

*RestaurarMuebles.com' is a web platform created by the company 8W to help a traditional sector, such as furniture restoration, to benefit from new technologies, and at the same time to facilitate the access to this service to potential users to access a quality restorer.*

*The project, 100% digital focused on new technologies and forms of communication, is navigable from a computer and telephone from which to offer the options of restoration, purchase and sale of antique furniture.*

*Its creators, Miguel Ángel García and Viviana Muci Torres, two entrepreneurs from Granada, launched it in October 2017 as the reference website where people looking for restoration services can get in touch with furniture restorers. Later, in March 2018, they enabled the option of buying and selling furniture for both users and professionals.*

## SUSTAINABILITY

Since 2017 the company has been hosted by the Andalusian Centre for Entrepreneurship (CADE) in Granada, to which submitted a 3-year business plan and received public funding to finance the project.

## TRADITION AND INNOVATION

Restoremuebles.com offers a search engine that connects owners and restorers of antique furniture, but can also be used for buying and selling between individuals and companies, something currently unique in Spain.

The Regional Government's delegate for Economy, Innovation, Science and Employment in Granada, Juan José Martín Arcos, has described this search engine as "innovative" and "successful" for the antiques business and that "being a 100% digital project, focused on ICT and forms of communication, it is an online example of those we use so much on a daily basis"



## **LANDSCAPE**

The surrounding Granada where the project was born with its Arabic influence is the perfect location to inspire the development of an online platform for furniture restoration.

## **VALUES AND STANDARDS**

Craftsmanship and the restoration of ancient pieces of furniture is surely one of the core value of this entrepreneurial interprise.

## **SCALABILITY AND RESILIENCE**

The platform has therefore become a marketplace where each seller can have their own shop within it, offering specialisation, security, categorisation and interaction between users.

**<https://restaurarmuebles.com>**



# Check-In Scan

## INTRODUCTION

*Check-In Scan, founded in Andalucía less than four years ago (2017). It is a mobile application that instantly facilitates, in just 30 seconds, the compliance of hostels for tourist accommodation. Not only hostels could benefit from this app but also hotels, holiday rentals, campsites and cottages.*

*It sends the traveler's registration automatically to the police and get the "Traveller's Report" signed easily, quickly and securely to meet the legal requirements.*

*Not only for hotel, hostel, holiday rental but also rural accommodation (far from police station) and campsite.*

## SUSTAINABILITY

The ongoing training of founders is fundamental for the future sustainability of this app as it applies ICT tools to a practice that lasts since long time in hospitality: check-in.

This project presented a 3-year business plan in order to receive Andalusian public funding from the Centro de Apoyo al Desarrollo Empresarial, CADE.

As a prize, this Malaga-based firm will receive an economic award of 2,500 euros, 80 per cent of which has been financed by MicroBank and 20 per cent by Banco Sabadell.

There will also be a training programme in international strategy and action and an international business agenda, courtesy of the Andalusian Agency for Foreign Promotion, Extenda, which will allow the check-in scan to approach a potential target market and get to know benchmark companies in its sector of activity; training

in digitalisation or advice on implementing new strategies to improve the competitiveness of their business, courtesy of Caja Rural; 5G training courtesy of Vodafone; media coverage, through actions sponsored by Coca-Cola; and mentoring, a networking agenda and B2B sessions that will be given by specialists from Andalucía Emprende to boost their businesses.



## TRADITION AND INNOVATION

Available in Spanish, English and French, the Malaga-based company Check-In Scan won the "Andalucía Empezo Awards" in November 2020 for its innovative and technological contribution. The prize was awarded by the Regional Ministry of Employment, Training and Self-Employment through the first television channel for entrepreneurs and self-employed people in Spain, Empezar.tv.d

Check-in and check-out traditionally occur at the hotel reception, as a fundamental part of hotel management. However, many times the standard procedures cause delays and long queue. From the need to simplify the process, online check-in has become a common practice in the hotel sector.

## LANDSCAPE

Andalucía region invests a lot in tourism and hospitality. It is a rural region but at the same time it is cutting-edge in tourism. That's why this kind of app has been developed in the region to present a solution in terms of speed and efficiency to a real need.

## VALUES AND STANDARDS

"A project that offers a job to 11 workers and aims to have a wide international projection, which undoubtedly has a positive impact not only on our city but on the economy of the whole province", affirmed the founder in an interview to a local newspaper.

"We are a young company so the awards we received are a source of pride for us and now we are going to do everything we can to try and win the award at a national level. Our application makes it easier to comply with hosting regulations in just 30 seconds", explains Smith, the company's CEO, adding that "one of the challenges now is to find the investment to continue growing and to be able to take the application to all the countries in the world".

## SCALABILITY AND RESILIENCE

As most components of travel and hospitality in the Covid-19 era, hotel check-in has changed.

Respecting the new safety measures, hotel and resort owners, managers and staff start to reopen their doors to guests once again and are getting rid of some time-consuming procedures such as check-in in person.

<https://www.checkinscan.com/es/>



## CASE STUDY

# Turismo Rural Torrecampo

## INTRODUCTION

*"Turismo Rural Torrecampo" is a company located in a rural and small town in the province of Cordoba, which offers accommodation services in rural houses such as shared accommodation, complementary food and drink services, celebration of social events (weddings, baptisms, communions, congresses, company meetings, ...) and activities in nature, such as hunting, fishing, trekking, cycling, ecological routes.*

## SUSTAINABILITY

The idea of the company arose at the end of 2017, when its promoters, Mercedes Romero Santofimia and Carmen Romero Ranchal, observed the difficulties in finding accommodation, especially on dates coinciding with local festivities, social events, hunting seasons, sports, cultural and gastronomic events, etc., which take place throughout the year both in the town of Torrecampo and in other towns in the region near this municipality of Cordoba.

Since 2017 the company has been housed at the Andalusian Centre for Entrepreneurship (CADE) in Granada, to which submitted a 3-year business plan and received public funding to finance the project.

## TRADITION AND INNOVATION

Hacienda Carboneras is a typical Andalusian hacienda that has been converted into one of the most spacious accommodations in Los Pedroches. It is a region of 3,612 km<sup>2</sup> located in the province of Cordoba, Spain. It is the northernmost part of Andalusia, bordering on the province of Badajoz in Extremadura and the province of Ciudad Real in Castilla-La Mancha.

It has 4 themed rooms with fireplaces, more than 10,000 m<sup>2</sup> of gardens with fountains and a range of leisure facilities including a sports court, tennis court, gymnasium, nursery, discotheque, swimming pool and many other facilities that make it a unique place in the heart of a local forest.

## LANDSCAPE

Particular attention is paid to the protection and integrity of the landscape surrounding. In addition, the promoters of this business project observed a growing increase in rural tourism in the region of Los Pedroches, as a result of the institutional promotional campaigns carried out in recent years, which have made the area a point of reference for nature tourism (the largest pastureland in Europe), gastronomic (Los Pedroches Acorn-fed Iberian Ham) and astronomical tourism (region declared a Starlight Reserve).

## VALUES AND STANDARDS

Torrecampo efforts are to mix accommodation services and activities in nature, such as hunting, fishing, trekking, cycling, ecological routes. Many activities has been organized also with the Municipality of Cordoba.



## SCALABILITY AND RESILIENCE

Tourism was one of the sector most affected by covid-19 economic and social crisis. In Spain, such as in other European countries, lockdown measure closed borders to foreign tourists. Later on, also local tourists suffered from mobility restriction.

“Due to the perimeter closure, only residents of Torrecampo can visit us, so we want to launch a 10% discount offer so that you can visit us while the perimeter closure is in force”, the owner wrote in their social media.

“In addition, to avoid running any risk, you can have an antigen test (at a very reduced price), carried out by health personnel, to avoid any contagious”.

“As you well know, we have multiple spaces where maintaining social distance will not be a problem”, they conclude.

<http://www.turismoruraltorrecampo.es>



# Agrosecurity

## INTRODUCTION

*The project Agrosecurity responds to the desire to produce and market a safety device for agricultural use, based on a lure that incorporates an element of identification by radio frequency so that, through a corresponding detector/reader, it is possible to identify both the product and the owner of the crop. With the system, and through a software hosted in cloud, it will be possible to collect enough information to detect fruit theft, product identification with traceability analysis utility, accreditation of designations of origin and ease in the control of fruit traceability.*

## SUSTAINABILITY

The company has been supported by Andalucía Emprende through the Andalusian Centre for Entrepreneurship (CADE) in Jaén. From here they have been provided with accommodation services, advice on their project and business monitoring, such as drawing up the 3-year business plan and socio-economic study, procedures for setting up the company, seeking funding and free training in various subjects of interest to them.

## TRADITION AND INNOVATION

The Andalusian Rafael Bascón, Ricardo Antonio Cárdenas and Antonio Javier Berrio are the promoters who have created this company with a high technological component and who have patented this totally new device at a global level.

The technological company Agrosecurity presented in the last edition of Expoliva the technology developed for the protection of the olive theft. Thousands of professionals circulated throughout the exhibition at the stand of Automatismos ITEA, where an olive tree had been placed with olive-shaped lures, in which they carry RFID wireless technology, capable of communicating information about the owner and the plot to which they belong in case they are stolen.

This technology could alert and inform the owner of the farm, once it is detected by the use of radiofrequency guns, or in the olive oil mills themselves, by means of antennas placed on the conveyor belts.

The company Agrosecurity also presented other devices capable of warning when the theft is taking place on the tree itself, informing the farmer almost instantaneously when the theft occurs in the field itself.

AGROSECURITY

# AGROSECURITY

*...ponle puertas al campo...*



## LANDSCAPE

Particular attention is paid from Agrosecurity to the protection and integrity of the landscape surrounding the farm and to economic circularity.

### VALUES AND STANDARDS

We offer a change so that the only sense of your effort is to cultivate in quality and safety. This change will benefit institutions, associations and cooperatives. A good for you and the collective.

## SCALABILITY AND RESILIENCE

"Recently the assault on avocados and mangoes in tropical plantations from Huelva to Malaga has increased considerably", warns Francisco Elvira, the technical manager of Agrosecurity. "They are very organised," said the spokesperson for Tropical Fruits of his organisation, Álvaro Bazán. When they discover that a field is poorly guarded, they leave it clean. They don't care if it's ripe".

That's why the device is suitable for use not only in the olive sector, but can be applied to many products such as olives, avocados, almonds, oranges, plums, etc.

<http://www.agrosecurity.es>



# Integreellence

## INTRODUCTION

*Integreellence develops technical activities that provide solutions to social and environmental problems in accordance with the great challenges we face as a society. The purpose of our startup is to use product engineering and new technologies to design products and services that can become ecological alternatives to existing ones.*

*The creator of the project is a female 32-year-old entrepreneur who, from Zalamea de la Serena (Extremadura), is carrying out this green and circular economy project.*

*With her project INTEGREELLENC she has designed and developed a system that, by separating waste at source, transforms organic waste into high quality compost that she will sell to farmers to fertilise their fields in an ecological way.*

## SUSTAINABILITY

The environmental approach involves social objectives in order to achieve the objectives described in the previous section. We believe that without a commitment from society the change to circular models will not be fully effective.

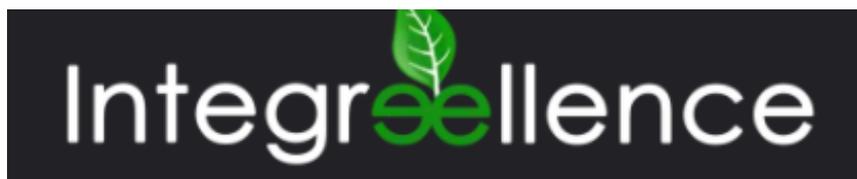
Integreellence aims to provide solutions to the Spanish demographic challenge. Green and sustainable industries as employment alternatives for groups at risk of exclusion.

The main objective is to avoid the "brain drain" in territories devastated by depopulation by creating new opportunities in the circular economy. Support the generational change by adding value through technology in traditional sectors of rural areas is one of the arrival point of Integreellence.

## TRADITION AND INNOVATION

"It creates sustainable alternatives that provide solutions to the major environmental challenges we face as a society is our mission and the driving force behind innovation".

The planet needs creative remedies to be able to breathe and we are the ones who have the keys to reducing what is harmful to it. We are looking for methods and products to create a symbiosis with the planet that will allow us to be perfect tenants. We are billions of people on earth. We need to work so that small social changes are noticeable for the environment. We need to educate ourselves to live with nature and to educate future generations. With our methods and the use of our products we intend to help build intelligent cities that integrate perfectly with existing environmental needs, helping us with our technology and adopting the system of circular economy.



## LANDSCAPE

Particular attention is paid to the protection and integrity of the landscape surrounding the farm and to economic circularity.

In particular with the project "Piloto ongreen" Integreellence put a compobox device in cities that manages the waste for 9 months.

## VALUES AND STANDARDS

Integreellence is a green company that develops its work around the Objectives of Sustainable Development 2030. It has been awarded with the first prize extremadura empresarial 2019, first prize atrebt! uca 2019 and first prize santander explorer badajoz 2018.

Therefore, Integreellence wants to develop circular and sustainable communities committed to their values. Working with children and young people as transformers of their parents' habits is a mission in Integreellence.

Educational centres need to be considered as places to learn about green subjects.

## SCALABILITY AND RESILIENCE

Despite crisis and difficulties our motto is resist" - argues the two co-founders on FB- "creating an investing on green economy. Thanks to the internet and ICT and the value they generate our goals is to turn rural communities in green communities for a better society".

<http://integreellence.com/>



## CASE STUDY

# Camporal

### INTRODUCTION

*An initiative of two young sisters from Castiglia-La Mancha which helps to make livestock activity profitable of beef cattle in the southwest of the Province of Ciudad Real. They created an online platform and a mobile application (app) that allows farmers to collect and manage data on their livestock and coordinate the various vaccinations imposed by the local Administration. This will help farmers to have more control, be more agile in sending information to vets or cowboys and comply with regulations if an inspection arrives.*

### SUSTAINABILITY

Yes, 3-year long.

### TRADITION AND INNOVATION

Camporal focuses on extensive livestock farming and applies innovative technological and business models for efficient livestock and farm management, thus helping to minimise losses due to management based on a lack of real data.

“When I was a child, I used to spend the week dreaming of the weekend coming up so that I could go to the countryside with my father. Today, that dream became a profession and now every day is Saturday” declare on of the founder.

“For as long as I can remember, I have had memories of the countryside: of cows, goats, sheep, horses... of nature in general. It is impressive to see how there is something that has accompanied you all your life and has helped to mould you into what you are today.

### LANDSCAPE

“The only shortcomings we found in our rural context are: poor or lack of internet connection (4G mainly), less technological users (which forces us to put more emphasis on design to make it very intuitive) and little Institutional support to facilitate access to their official platforms which, as each Autonomous Community has its own and they are completely different, makes it not very viable”.

# CAMPORAL

## VALUES AND STANDARDS

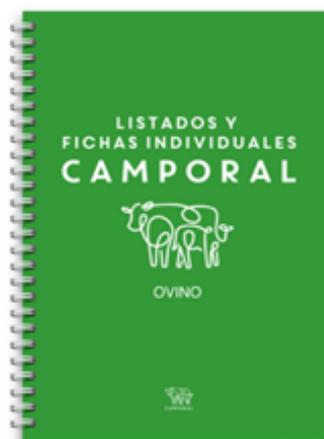
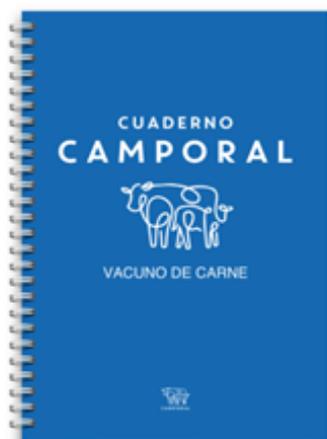
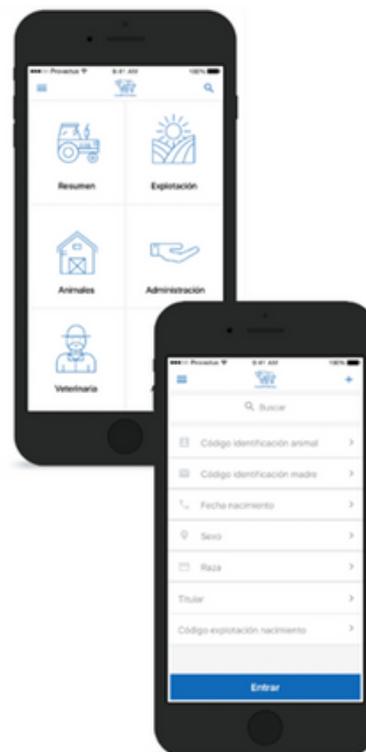
“We do not follow any official criteria”

## SCALABILITY AND RESILIENCE

“In order to support our client, we created a blog where we share tips and experiences regarding farming and livestock.

“The farmer is a professional who takes years to learn his trade and whose value is decisive in feeding you, maintaining rural areas and landscapes” we can read in the blog.

<http://www.camporal.com>





## CASE STUDY

# Adopta un abuelo

### INTRODUCTION

*Alberto Cabanes is founder and CEO of Adopta un abuelo (Adopt a grandparent), the social enterprise that has managed to put the emotional needs of the elderly on the board.*

*Since 2013, the project faces the dream to make the elderly feel heard, accompanied and loved. That dream became a reality and today it is a social enterprise that connects more than 3,800 volunteers with 2,800 grandparents.*

*60% of the elderly who live in homes do not receive visitors. Alberto, founder and CEO of Adopta un abuelo, thinks that the figure of the elderly is a great social asset in this country and, unfortunately, the most undervalued.*

### SUSTAINABILITY

In 2015 the first intergenerational accompaniment programme was launched with 57 volunteers in Ciudad Real and Madrid. The demand for young people was so great (+10,000 registrations in two months) that in May 2016 Alberto left his permanent and stable job in a multinational to develop the project in more cities.

Since then, the project became a social movement in more than 50 cities in Spain in 2 years and was awarded more than 20 times in social entrepreneurship and social innovation at national and international level.

Today it is a social enterprise that connects more than 3,800 volunteers with 2,800 grandparents.

### TRADITION AND INNOVATION

This project that began in Ciudad Real in 2015: "My friends supported me, but it's also true that they thought I was half crazy," Alberto Cabanes says. In Spain, getting it started is doubly complicated, but I encourage anyone to take a step forward. At the end of your life, you will regret those things you don't do, not what you have done". Alberto sold his car and invested all his savings in the project. For him, it was the best investment in business training: "Entrepreneurship is more useful than any master's because it allows you to experience practice. When you become an entrepreneur, you can see perfectly what you are working for and why".

## LANDSCAPE

The project born in Ciudad Real in the Autonomous Community of Castilla-La Mancha, in the centre of Spain, in the south-east of Madrid.

“If setting up a business could be difficult, imagine it in a rural environment”, argues the founder.

“Our aim is connecting generations and making older people feel listened to, accompanied and loved, while young people learn wisdom and values during the visits”.

## VALUES AND STANDARDS

Networking is the keyword in Adopta un abuelo. “We like very much the idea to collaborate with local and national reality and to export our idea at a national level” argues the founder. In particular, our best collaborations are with centres for people with disabilities all over Spain, as they host many people over 60.

“I never look at what I have done, but always look at what I have and want to do. Entrepreneurship is a way of life in which you have to continuously improve.

## SCALABILITY AND RESILIENCE

The COVID-19 crisis has further highlighted elderly’s vulnerability by causing the collapse and isolation of many residences. From one day to the next, the nearly 4,000 volunteers were deprived of their weekly visit.

However, the organisation did not stand idly by. They decided to develop, with the collaboration of Madrid City Council, an initiative aimed at offering telephone accompaniment during the lockdown. Within 24 hours the project received more than 3,000 applications from new volunteers. Within two weeks they had made 4,000 calls and had expanded to other cities in Spain.

<https://adoptaunabuelo.org/>



# BUCOLICO

2020-1-IT02-KA204-079306

CASE STUDIES

SPAIN



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