Fademur presents Ruraltivity, the launch of rural startups

Fademur has presented Ruraltivity, a tool to promote comprehensive, free and personalized, entrepreneurship projects in rural areas. With it, the organization fights against two evils that plague the rural environment: depopulation and aging. Women entrepreneurs from different towns in Spain have come to the event to explain first hand how "self-employment not only implies a future for entrepreneurs, it also means the survival of the peoples in which we live". The event concluded with the screening of a video that includes the difficulties to undertake in rural areas through the example of entrepreneurs from all over Spain.

The Federation of Associations of Rural Women, Fademur, has presented in Madrid its new project, Ruraltivity, with which the organization brings the entrepreneurial spirit to all the peoples of Spain. Giving free and personalized support to entrepreneurs and entrepreneurs in rural areas, Ruraltivity will pursue broad objectives such as the fight against depopulation in these towns and against the aging of its population.

Fademur has been working for many years for equality between men and women in the villages. With its commitment to Ruraltivity, Fademur expands its objectives and besides fighting against gender inequalities, it will also do the same with the gaps between the urban and rural world: the depopulation of rural areas and the aging of its population. And it is that in the rural environment of Spain resides 20% of the population but covers 90% of the territory. In addition, those over 65

years of age represent more than 28% of the population in towns of less than 2,000 inhabitants, while in cities they represent 17.7% of society.

These data create a context in the rural world where there are fewer opportunities and find work in the villages is a challenge for those who stay. *"In many occasions the future of the rural population, and of the survival of the people, is in the enterprise"*, explained the president of Fademur, Teresa López. López, along with enterprising women from areas with difficulties, have been in charge of showing to the media the novel operation of this rural startups shuttle.

In addition to the direct support to entrepreneurs, Ruraltivity also includes a campaign of education and dissemination of the entrepreneurial culture in each and every one of the towns of Spain. The first action of this campaign was a video projected today for the first time before the media present. Thanks to him, dozens of women entrepreneurs from all over Spain have given voice to the complicated task of undertaking a self-employment project in the rural world.

This program, which takes place in twelve Autonomous Communities, has been launched thanks to the Ministry of Health, Social Services and Equality.

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