

Initiative for the revitalization of rural Spain

The Red Eléctrica Group joins Ruralizable in the launch of a new call for support of rural entrepreneurship

- The platform promotes ideas and projects with a technological or digital component and a positive direct impact on rural areas.
- Elewit and Hispasat will support the launch of the best projects, for which Ruralizable guarantees free attendance at the South Summit 2022
- The deadline for submitting applications is March 30

Madrid, February 24, 2022

The [Ruralizable](#) rural entrepreneurship support platform launches a new call to promote ideas and projects with a technological or digital component that have a positive and direct impact on rural areas, for example a digital system for the control of livestock farms, or a *marketplace* to improve supplies in small municipalities. Through its new call, the platform seeks to expand the scope of the last edition, which saw the participation of 70 enterprises.

Ruralizable is an initiative of the Los18.org group, which counts with the additional support of the Red Eléctrica Group, aimed at contributing to the revitalization of rural Spain and reversing the country's depopulation, which affects three out of four municipalities. Besides collaborating economically, the company offers the participants professionals from its subsidiaries (Elewit and Hispasat), with extensive expertise in entrepreneurship and innovation, to offer them mentorships that help them shape their projects. Likewise, both companies will analyse the participating ideas and projects to assess whether they have an impact on any of their verticals of interest and offer them the possibility of developing pilot projects within that frame, in a real-life context.

"Supporting those who look to the rural environment to develop their business ideas is a fundamental tool for the economic and social revitalization of depopulated areas and, therefore, for the rebalancing between the urban and the rural. If we are also talking about innovative projects that incorporate technology or digitization into their business models, such as the Internet of Things or Artificial Intelligence, then we will be contributing to the necessary digital transformation of a large part of the country's productive sectors", says Antonio Calvo Roy, Director of Sustainability of the Red Eléctrica Group.

"Ruralizable wants to be a bridge between entrepreneurs who work in rural areas and the main entrepreneurial ecosystems, where opportunities connect with resources. This year, in addition, we will try to align their businesses with local and national strategic plans, for them to be able to access European financing", explains Javier Haroun, from Ruralizable, referring to the European Multiannual



Financial Framework 2021-2027 and the Next Generation funds, which generate a volume of investment in Spain similar to that experienced during the 1980s and 1990s.

Fifteen days of access to mentoring and assistance at the South Summit 2022

Ruralizable is aimed at projects at the initial stage or with a certain leverage and is especially committed to projects which generate the greatest positive impact -social and/or environmental- in rural Spain, provide innovation, can be easily transferred to different contexts, and contribute to the achievement of the 2030 Agenda and the Sustainable Development Goals.

The call, which is open until March 30, will select 60 ideas or projects that will receive mentoring for 15 days by professionals with extensive expertise in innovation and entrepreneurship. Subsequently, on April 23, they will compete in a *hackaton* in digital format, in which a specialized jury will choose between 30 and 40 projects. For the latter, the platform has reserved free attendance at the South Summit 2022, the main entrepreneurship and innovation ecosystem in the country, and one of the most relevant at global level.

Opinions of participants

- "Ruralizable represented a great opportunity for Ventum, thanks to them we managed to meet other companies and proposals in the sector, with whom we can collaborate and provide different perspectives and solutions to problems in unpopulated areas, and better understand their needs. In addition, the event was a magnificent opportunity to present ourselves and a gateway to the entry of investors and both public and private financing. In short, we would repeat without any doubt". Miguel Ángel Morales Piñero, development engineer at Ventum Innovation, dedicated to the management and control of farms in real time.
- "It is exciting to see how all these brilliant ideas connect with the SDG-11 and contribute to improving the emptied Spain", David Espeso, CEO of Yhood, an aggregator of local stores.
- "We have taken a small step forward by understanding that, thanks to the SDGs, we can generate change in the short, medium and long term". Javier Olmedo, CEO of Geko Navast, enterprise specialized in innovation based on satellite navigation technologies.
- "Ruralizable has helped us to visualize our initiative at a national level and to obtain many contacts of interest for the development of our initiative. It was a pleasure and our good luck to participate in your *hackaton*." Elio López Garcia, CEO of Innogando, a start-up that applies technology to improve the profitability of livestock farms and the quality of life of their owners.

About Los18.org www.los18.org/

Los18 is a social platform aimed at promoting the 17 Sustainable Development Goals through remarkable and disruptive actions. To fulfil the scope, they connect the agents with each other within the framework of the SDGs through their own and third-party actions in which citizens, the public and private sectors, and associations participate. Among said actions we find:



- Social Wow: Citizen collaboration actions to spread the message of the SDGs in a creative, inspirational, and epic way. Movement. The community in action.
- Hackatods: The HackatODS are the vehicle to select ideas with social impact, mentor them and transform them into viable and scalable projects.
- Dissemination: Participation in conferences, congresses, and companies, to train people on the 2030 Agenda and its implications.

About the Red Eléctrica Group www.ree.es/es

The Red Eléctrica Group is a global manager of essential and neutral infrastructures, through which it guarantees supply of electricity and telecommunications. It is established in Spain and Latin America; its activity is characterized by a continuous commitment to innovation and a strong commitment to sustainability.

The parent company of the Group is Red Eléctrica Corporation, a listed company that owns several subsidiaries, among which Red Eléctrica of Spain appears as the main company, responsible for the transmission of electricity and the operation of the electrical system in Spain. Likewise, the Group manages and leases telecommunications infrastructure through its subsidiaries Hispasat and Reintel and promotes the ecosystem of entrepreneurship and innovation through Elewit.

About Elewit www.elewit.ventures

It is the technological platform of the Red Eléctrica Group. The purpose of Elewit is to offer solutions to the new challenges of the electricity and telecommunications sectors with a fundamental goal: to promote the energy transition and connectivity to build a sustainable future.

To this end, Elewit focuses its activity on the following key challenges: improving the efficiency of grid development and asset management; optimization of the operation of the electrical system, making it more efficient, reliable and flexible; promotion of connectivity in cities and rural areas through the opportunities of 5G, satellites and the use of new digital technologies; optimization and automation of OT and IT security; taking advantage of the opportunities of new trends in the electricity sector; generation of new services and business logic around current assets; increasing the sustainability of the Group's activities; and optimization of processes and increasing the safety and well-being of professionals.

About Hispasat www.hispasat.com/es/

Hispasat is the benchmark satellite operator in Spain and the driving force behind innovation in the aerospace sector. It is the main bridge between Europe and America as a means of communication, as a provider of broadband and connectivity services in America, Europe, and North Africa through its companies in Spain and Latin America, where its Brazilian subsidiary Hispamar is located. It is also a leader in the spread and distribution of audio-visual content in Spanish and Portuguese, including the transmission of important digital platforms of Direct to Home Television (DTH) and High-Definition Television (HDTV). The above-mentioned activities make it one of the world's leading companies in terms of revenue in its sector, and it belongs to the Red Eléctrica Group.