



**Sharing
cultural heritage
to revalorise depopulated
Bulgarian villages**



Why Baba Residence?

Depopulated rural and mountainous villages in Bulgaria



- Continuous depopulation of the Bulgarian rural areas and migration to the large cities (Huge regional development disproportion)
- About 400/500 villages have less than 10 residents
 - 150 have no permanent residents!
- The depopulated villages can be seen as a “dormant asset” that might and should be awoken





- ✓ How to revive their local economies?
- ✓ How to find solutions for the existing social challenges?
- ✓ How to preserve and nourish the uniqueness of Bulgarian villages?



Baba Residence

Baba = Grand Mother

A win-win situation



- The vibrant elderly are able and eager to bring forward the traditions and cultural and social practices that are about to become extinct;
- Young urban people are open to learning from them and ready to share knowledge and to contribute to reinstating the elderly living in villages as an active part of the society;
- Many young Bulgarians **wish to spend more time in the rural areas.**



How does it
work?



- A group of 10 to 20 young people (up to 35 years old), recently graduated or unemployed
- The selected participants undergo a training with Ideas Factory Bulgaria in Sofia
- Participants spend 4 to 6 weeks in a remote and sparsely populated village

- The participants develop an innovative idea for a product, service or event that will attract stronger interest in the village
- They share the daily-life of elderly and learn about local crafts and cultural heritage



Since 2015:

Every year participants go to a different region (mainly in mountainous villages)

In September 2018:

Currently taking place in 2 villages in the region of Karlovo (Balkan Mountains)







"We were interested by the locals and they were interested by us. There was a lot to learn for each other."
Martin, participant of Baba Residence





Results

Results



- Original business ideas that bring sustainable economic impulse into the villages



Results



- Professional studio recording of a CD with folklore songs from Dryanovo village in the Rhodope mountains that are about to become extinct;
- a social enterprise to export products woven by the grannies of the villages;
- many cleaned and newly marked mountain eco-trails;
- a big archive with photos, personal and folklore audio and video stories;
- And so much more...



Results



One of the most important intangible results of Baba Residence is **the new quality of human interaction – solidarity between generations, between urban and rural communities.**



Thank You !



<http://ideasfactorybg.org>

<http://ideasfactorybg.org/baba-residence>
