



# Adoptanolivetre.org

An Environmental, Social and Rural development initiative

**Oliete, Teruel, Spain**

XI European Mountain Convention. Vatra Dornei. Romani



# Where are we located?





**Oliete, a town with more than 2.000 years of history, in Teruel, Aragón, Spain**





# Oliete 2.000 years ago

The iberians in our territory





# A huge cultural and natural heritage

- Ready to explore and exploit





# San Pedro chasm, in Oliete, Teruel

➤ A spectacle of nature, unique in the world





# Our natural heritage, more than 100.000 ancient olive trees





# The olive trees, our natural resources





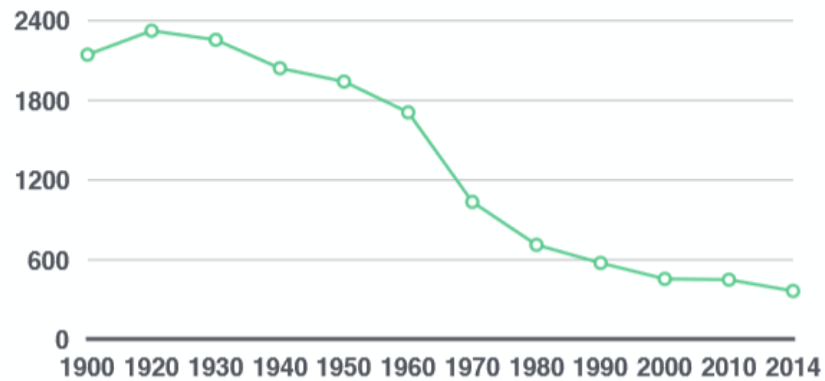
# What happens in the rural and mountainous areas of Spain?

- 61% of villages of Spain have less than 1.000 inhabitants. “ South Laponia”

## Oliete, example of depopulation



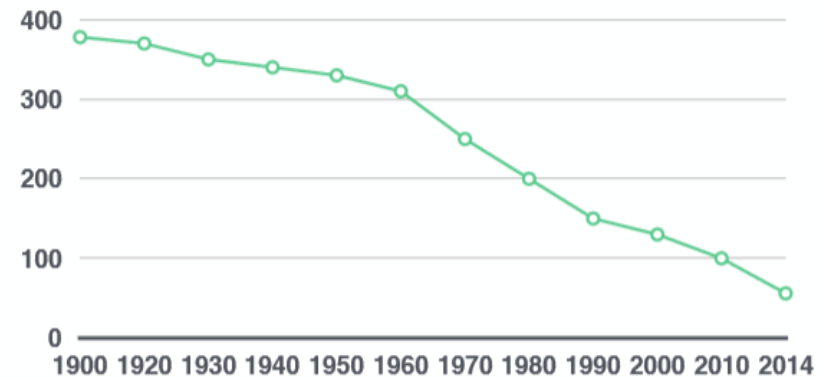
Inhabitants



**363 inhabitants**



Olive trees



**100.000 neglected olive trees**



# How did the idea arise?

A mix of...

IDEAS INTERNET NATURAL RESOURCES INNOVATION CREATIVITY PEOPLE  
METODOLOGY FARMERS GOODFATHERS SPONSORS CULTURAL HERITAGE  
NATURAL HERITAGE MILLENNIAL HISTORY OPPORTUNITIES





# Adopt an olive tree

## The project

- Enhancement of **endogenous natural resources** in a **sustainable** way
- **Natural and Cultural Heritage** as an Engine for Creativity, Innovation and Socioeconomic **Development** for the Future of **Mountain areas**





# Conecting people

- ▶ Through the project we make an experience to the godparents
- ▶ we get emotionally connect to the protectors with their sponsored olive trees.
- ▶ Value added to the whole region.

**ICT URBAN AND RURAL CONNECTION LAND STEWARDSHIP GUARDIANS OF THE**

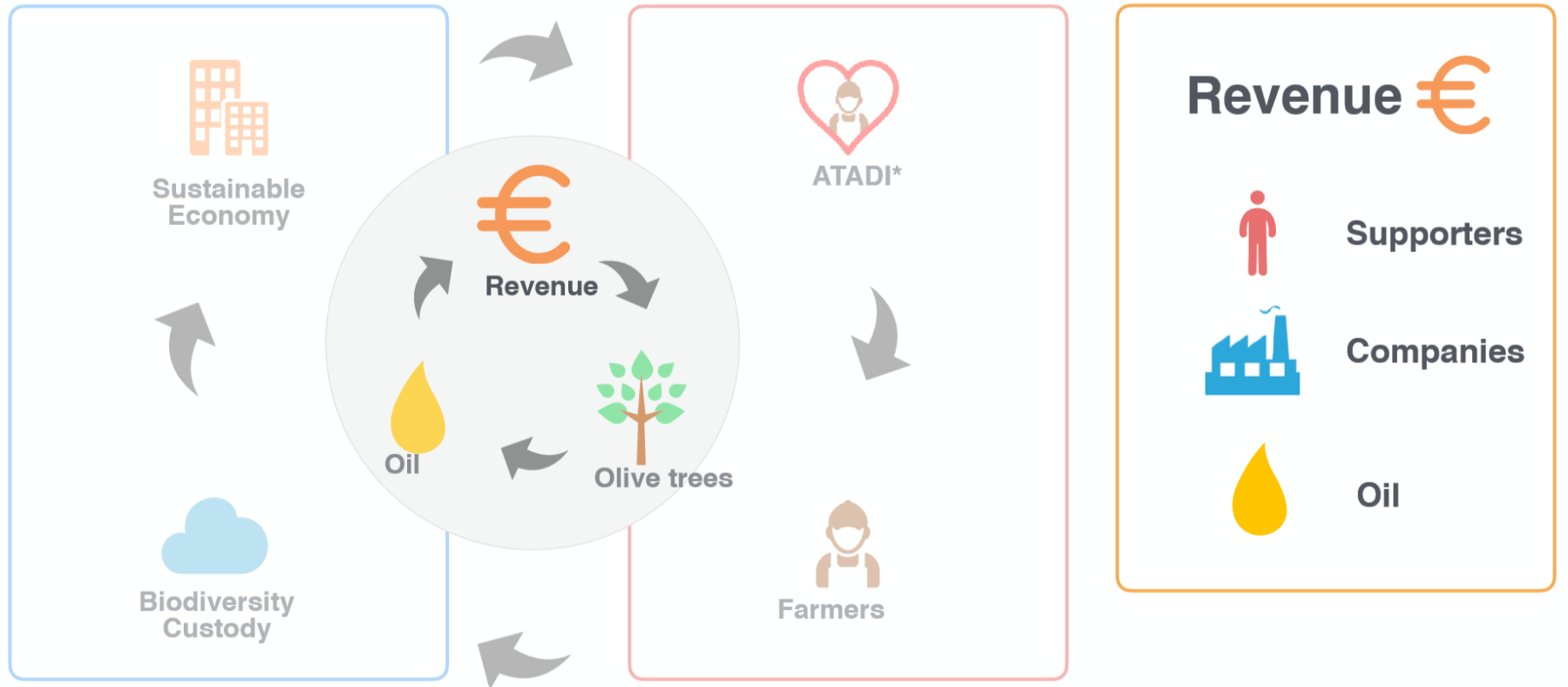
**TERRITORY WORKERS WITH DISABILITIES OR IN SOCIAL EXCLUSION ECONOMIC ACTIVITY**





# Adoptanolivetre.org model

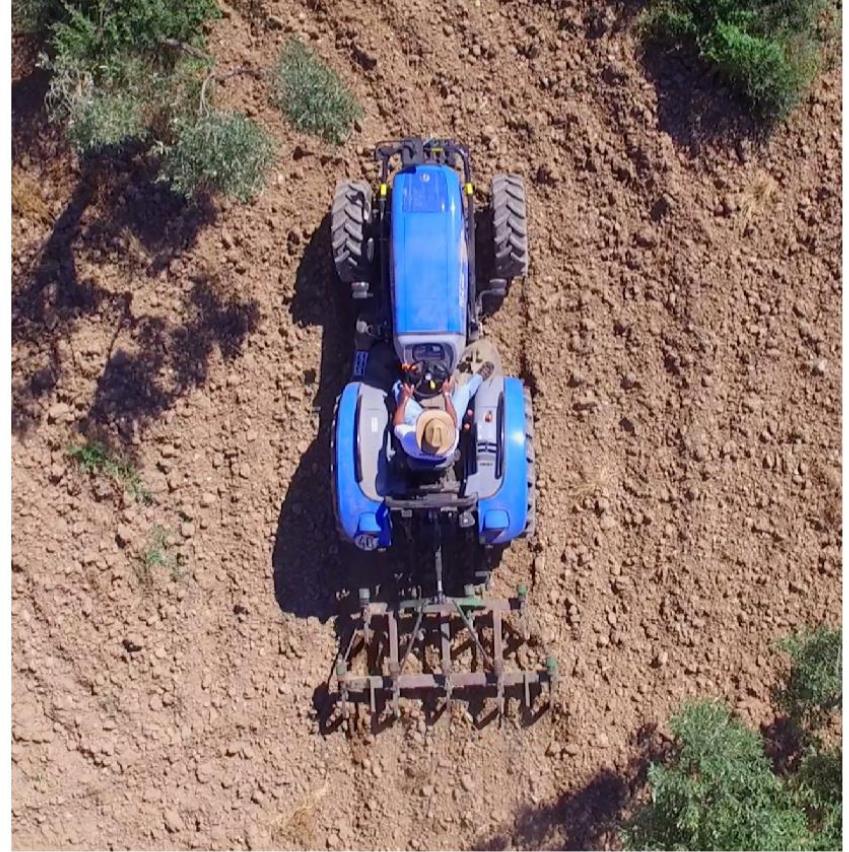
A sustainable rural development model with social inclusion.





# The global benefit

- 7.200 olive trees in recuperation process and preservation of biodiversity.
- 8 full-time workers
- 7 part-time workers
- 3.500h Social Work with ATADI  
Asociación Turolense de Ayuda a la Discapacidad Intelectual
- 21 volunteers





# Our liquid gold. Extra virgin olive oil. 3S

► This olive oil collects all the values of the project

**#Sustainable**

**#Social**

**#Solidary**

**#Healthy**





# What are we obtaining with this project?

- ▶ Oliete, it is known as the village of the ancient olive trees in Spain.
- ▶ We create a sustainable rural development model
- ▶ A Triple Bottom Line. (Environment, Social and Economic initiative)
- ▶ We put in value our natural and cultural heritage
- ▶ We have created a model to export to other rural áreas
- ▶ We avoid the death of our villages with a initiative engine of economic development

Definitely, we are **creators of OPPORTUNITIES**





**Do you want to be one of the new heroes of  
change?  
See you soon in Teruel**





Thank you very much for your attention

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