

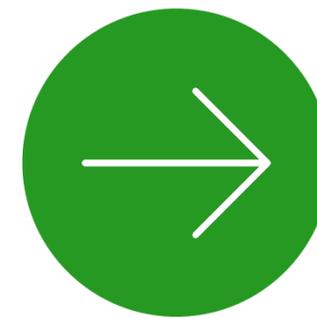


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ENTREPRENEURSHIP IDEAS





TAKING INITIATIVE IN RURAL AREAS



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INTRODUCTION

This entrepreneurial idea arises from a process of studying and analyzing the needs of many elderly people (especially those living in rural areas), which we consider to be an important issue that needs to be addressed.

PROBLEM

Many elderly people face significant difficulty in getting around to do their shopping or even in cooking. It is also important to remember that rural areas have fewer product options at higher costs.

SOLUTION

Raise awareness of the issue and communicate the need to implement an initiative to solve it. In this way, we make their lives easier and ensure that everyone has the same opportunities.

ENTREPRENEURSHIP

Offer a home delivery food service, at a symbolic cost, for elderly people in the town of Astudillo (Palencia) from the "Santa María" Hostel.



HOW ENTREPRENEURSHIP ARISE?

1

WHAT PROBLEMS ARISE?

- I can't leave the house, not even to go to the supermarket.
- I can't cook because I don't see very well.
- If there are steps, I easily fall.
- Thank goodness for my son, who does the shopping and brings it home.
- I can't carry much weight with the bags.
- We only have two stores in the village.

WHY WE CHOSE THE RURAL AREA?

We realized that many elderly people face difficulties in their daily lives or, even worse, have no one to help them.



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WHAT SOLUTIONS WE CONSIDER?

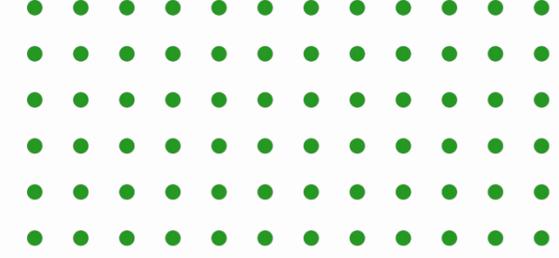
- Make ourselves heard
- Offer our perspective
- Convince people of the need to help those who are alone in their homes
- Raise awareness of the lack of products/services in rural areas
- Offer a home delivery food service
- Consider doing it from the "Santa María Hostel" in Astudillo
- Sell the product/service at a symbolic price (social purpose)

WHY WE CHOSE THIS SOLUTION?

It meant offering assistance to elderly people who are dependent on certain aspects of their daily lives. In this way, those who prefer to have prepared meals delivered to their homes will be able to request it. The initial idea is to start locally, but with the goal of having a broader global impact.

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**TOOLS
USED**

Brainstorming, kahoot, mentimeter, genially, padlet, social networks...



TIME USED

Forms and research time, as well as three preparation sessions for the idea.



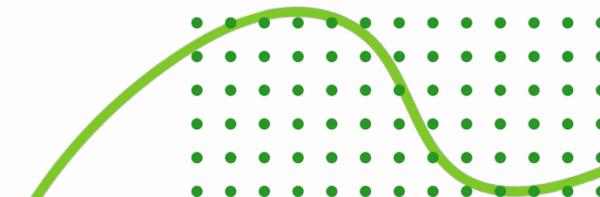
CHALLENGES OR OBSTACLES

We all agreed on the need to take action on this social issue, but we weren't sure if people would view it as something positive.



ACHIEVEMENTS

We managed to carry it out from the "Santa María Hostel" in Astudillo (Palencia), where they have all the necessary resources. We have made a positive impact on society (social entrepreneurship), thanks to new technologies and social media promotion (digital entrepreneurship), as well as the reuse of containers to protect the environment (green entrepreneurship).





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ENTREPRENEURSHIP

DESCRIPTION:

The "Santa María Hostel" offers us its facilities to carry out the proposed entrepreneurial idea. All elderly people living in Astudillo will be able to access home delivery services to make their lives easier.



OBJECTIVE

It helps elderly people by providing them with a home delivery food service.



TECHNOLOGY

Tools such as Genially and Mentimeter, as well as social media, have been used to raise awareness of the issue and promote our entrepreneurial idea.



SOCIAL IMPACT

It has a positive impact on the lives of elderly people who face difficulties with mobility or even performing essential tasks such as cooking.



ENVIRONMENTAL IMPACT

This entrepreneurship is environmentally friendly, as the containers used for delivering the food will be reused.



SUSTAINABILITY

By helping and collaborating with elderly people in need, the aim is to raise awareness in society so that over time, we all contribute. In this way, the sustainability of the entrepreneurship is ensured for the years to come.



THE TEAM

Our team is made up of six members with different backgrounds and experiences, allowing each person to specialize in a specific aspect to be developed within the functions of “Taking Initiative in Rural Areas.”

- Santi Domínguez Fernández
- Marta García Díez
- Yago Díez Patiño
- Nekane Díez Díez
- Javier Vargas Domingo
- Iván Martín Bartolomé



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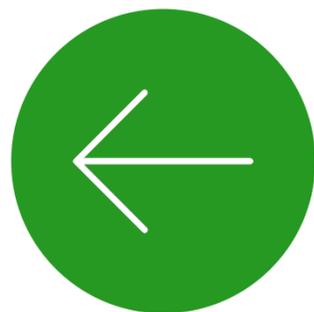
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CONCLUSIONS

- Working as a team facilitates understanding.
- Finding a global and sustainable solution is complex.
- Diversity within the team benefits analysis from different perspectives.
- Giving our best means prospering in society.
- Social, green, and digital entrepreneurship benefits everyone.
- Helping older adults is very rewarding.
- Carrying out an environmentally friendly entrepreneurship is a challenge.
- Raising awareness in society about the current issues facing older adults is more complex than it seemed.



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