

Extremadura, Spain

About the region

Extremadura faces significant challenges that are common among rural areas in Europe. One of the primary issues is the limited access to digital infrastructure, which exacerbates the scarcity of economic opportunities, particularly for small businesses and entrepreneurs, and contributes to the outmigration of younger generations who seek better prospects in urban areas.

Here, the dRural platform has fostered three key arenas: Healthcare, tourism and business consultancy.

PARTNERS INVOLVED:

- ADIPER
- Chambers of Commerce from Badajoz and Cáceres
- Municipality of Los Santos de Maimona
- FUNDESALUD

The Dehesa Rural Marketplace offers 58 services, including 9 complex services. By the end of October, the number will increase to 70-80 services with services attracted through the second open call.



Eco tourism 10%

Leisure and culture 14%

Health 25%

Smart business 28%

Smart village 7%

Workshop 16%

Results

→ Population in dRural Municipalities:	1.000.000
→ % of population reached:	0,5 %
→ Municipalities covered:	40
→ Services Providers:	50
→ Services within dRural:	80
→ Sectors involved:	6
→ Citizens involved in dRural: <i>(assisting events, workshops, or marketplace)</i>	1100
→ Earnings growth for service providers who took part in the dRural demonstrations:	First year: 5% Second year: 20%
→ Companies receiving funding from dRural:	29
→ Small and medium-sized businesses and business starters who have become part of the dRural platform:	50
→ Digitized services:	65



Visit the platform at:

Dehesa rural <https://dehesarural.es>



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<https://drural.eu/>



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