

REDERA Revitalization and entrepreneurship for deprived rural areas in Europe

CRITERIA FOR THE SELECTION OF GOOD PRACTICES

1. Name of the practice:

"Gustos de antes" The bakery of Irene and Rebeca Gómez

2. Objectives and challenges tackled, according to RedEra Application Form

Irene and Rebeca's business initiative in Sigüenza (Guadalajara) is an example of entrepreneurship that contributes to training the workforce and creating jobs in a town like Sigüenza, with just over 4,300 inhabitants, located in a sparsely populated rural area. Her company contributes to the settlement of the population in the area, including the immigrant population. It incorporates innovative elements as a result of the knowledge acquired by the businesswomen, who in turn carry out training activities.

3.- Brief description of the practice: (between 400 and 600 characters)

In 2016 Irene decided to return to Sigüenza after a few years living in Catalonia where she learned much of her pastry and baking skills. In her previous job she was able to complete her training with stays in France and Belgium. Together with her sister Rebeca, she took over her parents' churrería and in just a few years they have turned it into a well-known bakery in the area with a considerable capacity for expansion. Today they employ 17 of very different nationalities, mostly women, many of them trained in the company. They have recently opened a shop in the nearby village of Jadraque, where they are originally from. In addition, they actively participate in training courses in the field of pastry and bakery in the area. The regional government of Castilla-La Mancha has recognised them with the Rural Woman of the Year 2021 award.

4.- Among the following descriptions, which one will fit best to the practice?:

A) It is a practice developed:

- In a rural area (according to inhabitants, evolution of population, economic sectors...)
- In an urban environment but with an impact in surrounding rural areas
- Sectorial
- Other

Comments (between 450 and 600 characters)

The impact on the surrounding area is evident. Irene and Rebeca are looking for employees who live near Sigüenza. Especially in winter, the area is not always easy to reach.

Although their vocation is to live and progress in the rural area where they come from, Irene and Rebeca are thinking about the expansion of the business with the opening of a new shop in Guadalajara capital.

B) Target public of the practice

- Young people in general
- Young people at work
- Unemployed young people
- Workers
- Unemployed people, in general
- Long term unemployed people
- Specific groups
- Other: locals and tourists

C) Transferability of the practice

- Very high
- High
- Low

D) Which is the source of this practice

- Private initiative
- Public initiative
- Collective initiative

E) Agents involved

- Local administration
- Regional administration
- Companies
- Employers' associations
- Unions
- Civil Society Organizations (CSO)
- Other: Nationwide initiative

F) What type of role do the agents indicated in the previous question, play

- Funders
- Stakeholders
- Companies that take part in the offer of practices for young people

G) Sustainability of the practice (environmental, social and economic

Converting a family business, bringing it up to date and turning it into a source of wealth creation makes it sustainable over time. From an environmental point of view it is a neutral type of business and from a social point of view it is a real integration experience. Not only does it have a high percentage of immigrant staff. It has also recently added a disabled person to its staff.

H) How is the gender approach considered in the practice?

- It fosters the participation of women through positive measures due to the lack of female participation in the sector
- Participants are gender balanced
- More women taking part for any other reason
- Not considered

I) Is it an inclusive practice?

- It gather people with different capacities
- It focuses in specific collectives
- It promotes inclusiveness in the territory. Yes It facilitates the conditions for the territory to be inclusive (elimination of physical, psychological and/or cultural barriers)

5.- Please, highlight some of the main results obtained to date

A company that in just a few years has employed 17 people and is consolidating its expansion in nearby towns such as Jadraque is testimony to its success. The prize awarded by the government of Castilla-La Mancha will help to give greater visibility to the rapidly expanding company. On a social level, it is a laboratory for the integration of workers from very different backgrounds and cultures with excellent results.