



**PRACTICE ABSTRACT**  
**Digital technology**

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## APADRINA UN OLIVO

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*Apadrina un olivo* (Sponsor an olive tree) is an initiative that arises from a local NGO's in a rural area of Aragon (Spain), which consists in allowing people to sponsor a centennial olive tree, through a donation of 50€. The mobile application "My olive tree" allows the small donor to follow the tree's evolution and to be in contact with the farmer.

The technologies used in the project, the website and the mobile application, have been fundamental to achieve the implementation of the project and the large repercussion in the media and social media.

The website provides the project's information; sustainable tourism options based on olive trees and includes fundraising functionalities for individual sponsorship or for companies following CSR model.

The free app "My olive tree" allows monitoring the sponsored olive tree. Each olive tree is labelled with a QR code. Every time farmers perform some work in the olive tree, they can scan the code and the sponsor receives a notification on their mobile device with the corresponding image. The updates sent directly by the farmer can be shared with friends.

The app has a "Town section" where the small donor can learn more about the needs of the area, see in photos the farm where the olive tree is and write direct messages to the farmer. It is possible to sponsor new trees from the application itself.

<p>Application scenario</p> <p>Creating local economic activity around a sponsorship system for project that support the maintenance of life in the rural environment</p>
<p>Digital technologies</p> <p>Website with fundraising functionalities, mobile application</p>
<p>Socio-economic impact</p> <ul style="list-style-type: none"> <li>▪ Economic: added value for ecological production system, sustainable tourism, incomes, marketing, resilience, responsibility, food quality</li> <li>▪ Environmental: climate, carbon emissions, foot print, soil, traditional sustainable management practices</li> <li>▪ Social: rural employment, inclusion, autonomy, power, custody of territory</li> </ul>
<p>More info: <a href="http://www.apadrinaunolivo.org">www.apadrinaunolivo.org</a></p>

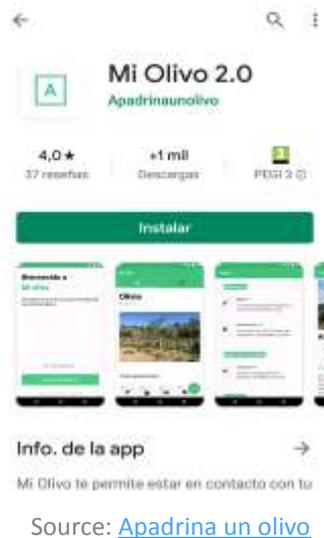


## Purpose of the tool

Apadrina un Olivo (Sponsor an olive tree) is an initiative that arises in the village of Oliete (rural area of Aragon, Spain), and that aims to resist against depopulation and the abandonment of traditional olive oil production. A local NGO's, formed by young entrepreneurs, devised the project from a sustainable, digital and environmental point of view.

Apadrina un Olivo seeks through a website, mobile app and presence in social networks to promote a sponsorship system to preserve a traditional agricultural activity such as the olive grove and oil production.

## Description of the tool



The initiative consists in sponsoring an olive tree, through a donation of 50€ and the possibility of knowing the tree evolution and being in contact with the farmer thanks to an APP and a QR code in each tree.

The website provides the project's information; a blog including articles on olive trees and sustainable tourism (stars gazing or ornithology). In addition, the web has fundraising functionalities and several sponsorship models (individual, for companies following CSR model, specific or annual payments and also the possibility of giving it away).

The sponsor receives 2 litres of organic oil from every sponsored olive tree and can visit them when he/she wants.

## Areas of socio-economic impacts

<b>Social</b>	Recovery of a traditional sustainable management practice, reduce depopulation, autonomy, power and internalization of the project. They work with people with different capacities and in social exclusion. This initiative has managed to avoid the closure of the school in the town of Oliete, has been declared of national interest.
<b>Economic</b>	Added value for ecological production system, sustainable tourism, incomes, marketing, resilience, responsibility, food quality. This initiative has created 10 jobs, more than 5000 sponsors distributed in more than 25 countries and 18000 visits to the project based in Oliete (365 inhabitants). Recently, Apadrina un Olivo has restored a house (given by the Ebro Hydrographic Confederation) to promote tourism in Oliete. Thorough the project has been created an oil mill for the production of oil.
<b>Environmental</b>	Climate, carbon emissions, soil, traditional sustainable management practices