



# RECONECTANDO GENERACIONES

Relevo generacional  
de pequeños  
negocios rurales

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Cofinanciado por  
la Unión Europea



Consejería de  
Medio Rural y  
Política Agraria

LEADER

Desarrollo liderado por las comunidades locales

## RECONNECTING GENERATIONS

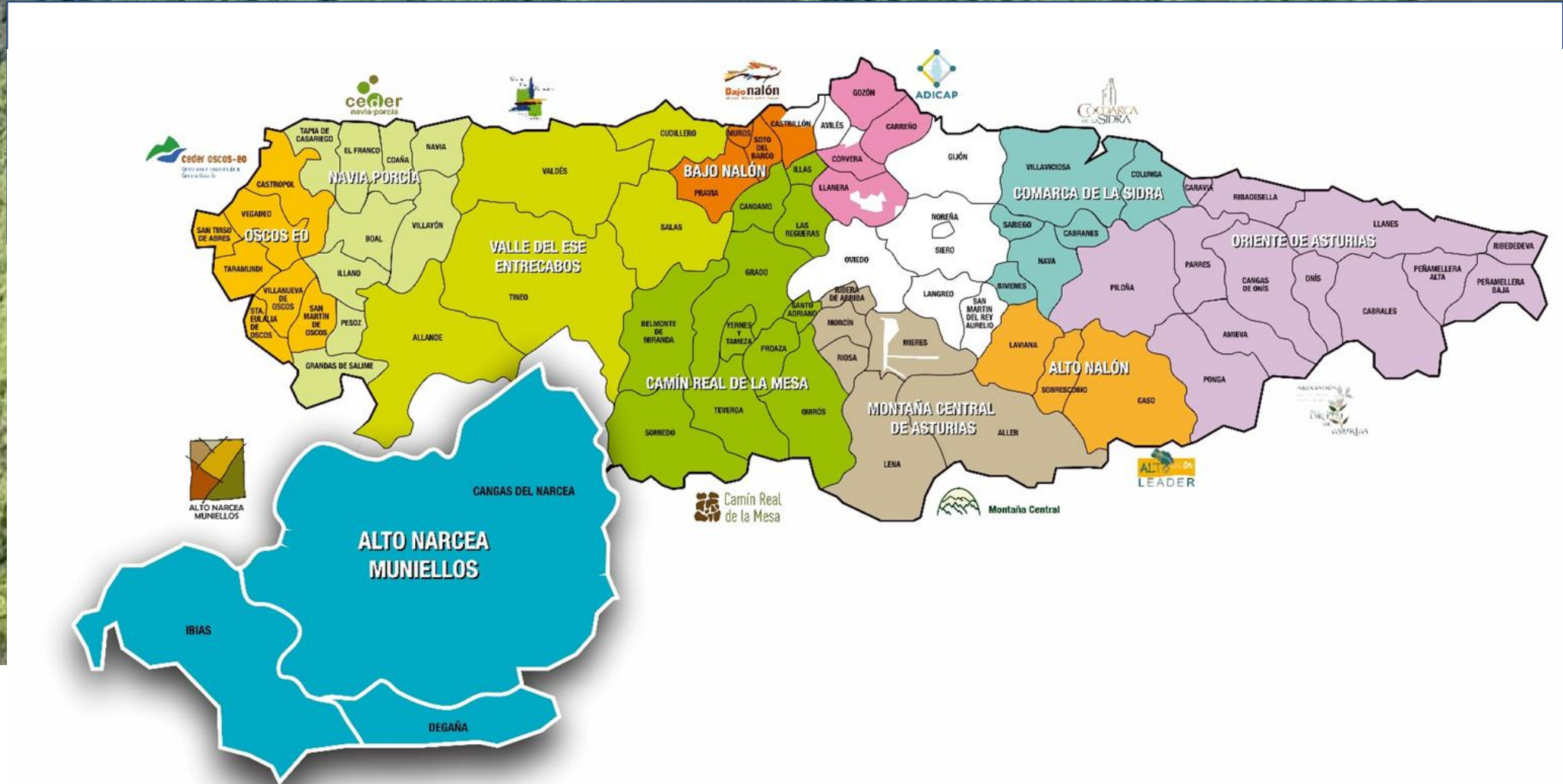
Generational renewal  
in small rural businesses

2024

IMPACT PROJECTS

CALL

CAJA RURAL DE ASTURIAS  
FOUNDATION



# PROJECT CONTEXT



## Diverse business fabric

The region boasts a rich entrepreneurial tradition, ranging from the primary sector (36% of self-employment) to services, tourism, trade, and small-scale industry.



## Imminent retirement

A significant portion of this entrepreneurial generation is nearing retirement, risking the continuity of established businesses with decades of history.



## Social impact

Business closures result not only in economic loss but also in the disappearance of essential services, accumulated knowledge, and rural quality of life.



## Proposed solution

Enabling retirees to leave their businesses in capable hands while allowing new entrepreneurs to build upon a consolidated foundation.

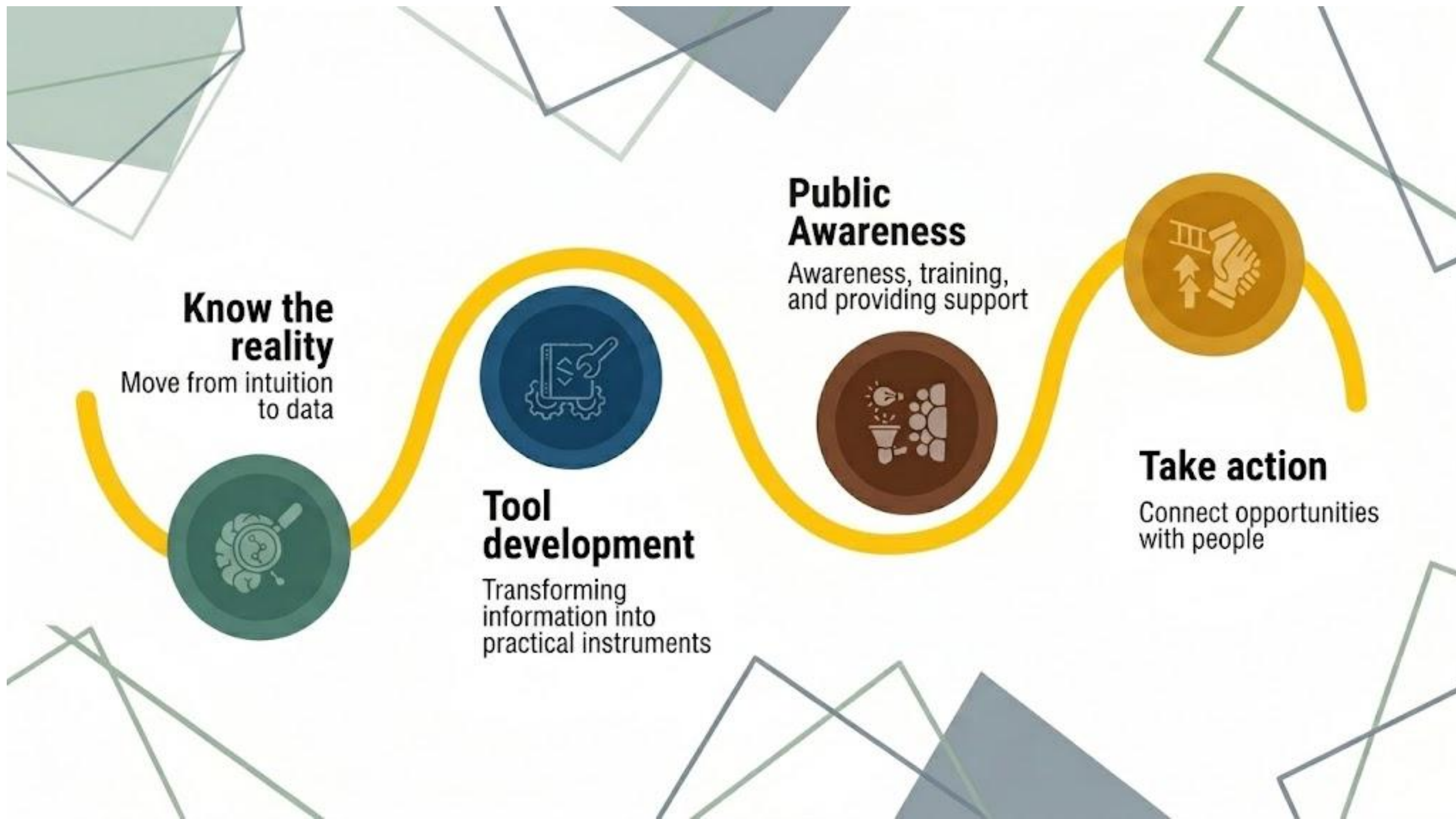
While particularly acute here, this challenge reflects a wider issue across Asturias and rural Spain, where population aging threatens the continuity of basic community services.

# PHASES

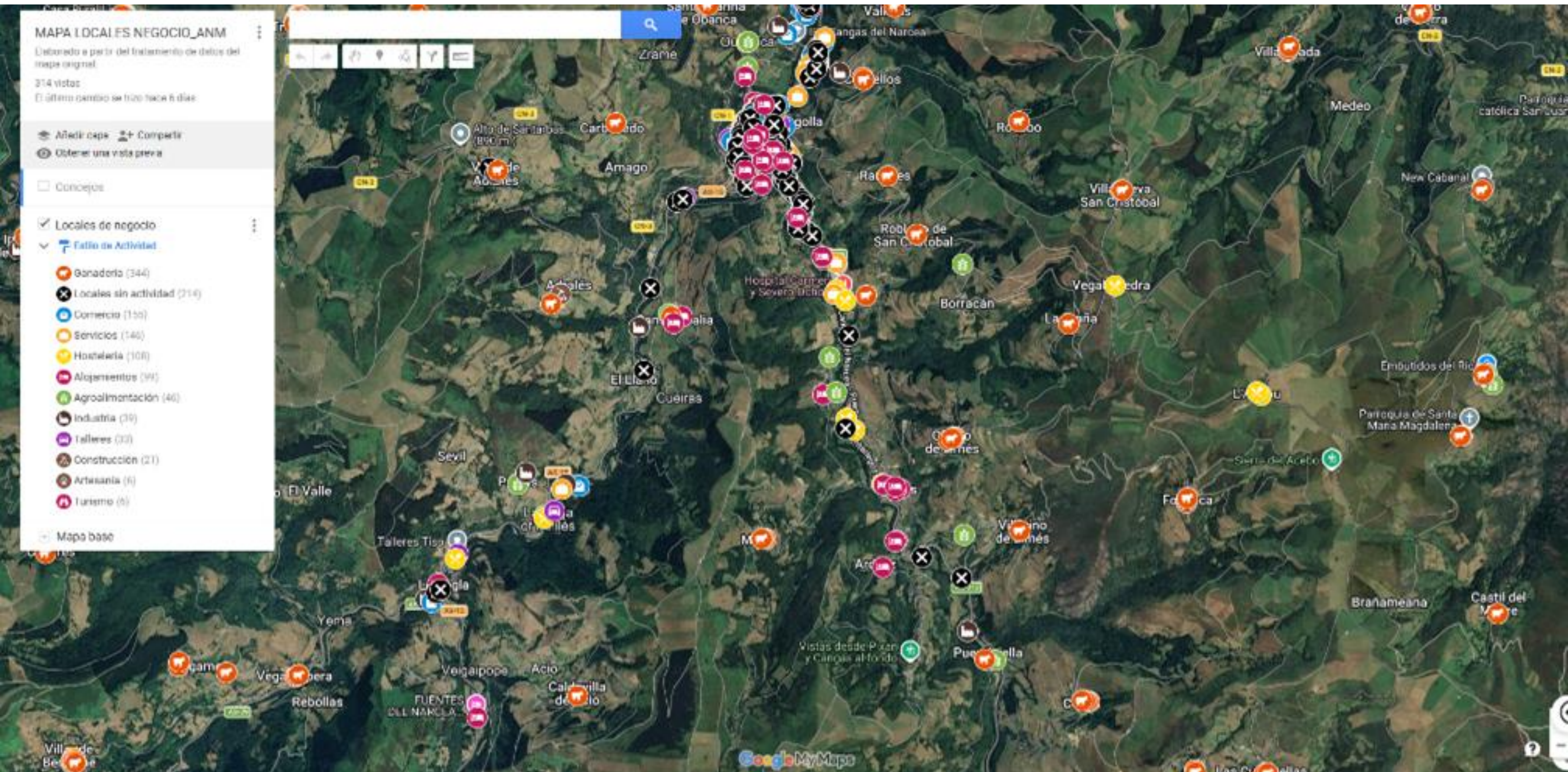
<b>1</b> <b>Enero-Febrero</b> Diagnóstico y mapeo del impacto socioeconómico del relevo generacional	<b>2</b> <b>Marzo-Abril</b> Promoción y sensibilización	<b>3</b> <b>Mayo-Junio</b> Formación, capacitación y divulgación de modelos/relevo generacional	<b>4</b> <b>Junio-Diciembre</b> Asesoramiento y apoyo técnico- económico
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## Project overview at a glance

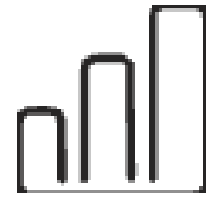
# From intuition to action: four pillars



# MAPPING THE TERRITORY



# Impact and Key Achievements



## Diagnosis & Knowledge

Identified a robust business fabric where **self-employment accounts for 36% of jobs**. Priority: livestock, trade, services, and tourism.



## Analysis Tools

Business mapping and a "Transfer Bank" established. **Identified 100+ interested companies and 15 in active succession processes.**



## Social Awareness

**300+ participants in activities and a media reach of 90,000 people.** Positioned generational renewal as a strategic community opportunity.



## Direct Support

**Mentored 20 processes; 7 successions completed** or underway for 2025, many integrated into LEADER programs.



## Instruments

**Renewal Award, Practical Transfer Guide, Incentives Report, Digital Business Map, Dashboard, and Transfer & Entrepreneurship Bank.**

# Learning outcomes

1

## **Succession is a structural challenge**

It will define the economic and social future of our villages.

2

## **Succession is not automatic**

It requires active planning, guidance, and mediation

3

## **Succession exceeds economics**

It involves emotional, social, cultural, and heritage factors

4

## **Succession must overcome barriers**

Administrative, regulatory, urban planning, and ownership hurdles

5

## **Succession requires commitment**

Needs coordinated public policies, advisory services, and incentives

6

## **Succession involves diverse profiles**

Local youth, returnees, in-migrants, or external entrepreneurs

**THANK YOU VERY MUCH  
FOR YOUR ATTENTION**

## **FOR FURTHER INFORMATION**

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