

✓ How to revive their local economies?

✓ How to preserve and nourish the uniqueness of Bulgarian villages?

✓ How to find solutions for the existing social challenges?

BABA RESIDENCE

WHO IS WHO ?



Why Baba Residence ?

- Huge regional development disproportion - growth is concentrated mostly in the capital Sofia and the big cities;
- Continuous depopulation of the Bulgarian rural areas and migration to the large cities – According to Eurostat data the share of the urban population increased from 20% in 1950 to 75% in 2017;
- The decades of decline gave rural regions the chance to avoid the mistake of industrializing the entire agricultural production and to keep the potential for jobs creation in profitable niche productions;
- The depopulated villages represent a burden for the regional and social policies at the moment, while in fact the village is a “dormant asset” that might and should be awoken;



Why Baba Residence ?

- The vibrant elderly, who we meet in the many-coloured Bulgarian villages, are able and eager to bring forward the traditions and cultural and social practices that are about to become extinct;
- Young urban people are open to learn from them and ready to share knowledge and to contribute to reinstating the elderly living in villages as an active part of the society;
- Many young Bulgarians wish to spent more time in the rural areas.



Our solution :



- The young “power” combined with the elderly wisdom generate energy that inspires change on local level;
- If you need a granny/a grandpa/ a household with whom to share knowledge, skills and stories – one that could find your daily help really useful - you can have it in Baba Residence.

How :

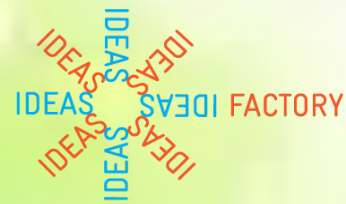
1. All participants whose applications have been approved go through an intense training on methods like human-centered design, social entrepreneurship and ethnographic fieldwork skills;
2. The training phase is followed by a month of co-living with the elderly;
3. The residents become a part of our Incubator for Baba-innovations, where, with the support of trust-worthy mentors, they start working on individual or group social or cultural entrepreneurial ideas to help the villages and their dwellers;
4. The final ideas become part of crowd-funding activities.

Results :

- Bright and colorful ideas how to preserve and nourish the uniqueness of the villages, how to revive the local economies and to answer the existing social challenges;
- Part of the residents develop original business ideas, which have the potential to bring sustainable economic impulse into the villages and to answer urgent needs in a completely new way.



Results :



- All ideas become part of the **Social Innovation Incubator** of Ideas Factory, where they receive support by experienced professionals from IF's mentors pool and guest experts.
- Baba residents have the opportunity to develop their social entrepreneurial skills and to take **their ideas** closer to **realization**.



