



## Initiatives in the Galician countryside



Initiative	<b>Racataplán</b>
Address	Viana do Bolo, Ourense
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Contact person	Marián Salgado
Legal formula	Autonomous worker



### concepto

Roupa saudable para nenos que se moven



### tecidos ecolóxicos

Tócache decidir. Se inda non tes claras as diferenzas, neste apartado axudámoste a comprendelas.



### certificacións

Tecidos 100% certificados



### feito na galiza

Deseñados e producidos no rural galego por mulleres que coidan o detalle en cada peza.

## The experience

Racataplán is an initiative of self-employment in the sector of textile manufacturing, under ecological criteria and original designs intended for the convenience of children from 0 to 3 years.

It is a personal initiative that has collaborations for embossed designs or confection. In addition to selling through the website, the products are available in small specialty stores.

The market strategy is differentiation, with fair and ecological production and the innovative design. The image, packaging and transmission of differential values of the products and design elements are remarkable in this initiative.

## The origins

From urban origin, the promoter of this initiative lives in the countryside because of the employment status of her partner. A social worker trainée, she had a work in Viana do Bolo, but she was dismissed, coinciding with her motherhood.



Given the low employment opportunities in the countryside, she chose the self-employment. Through internet received training in patronage and scaling garments, sector in which she had knowledge by family tradition. It also sought information on supplier companies, labeling rules, accounting and she contacted with other initiatives in the field of fair trade in the textile sector.

In 2013 she launched her first collection of pants. At present the production has expanded to other children's clothing.



## Resources

The business is developed from her own home, maximizing the potential of the Internet, both for sale and for training, searching for information and maintaining contacts with suppliers and contributors.

She also values the good communication by road, the proximity to highways and the accessibility to the city of Ourense, where she moves to get offer of leisure and culture that there is not in Viana.

The investment is small and she did not have outside help to carry out the project, which she is gradually building. She relied on the support and advice of people with history working in the textile sector under ecological and responsible criteria.

## The territory

Viana do Bolo is located in the inner mountain area in the province of Ourense, very close to León. It presents a sharp demographic decline and demographic structure of inverted pyramid, with an index of 384.8 aging (ratio of population over 64 years and the population under age 20 expressed as a percentage).



## Impacts



### Smart territory

The search for value-added elements, such as the designs and the care of the image of the product, as well as social and environmental value are the distinguishing features of this project of self-employment in the sector of textile manufacture. It is an innovative proposal in own designs and business model.

### Inclusive territory

The lack of job opportunities, more pronounced in the case of women, is overcome through this project only just started in 2013 and which is gradually consolidated.

### Sustainable territory

The ecological clothing for children made by Racatoplán is a sign of quality and differentiation. The use of ICT and road infrastructures allow to develop this activity anywhere in the territory, including the inner mountain area.