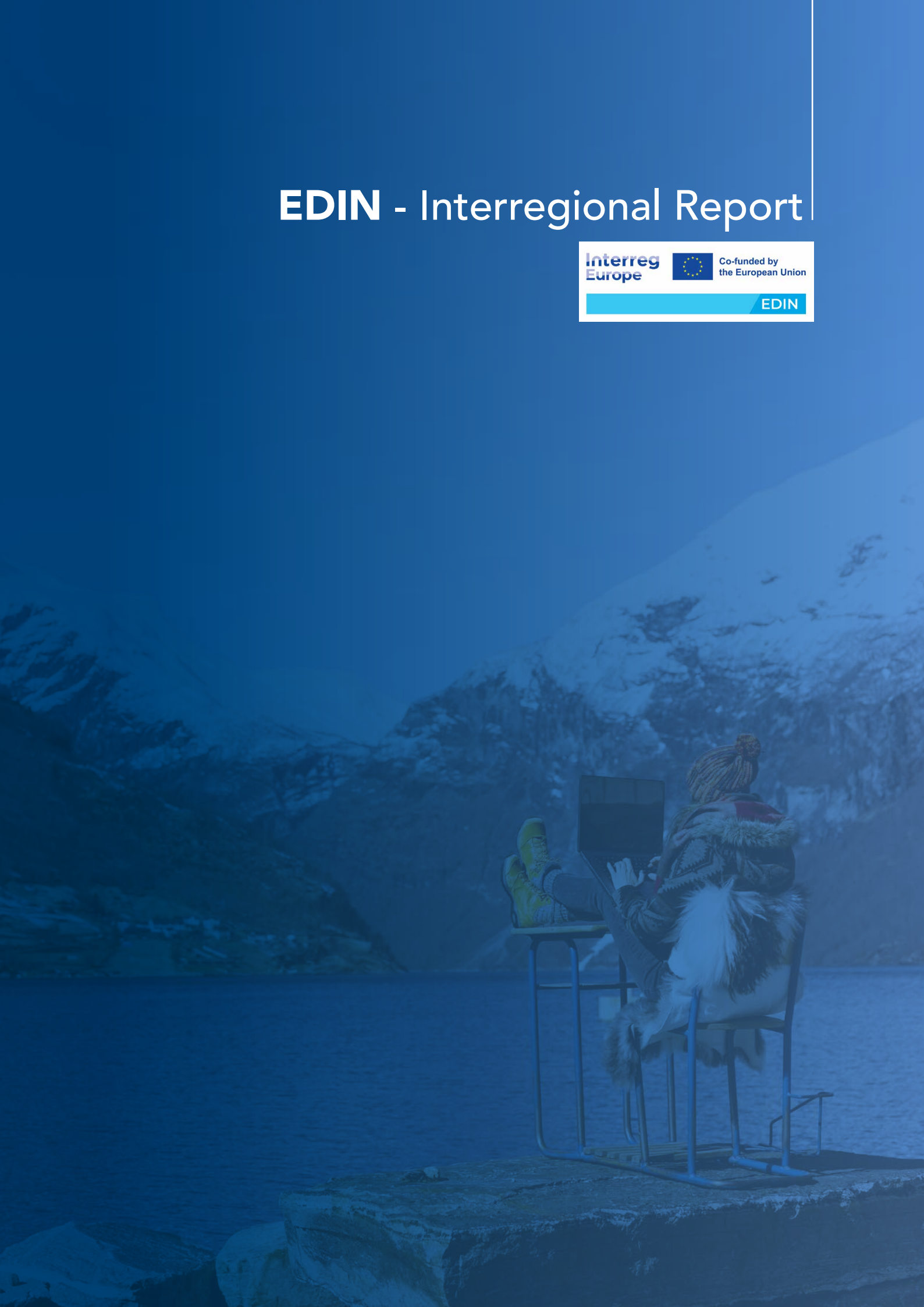


EDIN - Interregional Report



The Interregional Report of the **EDIN** (European Digital Nomads)

INDEX

Chapter 1 Executive Summary

Chapter 2 Conceptualization of DN and PI

Chapter 3 Comparative Analysis of Regional Contexts & Policy Instruments

Chapter 4 Conclusions

Chapter 5 Strategic Recommendations/Political proposals at EU Level

Annex Good Practice Case Studies and Pilot Action Profiles



CHAPTER ONE

Executive Summary





1. EXECUTIVE SUMMARY

The Interregional Report of the EDIN (European Digital Nomads) project examines how European regions can leverage remote work and digital nomadism to drive territorial development, innovation, and demographic resilience.

The report frames digital nomadism within broader labour-market shifts accelerated by digitalisation and the COVID-19 pandemic. Increasing numbers of skilled professionals now work independently of place, seeking locations that combine quality of life, connectivity, and supportive services. Yet many territories still lack tailored policies, coordinated governance, and appropriate infrastructure to attract and retain this population.

Co-funded by Interreg Europe (2024–2028), EDIN brings together eight regions to improve public policy instruments through three core objectives:

1.	Improving policy design
2.	Strengthening institutional awareness and capacity
3.	Exchanging transferable experiences and good practices.

Methodologically, the project integrates interregional learning (regional reports, comparative analysis, study visits, peer workshops) with local policy development involving government, business, academia, and civil society. This dual approach ensures both strategic alignment and territorial relevance.

Although still in an early phase, EDIN is already showing results: strong interest in pilot initiatives, greater international visibility for participating destinations, and the integration of digital-nomad perspectives into tourism, innovation, and population-retention strategies.

The report provides:

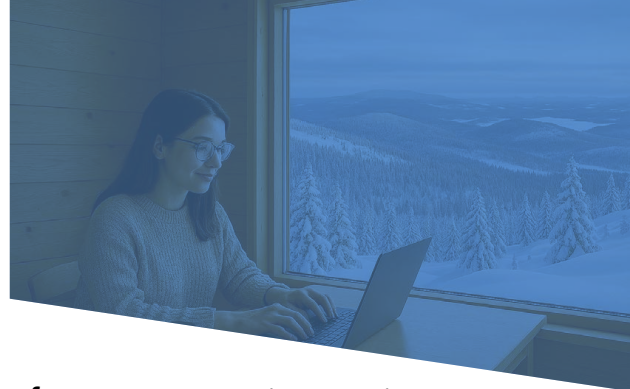
- A review of national and regional **policy instruments** linked to innovation, cohesion, and talent attraction.
- An analysis of **legal and administrative frameworks** (visas, taxation, migration), highlighting uneven readiness across countries.
- A focus on **potential territorial impacts** - economic revitalisation, entrepreneurship, and place branding - alongside risks such as housing pressure, infrastructure strain, and insufficient social integration mechanisms.

A key analytical lens is the **rural–urban divide**. Rural areas benefit from renewed population interest and diversified local economies but face persistent gaps in broadband, transport, and housing. Urban areas offer stronger service ecosystems and easier onboarding but may experience congestion and rising living costs.

CHAPTER TWO

Conceptualization of DN and PI





Ultimately, the report positions EDIN as a laboratory for governance innovation. It synthesizes lessons, showcases emerging practices, and proposes strategic recommendations to support the sustainable integration of digital nomads—contributing to EU priorities on cohesion, innovation, and territorial equity.

2. CONTEXTUALIZATION: Digital Nomads (and other figures identified during the interregional exchange)



2.1 Introduction

This chapter situates digital nomadism within broader structural changes in work organisation driven by digitalisation, global connectivity, and the COVID-19 pandemic. It analyses how remote work has altered traditional labour geographies and enabled place-independent professional lifestyles. The chapter emphasises the relevance of these changes for rural, peripheral, and depopulating territories seeking new development models based on talent attraction, knowledge spillovers, and quality-of-life assets.

The rapid advancement of digital technologies, paired with structural shifts in work culture—particularly post-COVID-19—has transformed traditional labour geography. An increasing number of highly qualified professionals are choosing to live and work independently of corporate headquarters or national borders. These individuals, known as digital nomads, represent a growing segment of the mobile workforce and are gaining traction in regional development discourses as a strategic target for economic, social, and territorial revitalisation. For many European territories—especially non-metropolitan, rural, and depopulated areas—this trend presents a critical opportunity. Digital nomads can contribute to local economies through consumption, entrepreneurial activity, knowledge spillovers, and cultural exchange. However, the capacity of regional policy instruments to attract, integrate, and support this population remains underdeveloped. Most regions lack tailored strategies, infrastructure coordination, or institutional awareness to leverage the potential of this emerging demographic.

2.1.0 Digital nomads: context, definition and recent evolution

Digital nomadism is a **complex and evolving socio-economic phenomenon** rooted in long-term transformations of work organisation, technological innovation and global mobility. Since the early 2000s, the rapid development of digital technologies—such as broadband internet, cloud computing, mobile devices, collaborative platforms and, more recently, generative artificial intelligence—has progressively decoupled many professional activities from fixed workplaces. These developments have enabled new forms of location-independent work, allowing professionals to perform their jobs from virtually anywhere while remaining connected to global markets and networks.



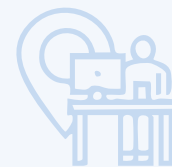
The expansion of remote work is also linked to **structural changes in labour markets**, including the tertiarisation of the economy, the growth of knowledge-intensive services and the spread of flexible contractual arrangements. Increasing numbers of highly qualified professionals—freelancers, consultants, entrepreneurs and remote employees—now operate outside traditional organisational and spatial constraints. Within this broader context, digital nomads represent a specific subset of remote workers whose professional activities are systematically **combined with geographic mobility**.

Early media narratives in the 2010s often portrayed digital nomads in a stereotypical manner, focusing on young Millennials and Gen Z individuals who embraced travel as a lifestyle choice and self-employment as a form of personal freedom. **However, the phenomenon has since diversified considerably**. Today, digital nomads encompass a wide range of professional profiles, income levels and life stages, working in sectors such as information technology, digital marketing, design, consulting, media, education and creative industries. What unites these **heterogeneous profiles** is the intensive use of digital tools to work remotely while adopting a mobile or multi-local lifestyle.

A key analytical distinction must be drawn between **digital nomads and other forms of remote workers**. Remote workers generally seek spatial stability and improved work–life balance while remaining based in a **fixed location**, often their place of residence. Digital nomads, by contrast, integrate mobility into their identity and daily practices, favouring short- to medium-term stays in multiple destinations. As a result, their needs extend beyond reliable connectivity and ergonomic workspaces to include affordable housing, quality of life, climate, cultural experiences, international communities and dedicated infrastructures such as coworking and coliving spaces.

The COVID-19 pandemic marked a critical acceleration in the evolution of digital nomadism. The massive and sudden adoption of remote work during the health crisis legitimised location-independent work practices across sectors and organisations that had previously been resistant to them. As companies observed stable or even improved productivity levels, many retained remote or hybrid work arrangements in the post-pandemic period. At the same time, individuals reassessed personal priorities, placing greater emphasis on autonomy, flexibility and the integration of work and personal life.

This new context also prompted institutional responses. Governments and local authorities, seeking to counteract the decline in traditional tourism and address demographic challenges, began to introduce specific digital nomad visas and regulatory frameworks allowing medium- to long-term stays for remote workers employed by foreign companies or clients. Countries such as Estonia and Croatia pioneered these schemes, while others have followed with varying degrees of readiness. Despite this progress, the regulatory landscape across Europe remains fragmented, with uneven legal clarity regarding taxation, social security and residency rights. From a territorial perspective, digital nomadism has gained increasing relevance in regional development debates. Digital nomads are often highly educated, internationally connected and economically active, generating local demand for services, accommodation and leisure. When adequately integrated, they can also contribute to indirect and cumulative spillover effects through knowledge exchange, entrepreneurship, mentoring activities and participation in local initiatives. These dynamics are particularly relevant for rural and peripheral territories facing population decline, youth outmigration and labour shortages.



At the same time, the attraction of digital nomads is not without risks. Without appropriate governance frameworks, their presence may exacerbate housing pressure, increase living costs or remain disconnected from local communities. The challenge for public policy therefore lies not only in attracting digital nomads, but in creating enabling conditions that foster longer stays, social integration and alignment with broader territorial development objectives.

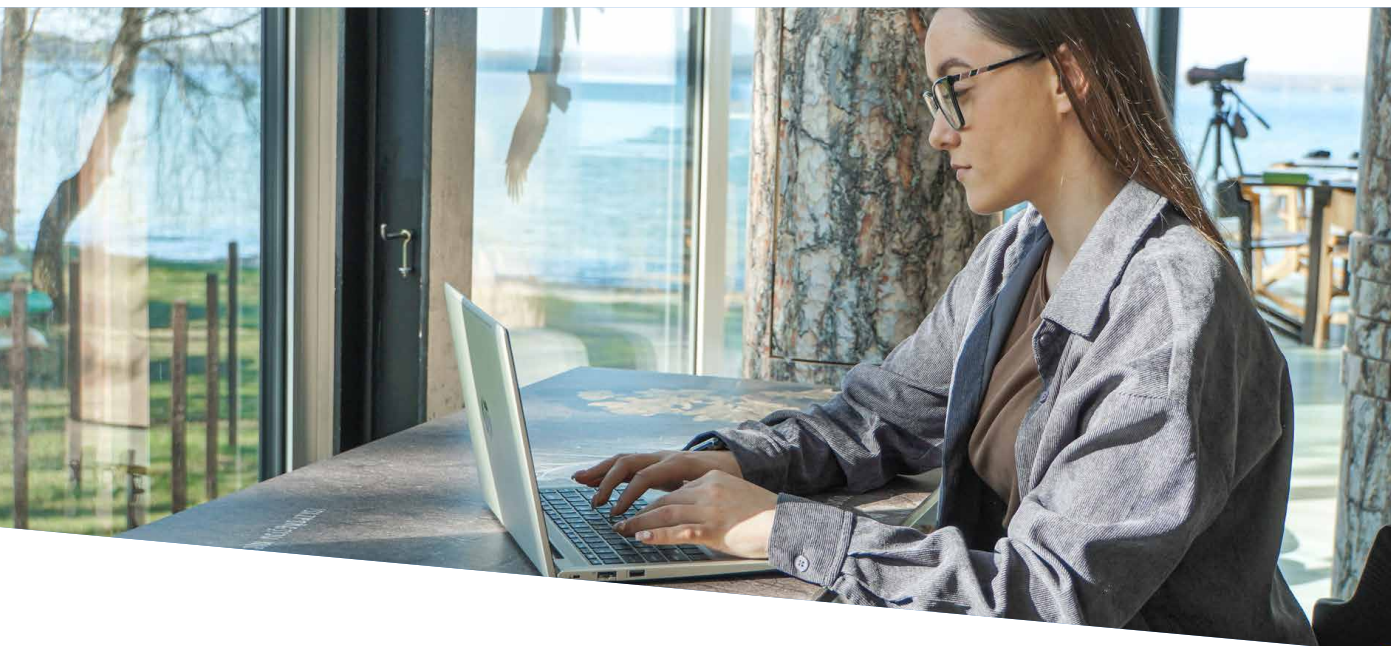
Digital Nomads: Remote Work and the Diaspora

The phenomenon of digital nomads (DNs) reflects broader structural transformations in the organization of work driven by digitalization, global connectivity, and the reconfiguration of labor markets. From a sociological and demographic perspective, digital nomadism represents a form of flexible and multilocal mobility, enabling individuals to perform professional activities independently of fixed workplaces, while maintaining transnational professional and social ties. Unlike classical migration models, these mobility patterns are non-linear, reversible, and embedded in networks that connect multiple territories over time, positioning digital nomads between temporary mobility and more stable forms of remote work.

A clear conceptual distinction must therefore be drawn **between digital nomads and remote workers**. Digital nomads typically display an itinerant orientation, characterized by short- to medium-term stays and a lifestyle centred on mobility, whereas remote workers tend to establish stronger and more durable territorial attachments despite operating within global labor markets. From a policy perspective, this distinction is crucial. While remote workers present a more direct potential for repopulation strategies, the presence of digital nomads can be understood as an initial phase of territorial engagement. Under enabling conditions—such as the availability of innovation ecosystems, accessible housing, social infrastructure, and supportive governance frameworks—this engagement may evolve into longer-term settlement. Empirical evidence suggests that such transitions remain limited in quantitative terms, yet their likelihood increases significantly in territories that actively structure integration pathways.

Beyond individual settlement outcomes, the relevance of digital nomads for territorial development lies in their capacity to generate indirect and cumulative **spillover effects**, particularly in rural and peripheral areas. Through professional interactions, informal knowledge exchange, and participation in local economic and social initiatives, digital nomads contribute to the circulation of digital skills, entrepreneurial practices, and international networks. These processes can strengthen local innovation capacities and create new opportunity structures for young residents, supporting skill development, employability, and local economic diversification. From a sociological standpoint, digital nomads function as bridging actors, connecting local communities to global professional circuits.

Such dynamics are particularly relevant in contexts marked by youth outmigration and demographic decline. By fostering hybrid environments where local actors and mobile professionals interact, digital nomad ecosystems can challenge dominant urban-centric migration trajectories. Mentorship activities, community-driven projects, and shared workspaces enable the co-production of knowledge and social capital, offering tangible alternatives to permanent relocation to metropolitan centres. Over time, these environments may support reverse migration processes, facilitating the return of young emigrants who perceive renewed economic and professional opportunities in their territories of origin.



This analytical framework must be situated within a **broader understanding of contemporary diasporas**. Diaspora, in this context, extends beyond notions of permanent displacement to encompass transnational networks of belonging, circulation, and potential return. Digital nomads can thus be conceptualized as part of an emerging labor diaspora, whose mobility trajectories link places of origin, temporary destinations, and host territories. In rural and peripheral contexts, this perspective is particularly relevant, as it highlights the role of mobility as a resource rather than a threat. From a policy-oriented viewpoint, recognizing digital nomadism as a diasporic phenomenon underscores the importance of governance models that support circulation, integration, and long-term anchoring, aligning global mobility with local development and demographic resilience strategies.

Legal frameworks for Digital Nomads in partner countries and the EU

Following the health crisis and the widespread adoption of remote work, the figure of the digital nomad (DN), previously considered a niche phenomenon, has gained formal recognition within European policy and legislative frameworks. **Several EU Member States have introduced dedicated entry schemes**—commonly referred to as Digital Nomad Visas—to attract location-independent professionals. However, the regulatory landscape across Europe remains fragmented and far from harmonised.

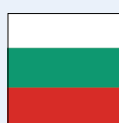
While some countries have adopted, or are in the process of adopting, specific legal frameworks for digital nomads, others continue to rely on residence and employment regulations applicable to foreign nationals. Where dedicated digital nomad visas exist, they are typically restricted to individuals who work fully remotely using digital technologies for employers or clients based outside the host country. Regardless of the availability of specific visas, digital nomads remain subject to national tax regulations once residency thresholds are reached. Across partner regions, there is a shared recognition of the need to reduce legal uncertainty, address administrative barriers and provide clear, accessible information to mobile professionals.

At EU level, Estonia was the first country to pioneer a digital residency programme (e-residency), followed in June 2020 by the introduction of a one-year digital nomad and remote work visa. Croatia followed in 2021, introducing a digital nomad visa characterised by simplified procedures and rapid processing, setting an early benchmark for other European countries.



Spain

Spain has established one of Europe's most advanced frameworks for digital nomads through the Startup Law (Law 28/2022), enabling residency for international remote workers and offering significant tax incentives. The scheme applies mainly to professionals working for foreign companies, allows limited activity with Spanish firms, and offers a one-year visa or a three-year residence permit. Eligibility is based on qualifications or professional experience, an existing remote work relationship, and proof of remote feasibility. A preferential tax regime applies for up to five years, and by July 2024 more than 15,892 permits had been granted, supporting both urban and rural talent attraction.



Bulgaria

In December 2025, Bulgaria introduced a new visa scheme aimed at digital nomads, joining several countries worldwide in formalising this mobility model. The initiative seeks to attract foreign specialists working remotely. Bulgaria also offers one of the lowest fixed tax rates in Europe (10%), making it particularly attractive for entrepreneurs and freelancers.



Italy

Italy officially recognised digital nomads in 2022 by introducing a dedicated visa for non-EU citizens working remotely without requiring tax residence. The implementing decree entered into force in April 2024, establishing eligibility criteria such as high qualifications, a minimum income and health insurance. The visa is valid for one year and renewable. Tuscany is actively leveraging this framework to attract digital nomads by developing connectivity, coworking spaces and tailored support services.



Ireland

Ireland does not have a specific visa for digital nomads, who must rely on existing immigration and tax regulations and generic visa options. Tax residency applies after 183 days in a tax year or 280 days over two consecutive years. Digital nomads working for foreign employers are not subject to Irish labour law unless employed by an Irish company, although Ireland is considering future policies, including a dedicated visa, to attract remote workers.



Norway

Norway does not currently offer a dedicated digital nomad visa, and remote work is not permitted on a tourist visa. EU/EEA citizens staying longer than three months must register and demonstrate a valid reason for residence. Non-EU nationals require a residence permit to live and work in the country, although alternative visa options exist (e.g. Start-Up Entrepreneur Visa). Norway is considering future initiatives aimed at attracting remote workers and digital nomads.



Lithuania

Lithuania has not introduced a specific digital nomad visa. Digital nomads are subject to the general rules governing the work and residence of foreign nationals. Short stays are regulated by the Schengen visa or visa-free regime, while longer stays require a national visa or temporary residence permit depending on the individual's status.



Visa Status Category

In conclusion, Digital nomadism has evolved from a niche lifestyle into a structural expression of broader transformations in work, mobility and digitalisation. **The concept is inherently dynamic**, encompassing diverse profiles and hybrid figures that blur traditional boundaries between tourism, migration and remote employment, and has accelerated significantly in the post-pandemic context. Beyond individual mobility, digital nomads are increasingly recognised as potential contributors to innovation, knowledge exchange and territorial revitalisation, particularly in rural and peripheral regions.

At the same time, **the legal and policy framework across Europe remains fragmented**. While some countries have introduced dedicated visas and fiscal regimes, others continue to rely on general immigration rules, creating uneven conditions and legal uncertainty. Despite these differences, there is a shared awareness of the strategic potential of digital nomads, highlighting the need for more coherent, enabling and place-sensitive governance frameworks that align mobility with long-term territorial development goals.

Visa Status Category	Regions	Key Features
Dedicated Digital Nomad Visa in Place	Italy (Tuscany) Spain Bulgaria	<ul style="list-style-type: none"> - Italy introduced a Digital Nomad Visa in 2022 (active since April 2024). No tax residency required. - Spain has a structured framework via the Startup Law (2022), with tax benefits and two visa/residence options. - Bulgaria launched its visa on december 2025
No Specific Visa Yet, But Policy Under Consideration	Ireland Norway	<ul style="list-style-type: none"> - Ireland and Norway do not offer specific DN visas but are exploring future policy options. - Currently rely on generic or work-related visas.
No Specific Visa, General Immigration Framework Applies	Finland Lithuania	<ul style="list-style-type: none"> - No tailored visa programs for digital nomads. - DN stays are governed by existing residence/work visa rules. - Lithuania has the EU Blue Card, but it's not aligned with DN profiles.



2.1.1 PROJECT PURPOSE AND OBJECTIVES

The EDIN project, running from April 2024 to June 2028, aims to strengthen regional policies to support the attraction of digital nomads and enhance territorial innovation. Its principal goal is the increase of digital nomad presence in each partner region by 30% by 2028, achieved through structured interregional cooperation and policy refinement.

The project pursues three specific objectives:

Objective 1	
Policy Instruments Improvement:	Support the revision or enhancement of existing policy instruments (e.g., strategic plans, ERDF operational tools) to incorporate actions that attract and retain digital nomads.
Objective 2	
Capacity Building and Awareness:	Raise awareness among public authorities and stakeholders of the socio-economic opportunities posed by digital nomads, while building institutional capacity to respond strategically.
Objective 3	
Exchange of Experiences and Identification of good practices	at regional and interregional level: In order to transfer new governance models, incentive schemes, and community-based approaches for digital nomad integration.

These objectives directly support the broader European goals of fostering inclusive labour markets, digital innovation, and spatial cohesion through place-sensitive policymaking.

2.1.2 PARTNERSHIP AND TERRITORIAL DIVERSITY

EDIN is implemented by a geographically and institutionally diverse partnership composed of:

- Lead Partner: Atlantic Axis of Peninsular Northwest (Spain)
- Partners:
 - Union of Bulgarian Black Sea Local Authorities (Bulgaria)
 - Agency for the Development of Empolese Valdelsa (Italy)
 - Regional Government of Tuscany (Italy)
 - Donegal County Council (Ireland)
 - Møre og Romsdal County Council (Norway)
 - ELY Centre for Kainuu succeeded by Economic Development Centre as of 01/2026 (Finland)
 - Lazdijai District Municipality Administration (Lithuania)

This territorial diversity enables comprehensive cross-comparison of digital nomad policies and regional conditions—from Northern and Baltic rural territories to Mediterranean and Atlantic coastal regions. It ensures that the knowledge generated is highly/potentially transferable or at least inspiring for across varying EU territorial contexts.

Each partner region brings unique strengths and challenges: some have well-developed digital infrastructures and coworking ecosystems (e.g. Tuscany, Varna), while others seek to repopulate remote areas by leveraging lifestyle assets (e.g. Kainuu, Donegal, Geiranger). EDIN therefore operates as a collaborative laboratory for policy experimentation and territorial innovation.



2.1.3 METHODOLOGICAL APPROACH

The EDIN project methodology is structured around interregional learning and policy instrument improvement, in line with the Interreg Europe cooperation model. It consists of two complementary dimensions:

Interregional Knowledge Exchange

This dimension facilitates structured **mutual learning** between partner regions through:

- **Regional Reports:** Mapping the existing situation and potential of digital nomad ecosystems (including legislation, infrastructure, labour market, and quality of life indicators).
- **Comparative Analysis:** Identification of shared challenges and opportunities through a consolidated interregional report.
- **Study Visits and Peer Learning Workshops:** Facilitated thematic exchanges hosted in partner territories (e.g., Norway, Lithuania, Tuscany, Finland), allowing direct observation of policy practices and stakeholder engagement.

Local Policy Development and Stakeholder Engagement

Each partner is responsible for:

- **Stakeholder Group Mobilisation:** Engaging local stakeholders from government, business, academia, and civil society to participate in the design and testing of policy improvements.

This dual-track approach ensures both strategic alignment at the interregional level and local relevance of implementation activities.

Early Results and Emerging Impact

Though in its early stages, the EDIN project has already produced preliminary outputs and demonstrated tangible interest from digital nomad communities and policy stakeholders alike. Key examples include:

- **Møre og Romsdal (Norway)** received over 300 applications for its “Arctic Digital Nomads Grant” within the first month of launch, validating demand for remote work in natural settings with strong digital connectivity.
- **Varna Region (Bulgaria)** has gained international visibility, being ranked among the top 40 digital nomad destinations globally, following targeted promotional efforts and infrastructure assessments supported by EDIN.
- **Tuscany Region and Donegal** have initiated policy dialogues to integrate digital nomad dimensions into regional tourism (Especially Donegal), innovation, and population retention strategies. Los lectores de este archivo pueden ver los comentarios y las sugerencias

These cases demonstrate not only the project’s operational relevance but also its potential to contribute to long-term territorial development goals. The digital nomad strategy is increasingly viewed not as a niche tourism asset, but as a cross-cutting pillar of rural repopulation, local innovation systems, and human capital retention.



2.1.4 ROLE OF THIS INTERREGIONAL REPORT

This Interregional Report serves as a critical reference point within EDIN's Phase 1 activities. It provides:

- A comparative overview of regional policy frameworks and institutional readiness.
- An evidence-based synthesis of best practices and gaps identified across participating regions.

The structure of the report is as follows:

Chapter 1	Executive Summary
Chapter 2	Conceptualization of DN and PI
Chapter 3	Comparative Analysis of Regional Contexts and Policy Instruments
Chapter 4	Conclusions
ANNEX	Good Practice Case Studies and Pilot Action Profiles

In doing so, the report supports not only the internal objectives of EDIN but also broader Interreg Europe goals—namely, the improvement of public policies through structured interregional cooperation and stakeholder-based learning.

Conclusion

The EDIN project addresses a timely and underexplored policy area with strategic implications for regional competitiveness, demographic resilience, sustainable tourism models and digital transition. By mobilising interregional learning, stakeholder engagement, and innovation in policy design, EDIN positions participating territories to become frontrunners in the attraction and integration of digital nomads in Europe.

The results of this report will inform the next phase of implementation and contribute to shaping policy instruments that are more adaptive, inclusive, and future-oriented—consistent with EU values of cohesion, innovation, and territorial equity.

In addition, the findings of this report highlight that digital nomadism should not be approached as a short-term or purely promotional strategy, but as a structural component of territorial development policies. Sustainable success depends on the capacity of regions to integrate digital nomads into local innovation systems, labour markets and communities, while safeguarding social cohesion and housing affordability. The EDIN project demonstrates that interregional cooperation can accelerate policy learning, reduce experimentation costs and foster more coherent governance models. In this sense, EDIN contributes not only to the attraction of mobile talent, but also to the broader EU objectives of balanced territorial development, resilience and inclusive growth.

2.2 POLICY INSTRUMENTS ADDRESSED BY THE PROJECT (DCC)

This subchapter provides a comparative overview of the main policy instruments addressed by the EDIN project across partner regions. It analyses national, regional, and local strategies related to innovation, territorial development, demographic challenges, and talent attraction. The section highlights how existing instruments are being reviewed or adapted to incorporate digital nomadism as a lever for sustainable territorial development.



LP01 ATLANTIC AXIS OF PENINSULAR NORTHWEST (SPAIN)

Spain's Recovery Plan: 130 Measures Addressing the Demographic Challenge

Spain has identified demographic decline as a national priority, coordinating efforts through the General Secretariat for the Demographic Challenge (SGRD) under the Ministry for Ecological Transition.

EDIN focuses on two strategic axes:

AXIS 3: Innovation and Talent Attraction

- A Establishment of a National Network of Territorial Innovation Centres
- B Engagement of administrations, businesses, and entrepreneurs to drive territorial development.
- C Leverage the dynamic lifestyle of digital nomads to foster social innovation and technological integration.

AXIS 10: Cross-Border Development with Portugal

- A Addressing the challenges of border areas through the Spain-Portugal 2020 Common Strategy.
- B Rehabilitating social and urban fabric in depopulated border regions.

PP02 UNION OF BULGARIAN BLACK SEA LOCAL AUTHORITIES (BULGARIA)

Integrated Territorial Strategy for the North-East Region

This strategy guides territorial planning for Bulgaria's Northeast Region, aligning with national spatial development frameworks.

Priority 3: Territorial Development and Convergence

- A Reducing regional disparities by enhancing transport and communication infrastructure.
- B Strengthening regional competitiveness through improved access to services, employment, tourism, and culture.
- C Promoting economic transformation through digital technologies and high-speed connectivity.

Linked Policy Framework:

- A "Plan Bulgaria 2030" under the sub-priority "Competitiveness and Development of Regions"
- B Aims to increase regional sustainability and competitiveness by leveraging local assets and addressing specific challenges

PP03 AGENCY FOR THE DEVELOPMENT OF THE EMPOLESE VALDELSA & PP06 REGIONAL GOVERNMENT OF TUSCANY (ITALY)

RP Toscana ERDF 2021–2027

The RP Toscana ERDF programme promotes smart, sustainable, and inclusive growth in Tuscany, building on the region’s Smart Specialisation Strategy (S3) for research and innovation.

Key Objectives Aligned with EDIN:

- Facilitating digital transformation for businesses, research institutions, and public administration.
- Supporting sustainable SME growth and job creation.
- Promoting inclusive development, cultural heritage, sustainable tourism, and urban-rural safety.
- Leveraging culture and tourism for economic innovation and social inclusion.

EDIN aligns with two overarching EU priorities reflected in the programme:

- A Smarter Europe: Driving innovation and smart economic transformation.
- A Closer-to-Citizens Europe: Supporting integrated, sustainable development, specially in inner areas.
- It is especially relevant to the “Green and Digital Transition” S3 challenge, focusing on the application areas of Environment, Territory, Energy, and Culture and Cultural Heritage.

PP04 DONEGAL COUNTY COUNCIL (IRELAND)

Donegal Remote Working Strategy for Business

This strategy aims to establish Donegal as a leading destination for remote work by improving infrastructure, digital connectivity, skills, and promotion.

Key Initiatives:

- Investing in remote work infrastructure and connected hubs
- Promoting Donegal through targeted campaigns, such as:
 - Working Holiday Campaign (2022).
 - #MoveToDonegal Campaign (2023) – encouraging relocation of talent, businesses, and diaspora.
 - Donegal Hubs Forum – fostering collaboration among remote work centres.
 - #LoveDonegal – an annual social media campaign that won a Gold Local Authority Award in 2021.

These actions align with Ireland’s national remote work strategy, “Making Remote Work,” which aims to ensure remote work becomes a lasting feature of the workforce, delivering social, environmental, and economic benefits.

PP05 MØRE AND ROMSDAL COUNTY COUNCIL (NORWAY)

County Plan for Møre and Romsdal (2021–2028)

The County Plan for Møre and Romsdal (2025–2028), currently under development, will serve as the region's main policy instrument throughout the EDIN project. Drafted following the 2023 regional elections, it builds on its predecessor (2021–2024) to ensure continuity and long-term vision. While the language and goals have been refined, the structure remains largely unchanged.

The 2021–2024 plan is structured around four long-term development goals:

1. Collaboration, Co-creation, and Shared Governance.
2. Environmental Sustainability.
3. Attractiveness and Diversity.
4. Value Creation and Innovation.

EDIN will primarily address objectives from the fourth chapter:

- Enhancing innovation capacity, digital opportunities, and use of research, international partnerships, and innovative procurement.
- Leading in the production of local, environmentally friendly products and services rooted in local culture and resources.

Developing a business sector that adapts to change, seizes green transition opportunities, and sustains international competitiveness.

PP07 ELY CENTRE KAINUU. CENTRE FOR ECONOMIC DEVELOPMENT, TRANSPORT AND THE ENVIRONMENT (FINLAND)

ELY-AVI Strategy (Strategy for Regional State Administrative Agencies and ELY Centres)

The ELY-AVI Strategy guides the operations of ELY Centres and Regional State Administrative Agencies in implementing government programmes regionally and renewing their practices in close collaboration with clients and stakeholders. Updated every four years, the current strategy remains valid until the end of 2027. However, the ELY-AVI Strategy was replaced by the Strategy of Economic Development Centres due to the state regional administrative reform. Its core aim is to foster a sustainable future for the benefit of individuals and regions.

The ELY-AVI Strategy aimed at creating a sustainable future for the benefit of people and regions. Strategic priorities included increasing vitality, implementing sustainable and clean transitions, promoting preparedness and overall safety and safeguarding wellbeing and equality.



Key objectives relevant to the EDIN project were as follows:

- Renewing, growing, diversifying and internationalising business environment,
- Accessible services,
- Increase the education and skill levels of the population to meet the needs of the labour market,
- Enhancing the environment to support the well-being and the safe and smooth daily life of its residents and support their relationship with the nature,
- Develop the regional labour market to be quality, healthy, safe and adaptive to changes.

As stated above, from January 2026 onwards, the new Strategy of Economic Development Centres replaced the ELY-AVI Strategy. It continues to follow the same strategic framework and vision: Creating a sustainable future – together and locally. The new Strategy of Economic Development Centres for 2026-2027 is published in English here: [\(link\)](#)

Linked Policy Instrument: Kainuu Regional Program for 2026-2029. In this document Kainuu is seen in the future as “a region with possibilities for a meaningful life close to nature, attracting positive net migration as well as multi-locational inhabitants”.

PP08 LAZDIJAI DISTRICT MUNICIPALITY ADMINISTRATION (LITHUANIA)

Lazdijai District Municipality Strategic Development Plan (2021–2027)

This strategic development plan, approved on 18 December 2020, aims to diversify the local economy and drive regional development.

Key Context and Focus Areas:

- Geography: Located along the Polish border, the municipality covers 130,938 hectares and includes two national parks and 150 lakes.
- Population: Approximately 19,000 residents.
- Economy: Over 300 enterprises operate within the municipality, which has full internet coverage.

Strategic Priorities

- Emphasis on digitalisation, mobility, green initiatives, innovation, and social impact measurement.
- Encouraging digital nomadism as a driver of economic growth.
- Investing in electric public transport to improve connectivity.
- Supporting SMEs, youth entrepreneurship, and infrastructure to attract young people back to the region.

The plan serves as the municipality's main policy framework for implementing these goals and fostering economic resilience.

CHAPTER THREE

Comparative Analysis of Regional Contexts and Policy Instruments



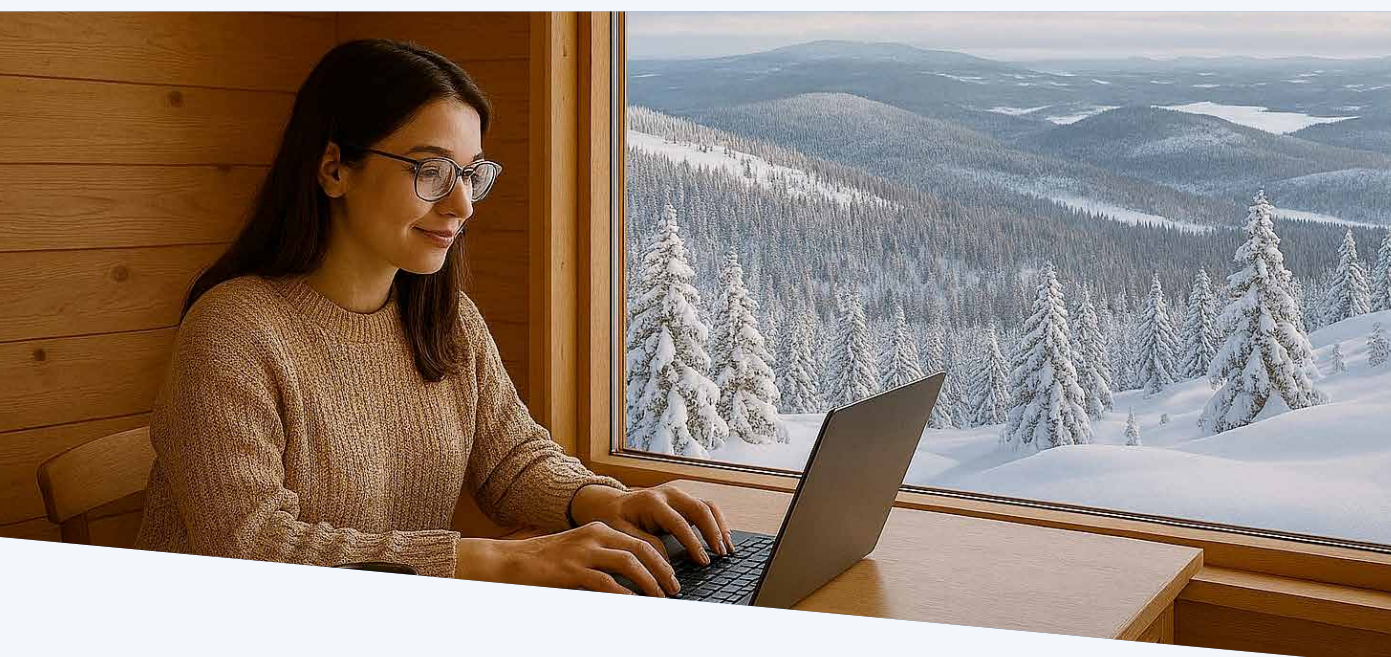


3. COMPARATIVE AND CRITICAL ANALYSIS OF THE EUROPEAN TERRITORIES OF THE PROJECT FOR THE ATTRACTION OF DIGITAL NOMADS AND REMOTE WORKERS

This chapter analyses how partner regions within the EDIN project address the strategic challenge of attracting, retaining, and capitalising on talent in a context marked by demographic decline, labour shortages, and increasing global competition for skilled professionals. Across Europe, many regions—particularly rural, peripheral, and non-metropolitan areas—face persistent outmigration of young and highly educated people, commonly referred to as “brain drain”. This dynamic weakens local labour markets, reduces innovation capacity, and undermines long-term territorial competitiveness.

At the same time, the widespread adoption of remote work has profoundly altered traditional relationships between employment and place. Digital nomads and remote workers represent a new category of mobile talent whose location choices are increasingly driven by quality of life, digital connectivity, affordability, environmental amenities, and social context, rather than proximity to a fixed workplace. For EDIN partner regions, this shift opens new policy opportunities to reposition their territories as attractive destinations for highly skilled professionals without relying exclusively on traditional industrial relocation or large-scale investment strategies.

However, the attraction of digital nomads alone does not automatically generate sustainable territorial benefits. The capacity to retain this population over time and to integrate their skills, knowledge, and professional networks into local ecosystems is equally critical. This requires coordinated and integrated policy approaches that go beyond promotion and marketing, encompassing legal frameworks, social integration mechanisms, economic incentives, and synergies with tourism, innovation, and entrepreneurship policies.





3.1 ATTRACTING, RETAINING, AND CAPITALIZING ON TALENT: LEGAL, SOCIAL, AND ECONOMIC INCENTIVES AND TOURISM

This section analyses how European regions compete globally to attract and retain skilled talent in the context of remote work and digital nomadism. It highlights the need for integrated legal, social and economic incentives to move beyond attraction towards long-term retention and value creation. Digital nomads are framed as potential drivers of innovation, entrepreneurship and internationalisation if effectively embedded in local ecosystems. Tourism is also presented as a complementary lever to support year-round economic activity and territorial attractiveness.

All partner regions mention the constant challenge of emigration of young people, often referred to as “brain drain”. This phenomenon is a significant factor contributing to the district’s demographic decline. Young people leave rural areas for higher education and often prefer to live in more urban areas after ended education as well as highly educated young people are leaving rural areas in search of better employment opportunities, better living conditions and culture in larger cities. This exodus of skilled individuals limits the region’s growth potential and competitiveness and reduces the potential workforce. For Møre and Romsdal (NO), for instance, this is an issue due to the very low unemployment rate (1,7 %) - many businesses have a hard time attracting the workers they need.

Digital nomads, often highly educated and specialized in various fields, could bring a wealth of expertise, creativity, and entrepreneurial spirit that can significantly benefit the local economy and quality of life in all partner regions. However, attracting digital nomads is not enough. To truly capitalize on the value of these talents, territories must develop strategies that harness their knowledge and integrate them into the local ecosystem, fostering innovation and collaboration between the nomads and the local community and businesses.

The competition for skilled workers is not only national, but it’s global. Efforts must be made for standing out in a crowded and competitive international landscape. The international connections digital nomads bring, can create opportunities for businesses to access global markets, form partnerships, and engage in international collaboration

Attracting talent is a key element in territorial development strategies and social cohesion. In the Spanish context, this objective is particularly relevant in the fight against depopulation and the revitalization of rural and intermediate areas. Digital nomads and remote workers represent an opportunity to energize these regions, not only from an economic perspective but also as agents of innovation, cultural exchange, and the promotion of sustainable development.

Overcoming the challenge of attracting and retaining skilled labour is essential for all partners. This includes creating incentives for talent to stay, return after their studies and attract new talents to ensure a stable and skilled workforce. All partners have some common and some specific approaches in attracting talents.

On the next page you’ll find a figure which shows the different approaches :



Partner Region	Strategies and priorities
Kainuu	<p>Work in Kainuu virtual recruiting event – a chance to explore diverse career opportunities in Kainuu region and connect with employers from different branches and industries. Live broadcast - a month-long event.</p>
	<p>RekryAreena.fi – designed to facilitate job search and recruitment in the Kainuu-Koillismaa Employment area by providing diverse and up-to-date information in one place. The website presents diverse content, such as videos, podcasts and live broadcasts about the region’s labour market, life and entrepreneurship, and other working life themes.</p>
	<p>Talent Boost programme for 2023-2027. The programme’s priorities are:</p> <ul style="list-style-type: none"> * Finland’s attractiveness: promoting the availability of experts and country branding * Easy and effective residence permit processes and follow-up control * Strengthening Finland’s ability to retain foreign workforce * Preventing and combating work-based exploitation.
Partner Region	Strategies and priorities
Varna	<p>Fostering direct interaction between digital nomads and local businesses, startups, and institutions through mentorship programs, where digital nomads share their knowledge in fields such as technology, marketing, and creative industries with aspiring local entrepreneurs.</p>
	<p>Community-focused initiatives to integrate nomads. Hosting workshops, hackathons, and creative events where nomads and locals work together. Such programs can also build cultural bridges, fostering a sense of belonging and mutual respect.</p>
	<p>Create a regional hub for skill development by encouraging digital nomads to offer training sessions or educational programs in their areas of expertise hosted in coworking spaces, universities, or community centres, enhancing the city’s talent pool and empowering local residents with new skills.</p>
	<p>Create an ecosystem that supports both professional and personal growth to fully capitalize on the talents that the digital nomads represent. Providing platforms for networking, showcasing success stories of collaborations, and celebrating the contributions of digital nomads to the local community. Can help Varna establish itself as a forward-thinking, inclusive destination.</p>



Partner Region	Strategies and priorities
<p>Donegal</p>	<p>Promote Tourism and Remote Work Packages. Partnering with local businesses, tourism boards and accommodation providers promoting packages that offer long-term stays with high-speed internet access.</p>
	<p>Upskilling and Knowledge Exchange - harness the expertise of digital nomads through regular workshops, masterclasses, and knowledge exchange events, where nomads share their insights with the local community.es.</p>
	<p>Fostering Collaboration between Local Entrepreneurs and Nomads. Facilitate networking events, business meetups, and collaboration opportunities where nomads partner with local businesses, sharing knowledge and offering new perspectives on everything from digital marketing to e-commerce and sustainable business practices.</p>
	<p>Incentivising Long-term Stays and Investment. Incentives such as grants or subsidised housing for digital nomads who commit to living and working for extended periods could further encourage remote workers to settle in the area. Create infrastructure that supports remote work, such as faster internet, flexible office spaces, and tech-friendly amenities.</p>
	<p>Showcasing Donegal's Unique Culture and Community. Integrating digital nomads into the fabric of local communities where nomads can be introduced to cultural events, art festivals, and community projects.</p>





Partner Region	Strategies and priorities
Lazdijai	<p>The Municipality is working in a future perspective in Building collaborative ecosystems – fostering collaboration between remote workers and the local community, creating an ecosystem that encourages knowledge exchange, joint ventures, and mentorship programs.</p> <ul style="list-style-type: none"> • Establishing co-working spaces. • Innovative hubs and business incubators • Skill-sharing programs.
	<p>Encouraging local collaboration with global networks.</p> <ul style="list-style-type: none"> • Facilitate networking events • Cross-border partnerships
	<p>Promoting entrepreneurial initiatives and startups.</p> <ul style="list-style-type: none"> • Local start-up support programs. Additionally creating a start-up accelerator program. • Creating an entrepreneurial ecosystem.
	<p>Promoting knowledge transfer to local education and institutions.</p> <ul style="list-style-type: none"> • Mentorship programs • Workshops and training programs. • Collaboration with professional career centre – to incorporate real-world global perspective into academic curriculum.
	<p>Incorporating local community involvement.</p> <ul style="list-style-type: none"> • Empowering local entrepreneurs • Fostering inclusivity and cultural exchange – cultural and social events.



Partner Region	Strategies and priorities
<p>Tuscany</p>	<p>The ‘Start Up Innovative’ call, supports the creation and consolidation of new technologically advanced enterprises, providing an important incentive for entrepreneurs and professionals to invest and develop new ideas in less densely populated territories.</p> <p>Non-repayable grants and the bonus criteria provided by the call, enhance the attractiveness of territories for new talent.</p>
	<p>Call for the Acquisition of Innovative Services which increases businesses’ propensity for innovation and fosters a more favorable ecosystem for attracting Digital Nomads.</p>
	<p>“Regional Law on Diffused Tuscany” which integrates all initiatives planned in the inland areas into a comprehensive strategy</p>
	<p>Training programmes and talent attraction policies, with a focus on young people and new skills required by the labour market.</p>
<p>Møre and Romsdal</p>	<p>Action to extend the tourism season towards year-round tourism is important, being able to offer full-time jobs for skilled talents.</p>
	<p>Organising annually national recruitment fairs where local businesses meet potential new workers. It might be necessary to organise similar fair abroad (globally).</p>
	<p>Funding co-working spaces in small places.</p>
Partner Region	Strategies and priorities
<p>Spain</p>	<p>No concrete action addressed in the regional report.</p>



3.1.1 TOURISM IN A DIGITAL NOMAD PERSPECTIVE

This subchapter explores how digital nomadism is reshaping tourism models in partner regions, particularly by supporting longer stays, reducing seasonality, and promoting more sustainable and experience-based forms of tourism. It analyses the adaptation of accommodation, services, and destination marketing strategies to the needs of digital nomads, emphasising the importance of balancing economic benefits with territorial sustainability and community well-being.

All partner regions address tourism as an important aspect concerning digital nomads, except for perhaps Spain that frames the attraction of digital nomads mostly from a demographic perspective.

All partners emphasize stunning landscapes, nature, possibilities in engaging in a variety of outdoor activities as well as many diverse cultural experiences - all qualities which make these regions attractive to digital nomads. These qualities give the opportunity to create **work-life balance and a slower pace of life**, away from the hustle and bustle of more urban areas. The surroundings and the quality in the regions all apply to sustainable tourism and living.

Seasonality challenges are an issue for many of the partners. Digital nomads, unlike traditional tourists, travel year-round and stay for extended periods. Digital nomads can contribute to stimulating local economies, in sectors like tourism, hospitality and services, especially if they buy accommodation from commercial tourism businesses such as hotels, cabins and camping sites instead of relying

primarily on private rentals. Their presence helps stabilize demand for accommodation and services outside the peak season. Combating seasonality towards sustainable year-round tourism is important and **digital nomads might be a part of that solution**. Møre and Romsdal is perhaps the region that stresses this particular aspect concerning digital nomads and is an important motive for joining the EDIN-project.

For **Lazdijai, renovating unused old buildings** for digital nomads is an important perspective. These buildings are often located in popular tourist destinations. The buildings could provide comfortable, cost-effective living spaces with the essential amenities for long-term stays. Offering rental options for varying durations, encouraging them to explore the area, might inspire them to settle down for extended periods. Lazdijai wants to position itself as a hub for sustainable innovation, where remote workers can contribute to eco-projects and sustainable tourism businesses.





3.1.1 TOURISM IN A DIGITAL NOMAD PERSPECTIVE

The Work & Stay project in Kainuu, co-funded by the EU, is a joint effort of three municipalities located north of Kainuu region, to promote their territory as a destination suitable for remote workers who seek the perfect work-life balance.

Varna has discovered that destinations that cater to digital nomads enhance their competitiveness in the global tourism and talent attraction markets, creating a unique niche for long-term economic and cultural benefits. Promoting boutique hotels, co-living spaces, and curated travel experiences tailored to remote professionals will enhance Varna's appeal.

Donegal has already started to benefit from the phenomenon of digital nomads, as more remote workers choose to spend extended periods of time in the area. By partnering with local businesses, tourism boards, and accommodation providers, Donegal could **promote packages that cater to remote workers**. For example, offering long-term stays in picturesque locations with high-speed internet access and access to outdoor activities could attract a steady flow of digital nomads.

In recent years, a new trend has emerged: **slowmadism**, in which these workers seek longer stays, greater connection with the local community, and more sustainable living spaces. **This phenomenon should be leveraged to transform them into "temporary inhabitants,"** a middle category between tourists and residents, which **energizes the local economy without generating gentrification or speculation**. To achieve this, it is crucial to establish participatory models that allow their **effective integration into local communities**. **Spain** wants to offer an alternative model in Europe to short-stay tourism and talent seeking alternatives. From the perspective of social innovation and territorial development, a proposal can be developed that transforms digital nomadism into a driver of sustainable revitalization. However, to avoid issues such as gentrification and rising real estate prices, careful management will be required.

Changes in work patterns and the spread of remote work has opened up **new opportunities for less densely populated areas**, making them more attractive. **Tuscany** has focused on enhancing its food and wine and cultural heritage by financing

urban regeneration and redevelopment projects for villages. These investments are aimed not only at preserving the cultural heritage and landscape, but also at stimulating new economic activities, creating jobs and fostering local entrepreneurship. Food and wine tourism can be boosted by routes that combine the culinary experience with immersion in local culture, creating an integrated and sustainable tourist offer. A crucial element of the territorial marketing for 'diffuse Tuscany' is the identification of specific segments within the broader universe of digital nomads and remote workers, in order to guarantee a better alignment between the needs of these groups and the peculiarities of the region's villages and inner areas. Tuscany has together with Toscana Promozione Turistica (DMO) started an initial reflection based on personas methodologies to identify the priority profiles within this target. The strategic positioning framework has been defined, on which to develop a territorial marketing strategy to attract digital nomads.



3.1.2 LEGAL, SOCIAL AND ECONOMIC INCENTIVES

This subchapter analyses the legal, social, and economic incentives influencing the attraction and retention of digital nomads in partner regions. It reviews regulatory frameworks, access to services, social integration measures, and economic support mechanisms, highlighting the role of coherent and enabling policy environments in encouraging longer stays, local engagement, and sustainable territorial impact.

Initiatives like coworking spaces, networking events, and professional meetups can help **create a community** of like-minded individuals. Offering digital nomads opportunities for skill-sharing, mentoring, or collaboration with local businesses can further enhance the region's reputation as a thriving location for remote work. **Active community groups and events may play a crucial role in integrating digital nomads into local society.**

Attracting highly skilled workers and global talent are important for all partner regions, with the hope that they may not only contribute to the local economy, but also choose to settle longer in the country, perhaps starting new entrepreneurial activities.

For those partner regions that currently don't offer a dedicated visa to digital nomads, **clear and accessible information in English** about tax obligations, residency requirements, and social security contributions will be crucial. Kainuu, Donegal, Lazdijai and Møre and Romsdal are regions that currently don't offer a dedicated visa to digital nomads. The other partner regions offer that kind of visa or it is in the process of being implemented.

Below is a figure showing the different partner region's legal, social and economic incentives:



Partner Region	Incentives		
	Legal	Social	Economic
Kainuu	EU/EEA citizens can reside and work remotely for up to 3 months without any constraints. If not, they are required to apply/have a residence permit to stay and work in Finland. More than 3 months - must register with the Finnish Immigration Service and have one of the following grounds: an employee, a self-employed person, a student, or a family member of an EU citizen.		
Varna	Introducing a streamlined visa process specifically for digital nomads	Varna Digital Nomads Facebook Group	Offering benefits, subsidizing houses and exclusive passes
		Local Meetups and Workshops.	
		Establish a dedicated digital nomad centre in Varna, where professionals can network, attend events, and access resources.	
		Encouraging local mentorship and collaboration programs between nomads and residents.	
Donegal	Must comply with existing immigration and tax regulations.		Establishing co-working spaces
	Considering new digital transformation initiatives and policies to attract remote workers and digital nomads such as offering specific digital nomad visas		
	Working for international companies or as freelancers are not subject to Irish employment laws unless they are employed by an Irish company.		



Partner Region	Incentives		
	Legal	Social	Economic
Lazdijai	General Legal Act and requirements for digital nomads. Same regulation as for other foreign workers.	Varna Digital Nomads Facebook Group	Offering benefits, subsidizing houses and exclusive passes
Spain	<p>“Startup Law” – regulatory framework to support business creation, attract talent and stimulate public-private investment – facilitates residence for international remote workers.</p> <p>Two modalities:</p> <ul style="list-style-type: none"> -Visa (one year) -Residence Authorization (three years) 		
Tuscany	Digital Nomad Visa - Amendment to law in 2022 – digital nomad into the Italian legal system. Special visa to work remotely in Italy. The visa is intended for highly qualified individuals who can carry out their professional activities remotely, without requiring fiscal residence in Italy.		
Møre and Romsdal	Currently no specific policies, regulations, or incentives targeting digital nomads - the chance to lead by implementing key policy actions and improvements for this group.	Organizing regular events where digital nomads can share their expertise with local entrepreneurs, students, and community groups.	Funding co-working spaces in small places.
	Mapping and addressing certain formal barriers related to Norwegian tax regulations, registrations, and access to public services.		

3.2 TERRITORIAL POSITIONING STRATEGIES FOR THE CREATION OF INNOVATIVE ECOSYSTEMS: DIGITALIZATION AND CONNECTIVITY



This subsection examines territorial positioning strategies aimed at building innovative ecosystems through digitalisation and connectivity. It emphasises the importance of high-quality digital infrastructure, coworking and coliving spaces, and smart services as prerequisites for attracting remote workers. Digital connectivity is positioned as both a technical and strategic asset that enables knowledge exchange, entrepreneurship and collaboration across urban and rural areas. The section underlines the role of coordinated governance and long-term investment.

In all project partners territories, **the need for balanced policies** is emphasized to **integrate digital nomads while preserving the ecosystem for local communities**. Enhancing the territorial positioning strategies for the creation of innovative ecosystems for digital nomads, is based on the policy instruments and community engagement strategies, addressed by the project.

This section of the interregional report provides an overview of the **territorial positioning strategies for the creation of innovative ecosystems** for digital nomads (DN) across the regions, partners in the EDIN Project, focusing on geographic conditionants; legal, social, and economic incentives and the interaction between digital nomads and local communities.

Territorial Characterization

Across all regions, territorial characteristics reflect **unique geographical challenges**—mountainous and coastal isolation, urban-rural disparities, and infrastructural gaps. Spain and Bulgaria demonstrate spatial imbalance with coastal urban cores and inland depopulation. Norway and Finland grapple with remote geographies and low densities, while Lithuania and Tuscany hold potential through ecological and historical richness. Strategies must integrate digital infrastructure, connectivity improvements, and sustainable spatial planning.

Demographic decline, aging populations, and youth emigration are shared challenges. Spain, Bulgaria, and Lithuania face rural depopulation, while Tuscany contends with internal migration. Norway and Finland show relatively better age distribution but struggle with population density and youth retention. Promoting digital nomadism and improving quality of life in rural areas may help reverse these trends.

Functional areas demonstrate varied urban hierarchies and service roles. Capital cities serve as hubs in Spain and Bulgaria, while Finland, Norway, and Lithuania promote polycentric models. Tuscany's planning blends heritage tourism with decentralized services. Enhancing regional collaboration, improving access, and fostering innovation outside of urban cores are crucial for functional resilience.

Space use aligns with natural and economic assets. Spain and Bulgaria promote digital reoccupation of rural spaces; Tuscany leverages agricultural landscapes. Lithuania and Finland prioritize nature preservation, and Norway's marine industries dominate coastal zones. Strategic land use planning that respects ecology while fostering innovation hubs is essential.

Urban-rural integration remains a significant challenge. Digital connectivity and service access shape the strength of these links. Spain, Lithuania, and Finland emphasize infrastructure and governance, while Norway relies on cooperation. Bulgaria and Tuscany must bridge gaps in mobility and investment. Strengthening urban-rural ties is key to inclusive regional development.



Spain

Spain comprises diverse geographies including coastal, plateau, and mountainous zones. Rural areas are often isolated with infrastructural deficits. Spain's territory is characterized by strong urban polarization and a contrast between dynamic coastal/metropolitan areas and rural, depopulated interiors. The northern and central regions are experiencing territorial imbalance due to population concentration in cities, creating underutilized rural zones. Recent strategies include revitalizing abandoned villages for digital nomads and remote work, supported by co-living and co-working spaces. The idea of 'España vaciada' (emptied Spain) reflects challenges in maintaining cohesion across vast territories.



Bulgaria (Varna Region)

Varna Region includes the major coastal city of Varna and a mix of more rural municipalities like Dalgopol and Vetrino. It combines different landscapes like sea, plains and hilly inland terrain. There's a territorial imbalance between the urbanized coastal strip and sparsely populated inland areas. This spatial divide results in unequal access to services and reduced socio-economic integration across the territory.



Italy (Tuscany Region)

Characterized by mountainous northern parts and hilly interiors with historical rural settlements and wine-producing areas. In addition, the region is characterized by high-quality agricultural production (DOP, DOCG, etc.) and by a renowned manufacturing base (fashion, gold, leather goods, furnishings, mechanics, etc.).

The Tuscany region includes remote mountainous municipalities defined as 'Inner Areas' by national classification. These zones face demographic and economic marginalization, despite Tuscany's otherwise strong urban cores like Florence. Territorial disparities between city centers and rural zones present challenges for connectivity and public service delivery.



Norway (Møre and Romsdal)

Møre and Romsdal is a fragmented coastal territory with deep fjords and island municipalities. The geography causes logistical, connectivity and infrastructural challenges. Territorial organization relies heavily on regional cooperation and technology to overcome distance and physical barriers.



Finland (Kainuu)

Kainuu is a remote and sparsely populated Finnish region characterized by forests, hills, and long distances between settlements. The region has weak accessibility and limited connections to major metropolitan areas. Its territory poses challenges for transport, service provision, and economic cohesion.



Lithuania

The Lithuanian pilot region, Lazdijai district, is predominantly rural and located on the country's border with Poland. Its territory includes natural and ecological assets such as forests, lakes and rivers, and is a part of an EU Natura 2000 network. Its border location influences its identity and connectivity, enhancing its role in cross-border cooperation.

The territories being a part of the EDIN project consortia share many similarities related to the territorial positioning strategies for the creation of innovative ecosystems, regardless of their geographical location. The following territorial characteristics has been identified and set out based on the regional reports:

Regional Highlights. Challenges and Opportunities

Despite many commonalities, different territories possess different strengths that can be highlighted and transferred from one region to an other . Those can be applied even outside the project target area, especially in territories facing depopulation. The main strengths identified among project partners' territories are: The following strengths were identified among the project partner regions:

- Stunning natural landscapes
- Outdoor experiences and living close to nature
- Family services including early childhood education and healthcare
- Reliable digital infrastructure enabling remote working
- Multilocality stimulating work-life balance

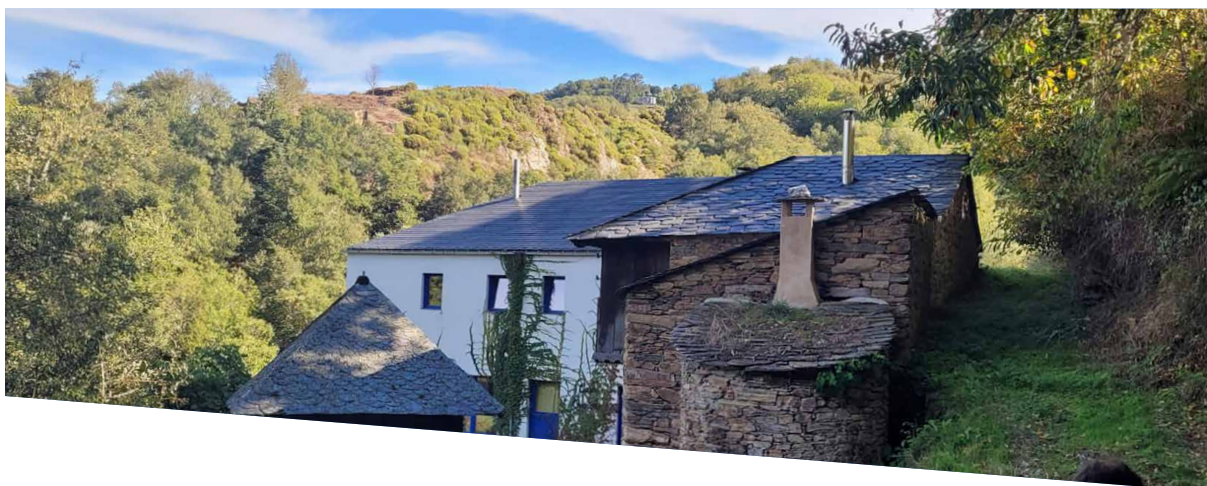
By partner territory:

Regional Highlights., Challenges and Opportunities

Spain

Spain comprises diverse geographies including coastal, plateau, and mountainous zones. Rural areas are often isolated with infrastructural deficits.

Spain's territory is characterized by strong urban polarization and a contrast between dynamic coastal/metropolitan areas and rural, depopulated interiors. The northern and central regions are experiencing territorial imbalance due to population concentration in cities, creating underutilized rural zones. Recent strategies include revitalizing abandoned villages for digital nomads and remote work, supported by co-living and co-working spaces. The idea of 'España vaciada' (emptied Spain) reflects challenges in maintaining cohesion across vast territories.



Spain

Other important insights per area of study:

Demography	Population Insights
<ul style="list-style-type: none"> → Over 3,403 municipalities (42% of the total) are at risk of depopulation. → Phenomenon known as ‘España vaciada’—affecting rural balance and service provision. → Urban centers (Madrid, Barcelona) face housing shortages and overtourism. 	<ul style="list-style-type: none"> → Over 3,403 municipalities (42% of the total) are at risk of depopulation. → Phenomenon known as ‘España vaciada’—rural exodus leads to service loss and an aging population. → Urban hubs like Madrid and Barcelona experience overtourism and severe housing unaffordability. → Depopulated villages are being revived through digital nomad and coliving initiatives.
Functional Areas	Occupation of Space
<ul style="list-style-type: none"> → Metropolitan cities (Madrid, Barcelona) act as economic and mobility centers. → Intermediate cities (Bilbao, Sevilla, Málaga) support regional development. → Smart villages and ‘rural labs’ are supported by national rural innovation programs. → Territorial imbalance persists between coast, inland, and plateau areas. 	<ul style="list-style-type: none"> → Rural areas remain underutilized; abandoned villages are being transformed into digital nomad hubs and co-living spaces.
Rural-Urban link	
<ul style="list-style-type: none"> → Digital connectivity projects aim to bridge gaps; rural revitalization policies focus on services and mobility. 	
Challenges	Opportunity:
<ul style="list-style-type: none"> → Depopulation → Housing crisis in cities → Territorial imbalances 	<ul style="list-style-type: none"> → Promote smart villages and digital nomadism in depopulated areas

Challenge: Depopulation, housing crisis in cities, territorial imbalance.

Opportunity: Promote smart villages and digital nomadism in depopulated areas.

Italy (Tuscany)

Characterized by mountainous northern parts and hilly interiors with historical rural settlements and wine-producing areas.

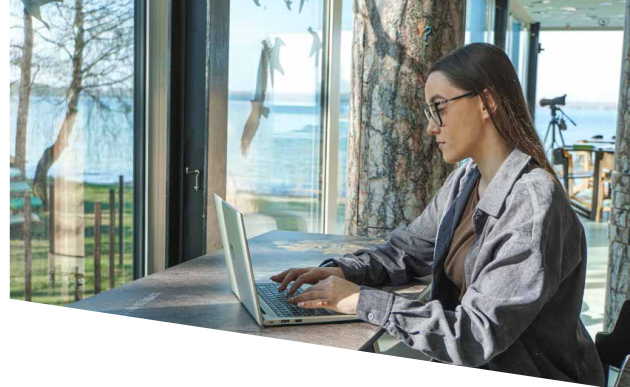
The Tuscany region includes remote mountainous municipalities defined as 'Inner Areas' by national classification. These zones face demographic and economic marginalization, despite Tuscany's otherwise strong urban cores like Florence. Territorial disparities between city centers and rural zones present challenges for connectivity and public service delivery.

Other important insights per area of study:

Demography	Population Insights
<ul style="list-style-type: none"> → Population: ~3.66 million (2025); density: 160/km². → Old-age dependency ratio: ~42.5%. → Aging population and internal migration toward Florence and Pisa urban zones 	<ul style="list-style-type: none"> → Population: ~3.66 million (2025); density: ~160/km². → Old-age dependency ratio: ~42.5%; aging population is a major regional issue. → Rural zones lose young people to urban areas like Florence and Pisa. → Internal migration leads to uneven demographic distribution across hilly and mountainous areas.
Functional Areas	Occupation of Space
<ul style="list-style-type: none"> → Defined areas: Mountain (Mugello, Lunigiana, Garfagnana and Media Valle del Serchio, etc.), Hills (from Alta Valdera to Amiata and Val d'Orcia), Intermediate (Chianti, Valdarno) → 6 'inner areas' recognised within the framework of Italy's SNAI territorial planning strategy + 3 identified by Irpet (Regional Institute for Economic Planning in Tuscany) → Service centers (towns and villages) act as delivery points for health, education, mobility. → Rich blend of agricultural zones and heritage-based rural tourism areas. 	<ul style="list-style-type: none"> → Vineyards and olive groves dominate; cultural heritage sites and rural tourism influence land use.
Rural-Urban link	
<ul style="list-style-type: none"> → Service centers connect rural hinterlands with cities; slow transport and service provision are still issues. 	
Challenges	Opportunity:
<ul style="list-style-type: none"> → Population aging → Rural exodus 	<ul style="list-style-type: none"> → Invest in green mobility → Cultural tourism in "Inner Areas" → Strengthen the propensity for social and technological innovation in inner areas"

Challenge: Population aging and rural exodus.

Opportunity: Invest in green mobility and cultural tourism in 'Inner Areas'.



Lithuania

The Lithuanian partner territory, Lazdijai district, is predominantly rural and located on the country's border with Poland. Its territory includes natural and ecological assets such as forests, lakes and rivers, and is part of an EU Natura 2000 network. Its border location influences its identity and connectivity, enhancing its role in cross-border cooperation.

Other important insights per area of study:

Demography	Population Insights
<ul style="list-style-type: none"> → Lazdijai district: ~18,500 inhabitants; density ~13.5/km². → National trend: 69.1% urban, 30.9% rural (2025). → Challenges: emigration of youth, declining birth rates. 	<ul style="list-style-type: none"> → National population ~2.85 million; urban-rural split: 69.1% urban, 30.9% rural. → Rural aging and emigration to cities or abroad challenge local vitality. → Shrinking workforce and declining birth rates impact sustainability of small municipalities.
Functional Areas	Occupation of Space
<ul style="list-style-type: none"> → Lazdijai town acts as functional center with administrative and educational roles. → Secondary towns: Veisiejai and Seirijai contribute to decentralization and services. → Balanced polycentric model links rural villages and small towns. → Border proximity (Poland) shapes cross-functional cooperation dynamics. 	<ul style="list-style-type: none"> → Vineyards and olive groves dominate; cultural heritage sites and rural tourism influence land use.
Rural-Urban link	
<ul style="list-style-type: none"> → Forests, lakes, and agricultural lands shape the Lazdijai district's space; low urbanization. 	



3.3 QUALITY OF LIFE AND POSITIONING OF THE LOCAL COMMUNITY TOWARDS DN PHENOMENON

This section explores quality of life as a central factor in the location choices of digital nomads and remote workers. It analyses how natural environments, cultural assets, affordability and access to services shape territorial appeal. At the same time, it addresses the attitudes of local communities towards digital nomads, highlighting the importance of social acceptance, integration mechanisms and participatory approaches. Successful positioning depends on aligning nomad attraction with local well-being and community cohesion.

Quality of life (QOL) is defined by the [World Health Organization](#) as “an individual’s perception of their position in life in the context of the culture and value systems in which they live and in relation to their goals, expectations, standards and concerns”. Standard indicators of the QOL include [wealth](#), [employment](#), the [environment](#), [physical](#) and [mental health](#), [education](#), [recreation](#) and [leisure time](#), [social belonging](#), [religious beliefs](#), [safety](#), [security](#) and [freedom](#).

The quality of life for DN is shaped by a combination of affordability, connectivity, healthcare, community, lifestyle, and legal ease. Each Digital Nomad’s experience, however, is unique based on their personal preferences and needs.

In all project partners territories, the need for balanced policies is emphasized to integrate DN while preserving the quality of life for local communities. Enhancing the quality of life in regions hosting DN, is based on the policy instruments and community engagement strategies, addressed by the project.

The territories being a part of the EDIN project consortia share many similarities related to the QOL, regardless of their geographical location. The following list of common challenges and strengths has been identified and set out based on the regional reports (RRs)

Table: **Common challenges** and **strengths**, identified among the EDIN PP regions

Common challenges	Strengths
<ul style="list-style-type: none"> → Access to essential services → Affordable housing → Preserving cultural authenticity → Preserving the quality of life for local communities → Integration of digital nomads → Environmental sustainability 	<ul style="list-style-type: none"> → Outdoor experiences and living close to nature → Cost of living advantages → Stunning natural landscapes → Family services including early childhood education and healthcare → Reliable digital infrastructure enabling remote working → Multilocality stimulating work-life balance

Different territories share common challenges but possess unique strengths to tackle them. The following regional specificities were identified among the project partner regions.

<p>PI 1. Galicia (Spain)</p>	<p>→ Recovery Plan:130 measures facing Demographic Challenge (PI) - Axis 3: Innovation and Talent Attraction and Axis 10: Cross-Border Development with Portugal</p>
<p>PI2. Varna (Bulgaria)</p>	<p>→ Integrated Territorial Strategy for the Development of the North-East Region (PI) → "Plan Bulgaria 2030"</p>
<p>PI 3. &6 Tuscany (Italy)</p>	<p>→ RP Toscana ERDF 2021-2027 (PI) → "Valorization of widespread Tuscany" regional law</p>
<p>PI 4. Donegal (Ireland)</p>	<p>→ Donegal Remote Working Strategy for Business (PI) → Working Holiday (2022) and #MoveToDonegal (2023) Campaigns</p>
<p>PI 5. Møre & Romsdal (Norway)</p>	<p>→ County Plan for Møre and Romsdal 2021-2028 (PI) → Cowork in Small Places funding program</p>
<p>PI 6. Kainuu (Finland))</p>	<p>→ ELY-AVI Strategy (Strategy for Regional State Administrative Agencies and ELY Centres) 2024-2027 (PI) → Kainuu Regional Program 2022-2025 → Talent Boost programme for 2023-2027</p>
<p>PI 7. Lazdijai (Lithuania)</p>	<p>→ Lazdijai district municipality 2021-2027 Strategic Development Plan (PI) - Investing in public transport (call on demand service) to improve connectivity</p>

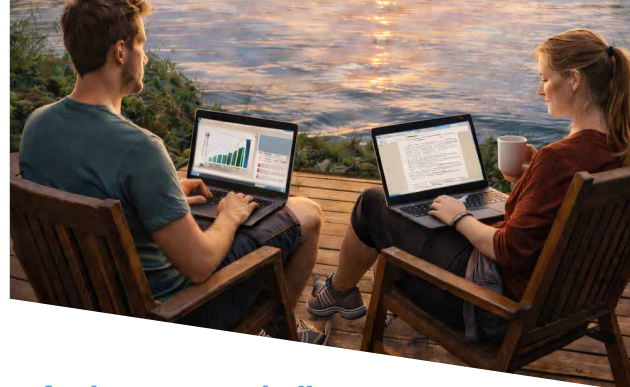


Table: Regional Strategies (PI) to overcome the identified common challenges Easy Living in Kainuu

Kainuu offers an exceptional quality of life, characterized by a relaxed lifestyle and ample space for everyone. The region boasts active hobbies and sports clubs for both children and adults, alongside excellent schools and healthcare services, all set amidst beautiful natural surroundings. This combination forms the foundation of the Kainuu Lifestyle. Everything is conveniently located, saving residents valuable time. Notably, the city of Kajaani operates on a unique "26/7" time zone, providing two extra hours per day compared to larger cities. You can watch a short video about this at RekryAreena.

Early Childhood Education

Finnish early childhood education and care are integrated to support children's balanced growth, development, and learning. For an introduction to this theme, visit the Education Finland website or watch the presentation video "Early Childhood Care and Compulsory Schooling in Finland" produced by the City of Kajaani on YouTube. Links to municipal early education services in Kainuu municipalities are available on the Living in Kainuu website.

Kainuu Social and Health Care

The Wellbeing Services County of Kainuu provides comprehensive social welfare and healthcare services to the municipalities of Hyrynsalmi, Kajaani, Kuhmo, Paltamo, Ristijärvi, Sotkamo, and Suomussalmi. In Puolanka, the County offers specialized healthcare and environmental health services. Kainuu is a pioneer in Finland for integrating primary healthcare with specialized medical care and social services. The Wellbeing Services County is the largest employer in the region, with approximately 4,000 employees.

Leisure Combined with Remote Working

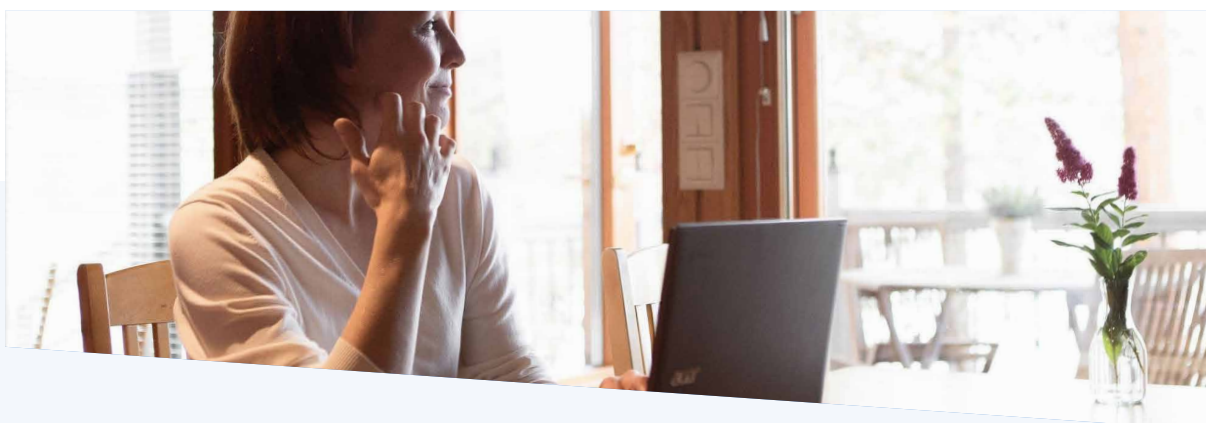
Kainuu is home to over 12,000 summer cabins, and its tourism centers offer holiday homes for both short-term and long-term stays. Teleworking in Kainuu doesn't mean isolation; it can involve working in groups outside your usual work community. Municipalities or village communities provide teleworking facilities that can be reserved for varying durations.

Known for its winter sports, the Municipality of Sotkamo has launched the concept "Lomalla/ On Holiday 365." You can watch a retro-style marketing video featuring the Mayor of Sotkamo here. The Work & Stay project, co-funded by the EU, is a collaborative effort by the municipalities of Kuusamo, Posio, and Taivalkoski, located north of the Kainuu region, to promote their territory as an ideal destination for remote workers seeking the perfect work-life balance in Southern Lapland's scenic beauty. More information about remote working facilities in Kainuu can be found here.[1]

Quality of life - Ensuring Balance Amid Digital Nomad Growth in Varna

The arrival of digital nomads in Varna offers an opportunity to invigorate the region's economy and promote cultural exchange and innovation. However, it is crucial to balance these benefits with the local community's quality of life. As Varna positions itself as a hub for digital professionals, it must address challenges such as rising living costs, housing availability, and the preservation of cultural authenticity. Effective management of these dynamics is essential to support the region's long-term goals of inclusivity, sustainability, and economic resilience.

Enhancing the quality of life for all residents while embracing the digital nomad phenomenon requires forward-thinking policies that leverage Varna's unique assets. The region should invest in initiatives that improve local infrastructure, promote sustainable tourism, and create synergies between digital nomads and the local population. By focusing on inclusive development, Varna can prevent disparities and foster a collaborative environment where both locals and digital nomads can thrive.



Key interventions include modernizing housing policies to ensure affordability and accessibility, developing community-centric coworking spaces, and promoting local markets and businesses that cater to both demographics. Encouraging sustainable practices among digital nomads, such as eco-friendly accommodations and participation in environmental conservation projects, can minimize the ecological footprint of increased activity. Additionally, integrating digital tools and technologies in underdeveloped areas can help reduce inequalities between urban and rural communities, creating a more balanced and interconnected territory.

Preserving the authenticity of Varna's cultural and natural sites is vital for maintaining quality of life. DNs often seek meaningful, immersive experiences that align with the region's strengths in cultural heritage and eco-tourism. By regulating tourism activities, protecting historical sites, and promoting off-season tourism, Varna can accommodate this new demographic without overburdening its resources or altering its identity.

Varna's approach to ensuring quality of life amid digital nomad growth must prioritize active community engagement. Programs that encourage digital nomads to participate in cultural exchange, mentorship opportunities, or local development initiatives can foster mutual respect and understanding. These efforts not only enhance the nomads' experience but also ensure that the local community remains central to Varna's transformation into a globally connected, innovative destination.

Strategies for Maintaining Quality of Life

Controlled Housing Policies

- Implementing regulations for short-term rentals, such as capping the number of days properties can be rented to non-residents, can ensure housing availability for locals.
- Encouraging the development of dedicated coliving spaces for digital nomads can reduce competition in the traditional housing market.

Cultural Preservation Programs

- Encouraging digital nomads to engage in cultural exchange programs and community-led initiatives help maintain the authenticity of local traditions.
- Hosting workshops and events that emphasize Varna's history and culture fosters mutual respect and understanding between locals and nomads.

Sustainable Tourism Practices

- Promoting eco-tourism and responsible travel among digital nomads ensures minimal environmental impact.
- Developing infrastructure in less frequented areas can distribute footfall and reduce pressure on popular attractions.

Community Involvement

- Actively involving locals in decision-making processes about digital nomad policies ensures their needs and concerns are addressed.
- Programs like mentorships, where digital nomads share skills with the local community, can foster collaboration and mutual benefit.

By proactively addressing potential challenges, Varna can maintain its high quality of life for residents while benefiting from the economic and cultural contributions of digital nomads. Transparent policies, community involvement, and sustainable practices are key to ensuring that the integration of digital nomads enhances the city's vibrancy without compromising its essence or the well-being of its local community.

Key strengths of Donegal

Quality of life was identified, in a public consultation process, as a key strength and influencing factor for people when choosing to live and work in Donegal.

- Excellent outdoor experiences with rugged landscapes, an extensive coastline with many blue flag beaches, stunning scenery, mountain trails and picturesque towns and villages.
- Appeals to those that want to experience outdoor living in a tranquil environment, while at the same time having entertainment, shopping and other commercial amenities in vibrant towns and villages.
- Renowned for its friendly people, strong community spirit and close communities where people feel safe and where there is a healthy pace of life.
- Donegal's unique culture and heritage are strong pull factors.
- Less commuting and less traffic congestion means more quality family time and work life balance.
- Cost of living is much less than in many other areas of Ireland resulting in higher levels of disposable income.
- More affordable quality childcare options.
- Good educational and learning opportunities from pre-school through to primary, post- primary and 3rd level along with a wide range of training and skills development offerings.

While Donegal offers an excellent quality of life, the need to assist and support workers and their families in transitioning to life in Donegal was identified as a key challenge. This is something that Donegal County Council aims to address through the provision of a range of support and opportunities for networking.



Balancing Digital Nomadism and Local Needs in Lazdijai

As digital nomadism grows, more people are choosing to live and work remotely from various parts of the world. Lithuania, with its affordable living costs, robust digital infrastructure, and natural beauty, has become increasingly attractive to digital nomads in both urban and rural areas. Lazdijai District Municipality, a rural region in the south, is part of this trend. However, the influx of digital nomads raises concerns about the local community's quality of life, particularly regarding rising housing prices, shifting local economies, and potential cultural dilution. While digital nomads bring benefits such as increased spending and new talent, their presence must be managed to preserve the local community's quality of life.

Key Aspects of Quality of Life Affected:

1. Housing and Rising Prices

Increased demand for housing can lead to higher rents and property prices, making it difficult for local residents to afford housing, especially in smaller towns and rural areas.

2. Inflation of Local Prices and Services

Higher demand for goods and services can drive up prices in cafes, restaurants, and retail businesses, impacting affordability for local families, particularly those with lower incomes.

3. Cultural and Social Impact

The transient nature of digital nomads can affect the authenticity of local culture, creating a sense of cultural dilution and separation between locals and newcomers.

Mitigating Negative Impacts:

1. Encouraging Local Business Development

Support local artisans, farmers, and manufacturers by promoting regional products in markets catering to both residents and digital nomads.

Invest in shared office spaces or coworking hubs to provide dedicated facilities for digital nomads, preventing inflation of local services.

2. Promoting Cultural Exchange and Community Engagement

Higher demand for goods and services can drive up prices in cafes, restaurants, and retail businesses, impacting affordability for local families, particularly those with lower incomes.

3. Balancing Digital Nomadism and Local Needs

Ensure inclusive planning by involving both local residents and digital nomads in policy development related to housing, services, and cultural preservation.

Strengthen local identity by celebrating traditions, customs, and values while embracing global influences.

Establish a long-term vision for rural development that incorporates digital nomadism as part of the broader growth strategy, ensuring resilience, sustainability, and cultural vibrancy.

Access to essential services in Spain

Quality of life is a crucial factor in attracting and retaining digital nomads (DN) and remote workers, especially in areas at risk of depopulation. This concept extends beyond traditional attributes like favorable climate, cultural diversity, and rich gastronomy, encompassing a range of interconnected factors that support both individual well-being and the social and economic development of regions.

1. Digital Infrastructure and Workspaces

High-Speed Connectivity: Access to fiber optic networks and emerging technologies like 5G/6G is essential for remote workers to perform their tasks efficiently, regardless of location. In rural areas, implementing digital infrastructure to match urban connectivity standards facilitates data transfer, video conferencing, and real-time collaboration. Network density and quality are critical indicators of digital quality of life.

Coworking Spaces and Tech Hubs: The growth of collaborative spaces and innovation hubs in small municipalities provides DN with work environments that combine office services, integrated technology, and ergonomic design. These hubs not only facilitate remote work but also promote knowledge exchange and integration into local innovation networks, forming a foundation for developing the knowledge economy in rural areas.

2. Affordable and Sustainable Housing

Coliving and Collaborative Housing Models: Accessible and quality housing options are essential to avoid negative impacts on the real estate market and support the integration of digital nomads. Models such as rural coliving and collaborative housing promote cohabitation and community-rootedness, offering environments that combine remote work with an immersive residential experience.

Impact on the Market and Sustainability: Affordable housing in rural areas attracts digital nomads and helps prevent gentrification processes that could displace the resident population.

3. Access to Essential Services

Access to basic services is indispensable for quality of life. Ensuring the availability of educational centers, quality healthcare services, and efficient public transportation enables digital nomads and their families to integrate fully into the local environment. This is part of the strategic lines of the new plan for the Demographic Challenge from MITECO, "The Country in 30 Minutes."

4. Integral Well-Being and Environmental Sustainability

Slowmadism Model: The concept of "slowmadism" is based on slow travel, promoting extended stays in the region. This model favors the integration of DN, allowing for gradual and sustainable adaptation, in contrast to accelerated mobility that may have negative impacts. Slowmadism strategies involve developing well-being indicators that measure personal satisfaction and the environmental and social impact of extended stays.

Interaction and Community Participation: The integration of digital nomads is enhanced through interaction with local communities. Cultural exchange programs, volunteering, and mentoring facilitate knowledge flow and build collaboration networks. This two-way interaction enriches both new residents and the local population, generating synergies that drive social innovation and territorial development.

Improving the quality of life in Tuscany

Improving the quality of life in Tuscany's inner areas is a strategic objective supported by the new regional calls for proposals, such as 'Smart and Inclusive Territories' within the 2021-2027 ERDF programming. These interventions aim to enhance the attractiveness of small municipalities through digitalization and sustainable innovation, promoting a more inclusive and technologically advanced environment. Initiatives like supporting digital innovation in villages, community cooperatives, and Natural Commercial Centers (CCNs) aim to create a territorial network that improves local services and facilitates access to remote employment opportunities, focusing on environmental sustainability and the circular economy.

Natural Commercial Centers (CCN), regulated by Article 111 of Regional Law 23/11/2018 no. 62, are clusters of micro, small, and medium-sized commercial, craft, and service enterprises located in specific areas, usually the historic centers of cities. The main objective of a CCN is to enhance its area and make the commercial system more competitive by ensuring diversified services essential to the community's life.

Funded interventions, including promoting new technologies and implementing digital solutions in inner municipalities, aim to bridge the gap between metropolitan and remote areas. Additionally, the initiative supports the creation of collaborative networks and the development of territorial brands, thereby enhancing residents' quality of life and encouraging active community participation through innovative projects. Introducing digital technologies and sustainable practices will help revitalize villages, making these areas more livable and attractive both for DN and locals, stimulating repopulation, and counteracting depopulation.

Defining the needs of the territory	
Møre and Romsdal region faces typical challenges for rural European regions: an aging population, difficulty attracting skilled labor, and a tourism industry with an unsustainable peak season. Digital nomads can help address these challenges in three ways:	
Extending the Tourism Season:	Attracting digital nomads can spread tourism traffic beyond the summer peak, providing consistent income for local businesses and reducing infrastructure strain.
Filling Skill Gaps:	DN often bring expertise in areas like technology, marketing, design, and consulting, complementing existing skills and addressing specific shortages.
Community Engagement and Vitalization:	DN bring fresh perspectives and contribute to cultural exchange and local initiatives, fostering a dynamic community environment.



Key Questions to Address During the Project Period:

- Who are these digital nomads?
- How do we reach them with information about what we can offer?
- Where do they find information about coworking locations?
- What do they need? What factors are important when choosing their next destination (e.g., infrastructure, culture, nature, activities, comfort, quality of life in rural areas)?
- What is the potential number of digital nomads we can attract?
- How can local businesses benefit from their skills?
- How can they help extend the tourism season?

It is crucial to define the specific “sub-types” of digital nomads that best align with the characteristics and needs of Møre and Romsdal.

Creating a Digital Nomad Marketing Plan

Once our needs are mapped and tied to the relevant digital nomad sub-types, we need a targeted Digital Nomad Marketing Plan to attract the right individuals to Møre and Romsdal. The following steps outline strategic actions proposed during the second EDIN workshop in Geiranger, October 2024:

- 1. Develop an EDIN Project Digital Nomad Network Registry:** Create a shared registry of digital nomad communities and platforms (e.g., Facebook groups, coworking spaces) to connect directly with potential visitors and streamline promotional efforts.
- 2. Establish an Ambassador Program:** Recruit local digital nomads as ambassadors to share their positive experiences. Their testimonials can build trust and authenticity in our messaging.
- 3. Design Flexible Accommodation Options:** Work with local providers to offer flexible and affordable housing solutions suited to digital nomads, including short-term leases, shared living arrangements, and work-friendly environments.
- 4. Develop an EDIN Sustainable Travel Campaign:** Promote eco-conscious travel practices among digital nomads, encouraging responsible resource use and support for local products and services.

Our marketing plan should emphasize the strengths of Møre and Romsdal: stunning natural landscapes, high quality of life, authentic small and historic communities, and reliable digital infrastructure. By targeting the right channels and using authentic voices from within the digital nomad community, we can effectively showcase our region as an ideal destination for those seeking a balance of work and leisure.

We should also examine the results of the Arctic Digital Nomad Grant and engage the digital nomads who visit Geiranger during winter 2025. Their feedback will be valuable in creating and implementing an effective marketing plan.

Digital Nomads as a Local Value
Attracting the right digital nomads is only part of the work. We need to ensure their presence adds value to our local communities. This involves:
<ul style="list-style-type: none"> • Economic Contributions: DN can boost local spending by utilizing services such as dining, accommodation, and coworking spaces. Encouraging them to stay in commercial tourism facilities rather than private rentals can support local businesses and extend the tourism season.
<ul style="list-style-type: none"> • Skills and Knowledge Sharing: Creating events like workshops and networking sessions can facilitate the transfer of skills from DN to local entrepreneurs and businesses, addressing specific knowledge gaps
<ul style="list-style-type: none"> • Sustainable Tourism Practices: Aligning initiatives with principles of slow travel and eco-conscious behavior can minimize the environmental impact of DN while promoting local, sustainable products.
<ul style="list-style-type: none"> • Community Engagement: Encourage DN to participate in local events, volunteer projects, and cultural activities. This engagement can enrich the social fabric of our towns and villages, making digital nomads feel more connected and involved.

Not all sub-types of DN will provide the same value and much depends on how local communities welcome and integrate them. Once we have mapped and attracted the desired sub-types, we need to focus on maximizing their positive local impact.

The EDIN workshop in Geiranger suggested creating a community integration kit to help digital nomads integrate into local communities, offering guidance on cultural exchange, volunteer opportunities, and social engagement. This will foster a welcoming atmosphere and encourage deeper connections between nomads and locals.

“Cowork in Small Places” project will need to be expanded to play a key role in welcoming digital nomads to our communities, providing access to work infrastructure and opportunities to engage with local work life.



3.4 POSITIVE AND NEGATIVE ASPECTS OF DIGITAL NOMADS AND REMOTE WORKERS IN THE TERRITORIES (RURAL VS. URBAN)

This subsection provides a balanced assessment of the positive and negative impacts of digital nomads and remote workers on territories, with a focus on differences between rural and urban contexts. Positive effects include economic diversification, revitalisation of declining areas and knowledge transfer. Conversely, risks such as housing pressure, gentrification and social fragmentation are identified, particularly in urban areas. The section stresses the need for place-sensitive policies to maximise benefits while mitigating negative externalities.

The emergence of Digital Nomads (DN) and Remote Workers (RW) as mobile professionals has created both challenges and opportunities for European regions. While traditionally mobile work was linked to urban environments, recent shifts in lifestyle, digitalisation, and work flexibility have increased the attractiveness of rural and remote territories. This chapter investigates how the presence of DNs and RWs affects territorial dynamics across the EDIN project partner regions, with specific attention to the differentiated impacts on rural and urban contexts.

This analysis aligns with the overarching goal of the EDIN project—to enhance the capacity of European territories to attract and retain remote workers. Based on detailed regional reporting, this section provides a comparative and narrative analysis of positive and negative impacts, mapped across rural and urban territories. Regional strategies aimed at overcoming territorial challenges and promoting transferability of successful practices are also highlighted.

The EDIN project partner regions illustrate a broad spectrum of territorial effects resulting from the growing presence of DN and Remote Workers RW. While rural territories often stand to gain significantly from renewed population interest and diversified local economies, they also face structural and service-related challenges in sustaining these benefits. Urban territories, conversely, tend to provide the necessary infrastructure and service ecosystems but risk saturation or reduced attractiveness due to density and cost-of-living pressures.

Across rural contexts—such as those found in Donegal (IE), Lazdijai (LT), Kainuu (FI), and parts of Tuscany (IT)—the presence of DNs and RWs supports demographic resilience, small-scale entrepreneurship, and social vitality. These regions report positive spillovers on local businesses, public transport demand, and place visibility. Notably, regions such as Møre og Romsdal (NO) and Varna (BG) show how DN-driven activity can help extend tourism seasons or fill service gaps in declining areas. Nevertheless, infrastructure deficits (e.g. broadband, flexible housing, transport) remain critical bottlenecks.

Urban territories—represented by hubs such as Varna city, provincial capitals in Spain, and urbanized parts of Tuscany—leverage their established service and digital infrastructure to attract and host RWs more easily. Here, the contribution of mobile professionals is seen in terms of skill exchange, coworking demand, and enhanced innovation ecosystems. Yet, challenges emerge in terms of affordability, spatial congestion, and competition for resources between local populations and transitory workers.

In summary, the impacts of DNs and RWs are deeply place-sensitive. Where infrastructure and integration policies exist, the benefits of territorial reactivation, economic resilience, and international visibility are substantial. Without these enablers, however, both rural and urban territories risk reinforcing inequalities or losing the long-term potential of this mobile workforce.



3.4.1 BRIDGING RURAL-URBAN DIVIDE - REGIONAL HIGHLIGHTS

The following section provides a comparative overview of how the presence of DN and RW has impacted each EDIN partner region. The summaries highlight rural and urban differences in outcomes and underscore specific contextual factors influencing territorial experience.

Spain

Spain demonstrates a clear national strategy to bridge rural-urban divides through innovation hubs and support policies. Rural areas benefit from infrastructure investment and entrepreneurial activity, though housing and service gaps persist. Urban areas remain attractive due to their robust digital ecosystems and administrative readiness.

Varna (Bulgaria)

Varna exhibits strong urban readiness, with digital infrastructure and coworking spaces already present. Rural areas benefit seasonally from nomad tourism but face persistent infrastructure challenges and weak retention.

Tuscany (Italy)

In Tuscany, inner rural areas have seen renewed interest due to lifestyle-driven preferences among remote workers. However, demographic imbalances and service shortages remain. Urban centers serve as entry points, with ongoing regional support programs helping bridge gaps.

Donegal (Ireland)

Donegal has seen increased international attention due to its affordability and natural amenities. Rural communities benefit from new service use and seasonal spending, while digital upgrades allow for future urban-rural spillovers.

Møre og Romsdal (Norway)

Norway's decentralized coworking model has enabled small towns and remote communities to benefit directly. Rural impacts are seen in tourism extension and knowledge transfer, while urban centers continue to provide access and policy support.

Kainuu (Finland)

Kainuu leverages its policy on multi-locality to connect rural and urban functions effectively. DNs support local economies and demand-driven services in rural zones, though transport and housing shortages pose limitations.

Lazdijai (Lithuania)

Lazdijai presents strong rural assets in affordability and cross-border access. Remote workers contribute to regional visibility and light infrastructure use. However, urban advantages are less pronounced, and a lack of structured policies hinders long-term attraction.



3.4.2 REGIONAL PERSPECTIVES: IMPACTS OF DNS AND RWS ON TERRITORIES

Each EDIN partner region reveals specific patterns in how Digital Nomads (DN) and Remote Workers (RW) influence local development. Drawing from the regional reports, this section illustrates both the territorial opportunities and structural constraints observed in urban and rural contexts, with direct examples from each partner region.

Spain

Spain's demographic-challenge policy framework treats the attraction of DN and RW as a lever for territorial cohesion and for rebalancing depopulating rural areas. In low-density municipalities, DN/RW can revitalize the social fabric and bring technology use into everyday life when embedded in local innovation ecosystems. A concrete rural example is the COWOCYL rural coworking network in Castilla y León, presented as proof that decentralized coworking can distribute digital-nomad talent beyond large cities while supporting entrepreneurship and population settlement. At the policy-instrument level, the "Plan of 130 Measures for the Demographic Challenge" prioritizes full digital connectivity and promotes a Network of Territorial Innovation Centers in the most depopulated areas, explicitly framing DN as contributors to social innovation and rural revitalization. An urban-centralist infrastructure model has left many regions disadvantaged in connectivity, mobility and access to public services constraints that must be addressed for rural DN/RW attraction to scale. In metropolitan areas such as Madrid, Barcelona and Valencia, DN/RW dynamics align with consolidated coworking spaces and innovation networks, but the highly paid DN profile is also linked to housing and consumption pressures that can accelerate gentrification in attractive cities.

Varna (Bulgaria)

Urban Varna combines reliable high-speed internet, strong transport connectivity through Varna International Airport, and a dense cultural offer (museums, festivals and theaters), which collectively positions the city as an attractive base for RW and DN. Within the city, the report points to an expanding coworking ecosystem (e.g., Innovator, Wollow and Switch) alongside co-living options and curated experiences for remote professionals, reinforced by Varna's emerging IT and startup scene. In the wider region, rural municipalities are framed as having untapped potential for eco-tourism and related rural-economy models, and DN demand is explicitly linked to extending the tourist season beyond peak summer months, supporting accommodation and local services.



Tuscany (Italy)

Tuscany has actively positioned itself as a destination for digital nomads (DN) and remote workers (RW), explicitly aiming not only to host them but also to foster their integration into local communities. In urban Tuscany, DN/RW-related development effects tend to concentrate in the region's main cities, which function as economic hubs where much of regional value added is generated. In rural and inner areas, Italy is actively pursuing revitalisation measures by attracting professionals who can work independently of geographic location. As a concrete rural example, the Santa Fiora Smart Village Project was created specifically to attract DN/RW by combining advanced technological infrastructure with a widespread hospitality network. Similarly, Pontremoli's modern coworking offer illustrates place-based support for RW through a free-of-charge work environment with fast internet and productivity oriented facilities. Furthermore, Pontremoli's Start Working community, locals who share the remote lifestyle, is very active in welcoming RWs with helpful advice, shared experiences, and daily support.

Across territories, the report also flags a potential downside: increased housing demand linked to temporary residents with spending power can push up prices and rents, reducing affordability for locals-long term residents. A potential solution to mitigate this negative effect is also proposed: enhancing the involvement of local communities in projects aimed at attracting digital nomads, and strengthening policies that incentivise remote workers who have "residential characteristics", i.e. profiles that integrate more closely with the stable life of the community.

Donegal (Ireland)

In Donegal's Gaeltacht heartland around Gweedore (Gaoth Dobhair), digital nomad initiatives are used to connect remote workers with Irish-language culture and place-based tourism experiences. One of good example – Irish Nomad Fest in Gweedore – is described as "the heart of Donegal's Gaeltacht region" as giving the chance to immerse themselves in the local culture through local activities, traditional music and dance. On the infrastructure side, gteic@Gaoth Dobhair (located on the local business park) is presented as a state-of-the-art innovation and digital hub. Across the wider county, the Connected Hubs and Donegal Digital Hubs networks expand coworking options and are framed as addressing the need for accessible and affordable co-working spaces with potential to support the regeneration and revitalization of rural communities. These rural amenities matter economically because the regional report notes that as digital nomads settle in Donegal they contribute through spending on accommodation, food, travel, and other services, and that more remote workers are already choosing to spend extended periods in the county. Donegal also identifies knowledge-transfer opportunities—proposing regular workshops, masterclasses, and knowledge exchange events, where nomads share insights with the local community. However, the data flags structural constraints for longer-term settlement: supporting workers and families "in transitioning to life in Donegal" is identified as a key challenge, while planning ambitions underline ongoing needs around healthcare provision and sustainable transport needs. Given that DN tend to stay in a location for periods of time varying from 3 weeks to 3 months and then move on, strengthening integration supports and essential services is positioned as central to turning short stays into sustained local development impacts.

Møre og Romsdal (Norway)

In Møre and Romsdal, DN and RW are framed as a tool to rebalance a tourism economy strained by seasonality by increasing off-season occupancy and stabilizing demand for local accommodation and services. Because DN can travel year-round and stay for extended periods, their presence in winter months is expected to help tourism businesses remain open and sustain local value chains beyond the summer peak. Project partner also highlights direct local economy multipliers: DN can boost local spending through dining, accommodation and coworking, especially when their stays are channeled toward commercial tourism providers rather than private rentals. Beyond tourism, the County's "Cowork in Small Places" programme targets rural population centres by building vibrant coworking spaces that encourage people to live and work locally and that explicitly aim to increase local jobs and work-life activity. Skills impacts are articulated in two complementary ways: DN can fill regional skill gaps with expertise in technology and other knowledge-intensive fields, and structured workshops/networking can transfer know-how to local entrepreneurs and businesses to address specific knowledge gaps. Socially, the region expects community-level benefits when nomads participate in local events, volunteering and cultural activities, which is described as enriching the social fabric of towns and villages and strengthening integration. In addition, the workshop synthesis treats nomads as potential place-promoters ("ambassadors"), generating organic marketing that can attract more visitors and reinforce regional branding. However, territorial constraints remain pronounced: the county's fjord-and-mountain geography poses challenges for connectivity, with inland areas more isolated and strong reliance on transport links (roads, ferries and bridges) to connect communities. Finally, because Norway currently has no specific policies, regulations, or incentives targeting digital nomads, the report positions actions such as mapping regulatory barriers and developing a community integration kit as prerequisites for converting short stays into durable local-development impacts.





Kainuu (Finland)

In Kainuu, multi-locality is positioned as a territorial-development lever in Vision 2040, where the region explicitly seeks to attract “multi-locational inhabitants” alongside positive net migration and year-round tourism. In practice, multi-locality is defined as living across several places rather than one fixed dwelling, and it explicitly includes remote work as well as spending time at a second home or tourist rental—creating a mechanism for urban residents to contribute economically to rural municipalities while remaining mobile. With over 12,000 summer cabins and tourism-centre holiday homes available for short- and long-term stays, Kainuu can host workations that support local demand and help sustain proximity services in sparsely populated areas. In the Wild Taiga area around Kuhmo and Suomussalmi, remote-work offerings combine accommodation and services with nature-based experiences, thereby linking DN/RW stays to the local tourism value chain rather than short, extractive visits. More broadly, DN attraction is a way to bring skills and talent into depopulated territories that are losing them, strengthening local service ecosystems and opening new areas to explore for tourism. Quality-of-life factors (especially nature, active leisure, and the availability of schools and health-care services) are presented as part of the everyday-life package that can extend stays and improve the region’s retention potential. Digital connectivity underpins these impacts: fixed fibre has been built with national funding and the availability rate of fast fixed connections is reported to reach 58%, with wireless networks complementing coverage across the region. At the same time, peripheral municipalities such as Kuhmo and Suomussalmi are described as becoming more segregated and facing significant challenges in maintaining services and securing labour due to population decline – a structural constraint on scaling DN/RW based revitalization. However, these constraints can be translated into concrete development needs – workspaces, telecommunications infrastructure, mobility, and seasonal/summer housing services – highlighting that rural workation growth requires both facilities and service-system adaptation.

Lazdijai (Lithuania)

Lazdijai District has shown innovation in rural mobility, introducing a free municipal bus system and pilot e-vehicle call on demand services, which significantly enhance accessibility for RW. These mobility services allow DN and RW without personal transport to remain connected across dispersed towns and public service provision sites. There is also growing interest from Polish border commuters in hybrid work models, suggesting potential for cross-border nomadism. Yet, coworking spaces remain underdeveloped, and there is little formal community-building programming to retain DN over time. Therefore, DN and RW will have the greatest impact in the future, but the municipality is intensively preparing for this.



3.4.3 TERRITORIAL APPROACH - COMMON CHALLENGES AND STRENGTHS AMONG EDIN PARTNERS REGIONS

The table below synthesizes the common challenges and strengths identified across the EDIN partner territories based on the regional reports. These shared observations reflect recurring patterns in both rural and urban settings that influence the presence and retention of Digital Nomads (DNs) and Remote Workers (RWs).

Common strengths (positive territorial aspects)	Common challenges (negative territorial aspects)
Economic Revitalization of Local Areas	Housing Pressure and Shortage of Short-Term Rentals
Demographic Renewal and Population Attraction	Lack of Integration or Social Anchoring
Cultural Exchange and Community Enrichment	Limited Digital or Mobility Infrastructure in Rural Areas
Activation of Underused Public or Private Infrastructure	
Improved Infrastructure and Services	
Improved Regional Branding and Visibility	





3.4.4 REGIONAL STRATEGIES TO OVERCOME THE IDENTIFIED COMMON CHALLENGES

This section identifies and summarizes the strategies implemented or planned by each EDIN partner region to overcome key territorial challenges in attracting and retaining Digital Nomads (DNs) and Remote Workers (RWs). The table below provides an overview of practices that show potential for transferability or adaptation across other European regions.

Region	Implemented or planned strategies (transferable elements)
Spain	<ul style="list-style-type: none"> → Development of Territorial Innovation Centres; → National Demographic Strategy including digital hubs in low-density provinces; → emphasis on multi-stakeholder governance models.
Varna (Bulgaria)	<ul style="list-style-type: none"> → Promotion of urban coworking hubs and rural tourism diversification; → engagement of private sector in co-living models; → digitalization initiatives for rural municipalities.
Tuscany (Italy)	<ul style="list-style-type: none"> → Inner Areas Strategy promoting rural coworking and repurposing of public buildings; → pilot projects in mountain towns with cultural co-programming and public transport support.
Donegal (Ireland)	<ul style="list-style-type: none"> → gTeic network of digital hubs in rural and Irish-speaking areas; → broadband rollout; soft-landing community programs; → collaboration with diaspora and tech investors.
Møre og Romsdal (Norway)	<ul style="list-style-type: none"> → 'Cowork in Small Places' programme funding coworking in small towns; → inter-municipal collaboration on services; → cultural event promotion targeting RWs.
Kainuu (Finland)	<ul style="list-style-type: none"> → Policy for multi-locality enabling remote work from second homes; → tourism-healthcare linkages; → digital service accessibility; → support for local entrepreneurship.
Lazdijai (Lithuania)	<ul style="list-style-type: none"> → Introduction of free public and on-demand mobility services; → cross-border cooperation with Polish towns; → future planning for co-living hubs and incentive schemes.

CHAPTER FOUR

Conclusions and Recommendations



4. CONCLUSIONS AND RECOMMENDATIONS

The EDIN Interregional Report confirms that digital nomadism is emerging as a strategic lever for European regional development, particularly in territories facing demographic decline, economic restructuring, or limited innovation capacity. Rather than treating digital nomads as temporary visitors, the project reframes them as potential contributors to long-term territorial transformation — capable of stimulating entrepreneurship, knowledge exchange, community vitality, and new forms of local value creation.

The comparative analysis conducted across partner regions demonstrates that the rise of remote work and mobile lifestyles is deeply intertwined with broader structural changes in labour markets, technological innovation, and post-pandemic spatial behaviour. Regions that recognize this shift and integrate digital nomads into their policy frameworks position themselves more effectively to benefit from these dynamics. Conversely, where digital nomadism remains outside formal strategies, opportunities risk being fragmented or short-lived.

A central lesson emerging from EDIN is the importance of **place-sensitive and multi-level governance approaches**. Policies cannot simply replicate models developed elsewhere. They must respond to territorial characteristics such as connectivity, accessibility, housing conditions, cultural assets, environmental qualities, and institutional capacity. In rural and remote areas, digital nomads can reinforce efforts to counter depopulation, activate underused infrastructure, and extend tourism seasons. In urban environments, they may contribute to innovation ecosystems and global visibility — though also risk intensifying competition over services and housing if not properly managed.

At the same time, the report **highlights critical gaps in legal frameworks, administrative procedures, and institutional readiness**. Visa schemes, residency arrangements, taxation rules, and access to services remain uneven across partner territories. In several cases, there is no dedicated regulation addressing digital nomads, which creates uncertainty both for public authorities and for potential newcomers. Strengthening clarity, transparency, and coordination between national and regional levels therefore remains a key priority.

Another conclusion relates to the **role of infrastructure and community ecosystems**. Evidence from participating territories shows that digital connectivity alone is insufficient. Successful regions combine high-quality broadband with coworking networks, flexible housing solutions, cultural programming, mentorship platforms, and accessible mobility systems. Where these elements are coordinated, digital nomads are more likely to stay longer, integrate socially, and contribute actively to local development. Where they are absent, territorial benefits remain marginal or difficult to sustain.

EDIN has also demonstrated the value of structured interregional learning. Through study visits, the exchange of Good Practices, the drafting of regional reports and the production of this document, partners have been able to identify transferable good practices, from innovation hubs and coworking models to demographic strategies and community-anchoring initiatives. These exchanges have already influenced ongoing policy dialogues and contributed to the gradual institutionalization of digital-nomad strategies across several regions

Looking forward, the project underscores several strategic orientations for future action:

1	Mainstream digital nomadism into broader policy instruments — including innovation, tourism, demographic resilience, and territorial cohesion — rather than addressing it as an isolated niche.
2	Promote socially inclusive integration models , ensuring that local residents, SMEs, universities, and civil society benefit directly from interaction with digital nomads.
3	Invest simultaneously in connectivity, mobility, housing, and community-building infrastructures , recognizing that territorial attractiveness depends on coherent and holistic ecosystems.
4	Enhance monitoring and evaluation mechanisms to better measure socio-economic impacts, anticipate unintended effects, and guide adaptive policymaking
5	Strengthen collaborative governance , engaging multiple levels of administration and diverse stakeholders to ensure legitimacy, continuity, and long-term strategic vision.

Ultimately, the EDIN Interregional Report contributes to a broader European debate on how territories can adapt to new mobility patterns and work cultures while safeguarding social cohesion and sustainability. By mobilising knowledge exchange, policy experimentation, and stakeholder engagement, the project supports the creation of more resilient, innovative, and future-oriented regions — fully aligned with EU ambitions for inclusiveness, digital transition, and territorial equity.

CHAPTER FIVE

Strategic Recommendations/ Political Proposals



INTERREGIONAL REPORT – POLITICAL MESSAGES TO BE DISCUSSED BY PARTNERS

1	The European Union faces a serious demographic problem linked to the shift from rural to urban areas, which undermines territorial cohesion. ITALY
2	The depopulation of certain areas is associated with, or even causes, serious socio- natural disasters (such as wildfires, since forests burn where there is no care or population). LITHUANIA
3	It is therefore necessary to take joint action with an integrative approach, addressing all factors around a central axis: the repopulation of demographically affected areas through the attraction of DN. NORWAY
4	One clear measure is the support of digital nomads who, in addition to fostering repopulation, bring purchasing power and talent , which in turn positively contributes to innovation applied to the economic development of peripheral areas and those facing demographic crises. IRELAND
5	However, what may be a good solution for these areas could have a negative impact on cities , since digital nomads in urban areas contribute to straining the housing market due to their high purchasing power. BULGARIA
6	Therefore, a set of measures is needed to promote digital nomadism , and these measures should be integrated into the rural development and cohesion strategy. The basic measures must help advance a common European policy in this field, including support for rural territories able to host them, so that they can provide high-quality connectivity, accessibility to train stations and airports, service provision, and infrastructure development . FINLANDIA

ANNEX of Good Practices



ANNEX OF Good Practices (Temporary)

Initiatives and projects to attract digital nomads in the EDIN project regions or in other territories

Spain

Spain is among the countries attracting the most digital nomads. The main attractions are climate, price and quality of life. There is a growing network of rural coworking spaces and digital communities.

1	Cowocat: Network of rural coworking spaces in Catalonia (pioneer).
2	Cowocyl: Network of rural coworking spaces in Castilla y León. Includes a scholarship programme for entrepreneurs.
3	Sende: Pioneer rural coliving and coworking space in Spain, located in Galicia. It offers educational programmes focused on art and technology.
4	Anceu Coliving: Coliving and rural coworking in Galicia that works closely with the local community. It aims to revitalise the rural area through community spirit and connection with nature. It uses art and technology as a methodology. It has hosted around 1,000 distance workers, with some moving permanently and buying homes.
5	Fem Coliving: Coliving and rural coworking in the Pyrenees (Catalonia). It offers living and coworking in a rural environment, promoting integration with the local population. Aims to decentralise innovation and bridge the urban-rural gap.
6	Rooral: Coliving and rural coworking in Benarrabás, Málaga. Welcomes location-independent professionals to co-live and co-work in a small white village. It emphasises the connection of digital nomads with the local community through daily social activities to avoid isolation. He created an association with small municipalities at risk of depopulation to stimulate the local economy and promote cultural exchange.
7	Almanatura: Organises programmes with broader objectives, such as 'The Break', funded by Next Generation funds, which aims to co-create a European community of women entrepreneurs and generate experiential learning spaces in rural areas.
8	It has hosted numerous female entrepreneurs, helping to solve local challenges and stimulate the economy.
9	Rural Hackers: One-month residency project in Galicia for artists or anyone who wants to carry out a creative project in the village, interacting with the local community and sharing knowledge.

Varna (Bulgaria)

Varna is an attractive destination due to its low cost of living, flexible housing options, coastal charm, lively social scene, safety and welcoming atmosphere.

1	Development of Coworking Spaces: Varna hosts several spaces such as Innovator Coworking Space, Wollow Coworking Space and Switch CoWorking Space, which provide essential services and networking opportunities.
2	Community Involvement and Networking: Active social media groups (e.g. Varna Digital Nomads Facebook Group) and events (meetups, workshops) facilitate integration and collaboration.
3	Supporting Infrastructure: Reliable internet connectivity and affordable living costs make Varna attractive for long-term stays.
4	Cultural Integration and Experience: Cultural festivals and events, as well as proximity to nature, enrich the stay.

Tuscany (Italy)

There are some projects and initiatives dedicated to the reception of these 'temporary residents'

1	Santa Fiora Smart Village: Project aimed at attracting digital nomads by focusing on advanced technological infrastructures (optical fibre) and dedicated facilities. It envisages the transformation of a former hotel into a technological pole with offices, laboratories and guest quarters.
2	Start Working Pontremoli: A bottom-up initiative promoted by local young people. It aims to transform a small village into a welcoming hub for remote workers. It offers a logistical support service (accommodation search, etc.). Provides a personalised welcome service to facilitate integration. Integration into the local community through cultural and social events is considered a priority.

Donegal (Ireland)

Donegal County Council launched the 'Donegal Remote Working Strategy for Business' in 2021 to promote the county nationally and internationally. The strategy aims to position Donegal as the destination of choice for remote workers and businesses, developing the economic landscape, supporting sustainable communities, harnessing innovation and realising the vision of Donegal as a great place to live, work, visit and do business. It has a network of digital hubs and coworking spaces such as:

- 1 **The Base Enterprise Centre:** Located in Stranorlar at the heart of Donegal, The BASE offers a supportive, friendly and encouraging environment, regardless of industry or ambition. As a community member you might be based in the Centre, be a start-up entrepreneur, micro-organisation, or part of the growing Remote Work community.
- 2 **gteic: gteic@Gaioth Dobhair** is located on the Údarás na Gaeltachta business park where the unique Gaeltacht culture drives creativity and innovation. This state of the art innovation and digital hub is part of the Gaeltacht Digital Network digital ecosystem of 31 hubs in Gaeltacht locations countrywide, including six others in Donegal.
- 3 **Co-Lab:** Based on the Letterkenny campus of ATU, Co-Lab began as a business incubation space. It has grown into a leading 'innovation ecosystem' for technology and export start-ups, with a culture of collaboration.
- 4 **ii - Inishowen Innovation:** Based in Bunrana and serving the entire Inishowen peninsula and beyond, the facilities at ii are purposely designed for collaboration. A focus on disruptive digital technologies and business models offers members world-class growth and scaling opportunities.



Møre and Romsdal (Norway)

There are a number of projects aimed at attracting digital nomads:

- 1 Cowork in Small Places:** Funding programme of the Møre and Romsdal County Council to support the development of coworking spaces that encourage people to live and work in the region. It has facilitated the development of several spaces, some grouped into collaborative networks. Currently it also aims to support arts initiatives
- 2 The Arctic Digital Nomad Project and Grant:** Project that launched a call in 2024 for travel grants (one to three months with costs covered) to connect digital nomads with coworking communities in Arctic regions. It generated enormous interest.



Kainuu (Finland)

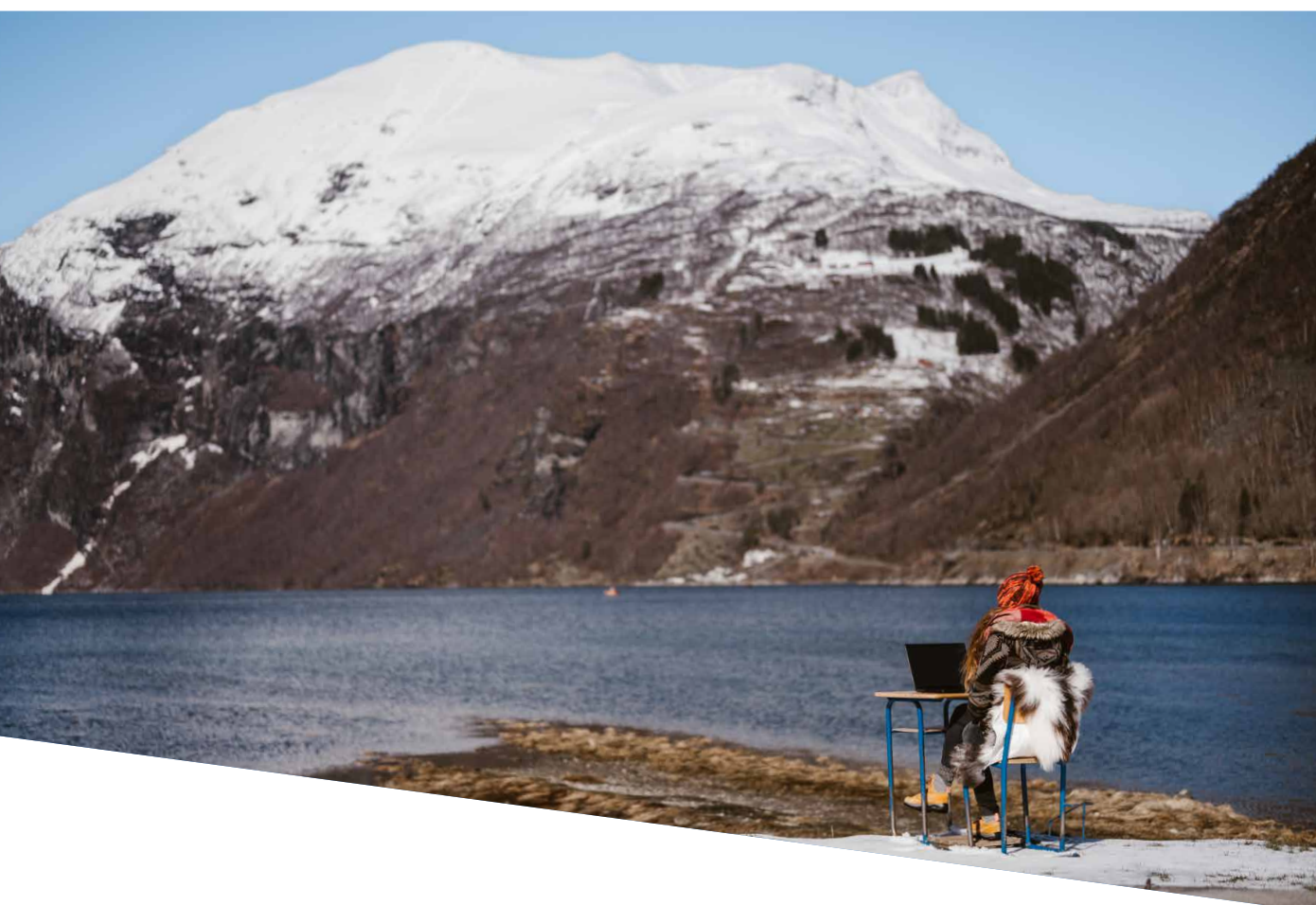
Nomad-friendly destinations in Finland include large cities, but also smaller towns. Finland offers several significant examples of spaces and facilities converted or adapted to attract digital nomads. With particular reference to the Kainuu region:

1	Gamified Cohousing located in Kajaani. It is a former Finnish school, redeveloped into a hostel with coworking and coliving spaces. The project is mainly aimed at students and gaming enthusiasts, focusing on an immersive thematic experience based on gamification, a distinctive and innovative element.
2	Vieraanvara Hostel , a family-run budget accommodation facility located in a functionalist building from 1948. It offers budget and community rooms, ideal for extended stays, in an authentic and historical setting.
3	Vuokatti Sport Resort , located in Sotkamo about 35 km from Kajaani, is an example of an establishment dedicated to active and sporting stays. It combines comfortable accommodation with both winter and summer sports facilities, appealing to sports professionals, but also to digital nomads and remote workers looking for a workation geared towards physical well-being and dynamism.
4	Vuokatti Sport Resort , located in Sotkamo about 35 km from Kajaani, is an example of an establishment dedicated to active and sporting stays. It combines comfortable accommodation with both winter and summer sports facilities, appealing to sports professionals, but also to digital nomads and remote workers looking for a workation geared towards physical well-being and dynamism.
5	The Wild Taiga region , in the Kuhmo and Suomussalmi areas, is a network of tourism service providers that offers specific packages for remote workers who wish to fully immerse themselves in the Finnish wilderness. These stays offer cosy accommodation, absolute silence and tranquillity that are ideal for remote working, but also allow for relaxing experiences and recreational activities right in the heart of the wilderness, thus representing a true example of immersive and rejuvenating workation.
6	Mustarinda House , operated by a non-profit association, is a good example of a coliving and coworking place in Kainuu, that fosters natural and cultural diversity by bringing together people from different backgrounds. It offers annual residencies for artists and researchers interested in combining contemporary art, boundary crossing research, practical experiments, education and community work. Mustarinda works largely with volunteer input. They hope that the residency guests take part in some of the shared tasks in the house.

Lazdijai (Lithuania)

Lithuania has seen an acceleration in the adoption of digital nomadism, facilitated by its technological infrastructure, affordable cost of living and cultural heritage.

- 1 **Spiečius:** Network of coworking spaces offered by the state-run Innovation Agency. It has centres in 14 regions of the country and aims to promote innovation, collaboration and growth.
- 2 **Tech Zity:** Private initiative offering innovative work spaces and conditions for building creative communities. One example is Tech Spa in Druskininkai, near Lazdijai, which offers work spaces, accommodation and an environment for work, relaxation and networking..

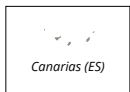
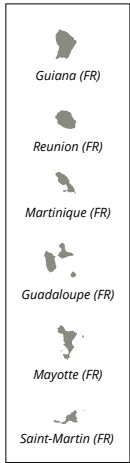


**Interreg
Europe**



Co-funded by
the European Union

■ Programme area



The designations employed and the presentation of material on this map do not imply the expression of any opinion whatsoever on the part of the European Union concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Kosovo: This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.



Regione Toscana



Centre for Economic Development,
Transport and the Environment



**Economic
Development
Centre**



**EIXO ATLÂNTICO
DO NOROESTE PENINSULAR**



**Møre og Romsdal
fylkeskommune**



**Comhairle Contae
Dhún na nGall
Donegal County Council**

**Interreg
Europe**



Co-funded by
the European Union

EDIN