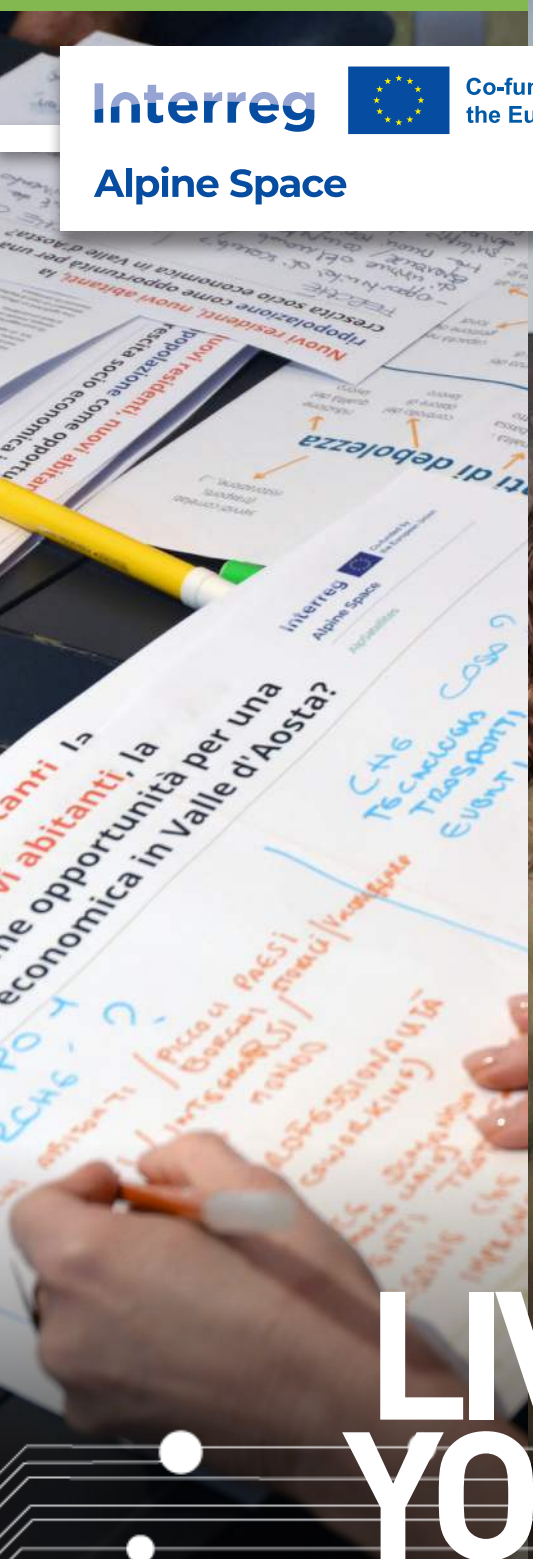
Interreg

Co-funded by the European Union

Alpine Space

AlpSatellites



LIVE WHEREVER YOU WANT AND WORK WHERE YOU'RE LIVING

D1.1.1 "Alpine Remote Areas' appetite for remote working" - Transnational report WP1 - D.1.1.1.

Managing the transition to hybrid work and satellite offices to revitalize remote mountain areas

D1.1.1 "Alpine Remote Areas' appetite for remote working" - Transnational report - WP1 - D.1.1.1.

TABLE OF CONTENTS

INTRODUCTION 2
Italy: the project area 3
France: the project area 3
Austria: the project area 4

METHODOLOGY 4
Proposed methodology and workflow 4
Activities carried out in the three countries 5
Italy 5
First stage 5
Second stage 5
France 6
First stage 6
Second stage 7
Austria 8
Workshop 1 8
Workshop 2 - students and young workers 8
Workshop 3 - Regio Bregenzerwald 8

SWOT ANALYSIS 9
ITALY: Analysis of strengths and weaknesses 9
FRANCE: Analysis of strengths and weaknesses 10
AUSTRIA: Analysis of strengths and weaknesses 11

REMOTE WORKERS TARGETS 15
WORKATION /BLEISURE 16
DIGITAL NOMADS 16
NEW RESIDENTS / NEW SETTLEMENTS / NEW FAMILIES 16

CO-WORKING SPACES 17

SUPPLEMENTARY SERVICES 17

COMMUNICATION STRATEGIES 18

CONCLUSIONS 19

ANNEXES 21

INTRODUCTION

Many remote Alpine regions are experiencing population decline and aging, while the urban-rural divide is widening. The project AlpSatellites aims to manage the transition to hybrid working and satellites offices; to revitalize mountain areas by analyzing the opportunities and challenges of remote working in order to attract and integrate young people, workers and digital nomads to remote areas; to create, eventually, the conditions to create spaces for co-working, called AlpSatellites. These objectives also serve to reduce depopulation by encouraging new and young workers to stay in the Alpine area. Furthermore, the project will help to narrow the divide between rural and mountain areas and urban areas. This is a setting-the-scene project. The partners are researching the co-design and co-creation of coworking spaces with a strong connection with the local communities and stakeholders.

Alpsatellites is divided into four activities. During the first activity (A.1.1), the focus was to evaluate the appetite for remote working in remote alpine areas' appetite for remote working. This stage involved co-designed local development activities in all the three partner countries adopting a bottom-up approach in order to engage local stakeholders to design adapted solutions to attract and integrate remote workers, thanks to digital workplaces and telecommuting. This will create new opportunities for the digital, economic, and social development of local communities by making outlying areas attractive places for both people and businesses.

This report describes the activity carried out within D.1.1 of the Alp Satellites project in the three different countries. This first stage of the activity was coordinated by the Italian partner Evançon Mountain Community with the support of the project leader, the University of Valle d'Aosta. Evançon Mountain Community proposed the same methodology as used by the French and Austrian partners in order to align the activities in the three countries. We will focus on the proposed methodology and the workflow of the activities carried out in this first leg of the project in the following chapters.

Following a single methodology was necessary due to the marked diversification of the project areas in the three countries involved; despite all three being mountainous areas of the Alps, the project areas in Italy, France and Austria are significantly different in terms of size, population and geographical conformation.

Italy: the project area.

Evançon Mountain Community (Unité des Communes valdôtaines Évançon) is a territory within the Valle d'Aosta Region that includes 10 municipalities for a total population of 11,498. The territory reflects the reality of the Valle d'Aosta region in terms of the great variation in territory, climate and economy: high, mid and low mountain territories and municipalities are all found within a few miles, with consequent variations in economic development. On the one hand, the high mountains are better developed in terms of tourism, with winter ski seasons and summer season. This inclination gradually decreases as you go down the mountain, to the mid-mountain and low-mountain. On the other hand, the high mountains are more lacking in certain services (schools, kindergartens, medical services) and are the most hard to reach.

Verrès is the largest town in the area and home to the headquarters of the Evançon Mountain Community. Altitude is a fundamental characteristic of the area: high massifs, deep valleys and vast slopes with large differences in elevation strongly affect accessibility, the settlement model and the development of economic activities; the range in altitude of the population centers exceeds 1,700 meters. Despite the concentration of the population in the lowest and most accessible areas, the settlement model features a multitude of small hamlets scattered throughout the territory: the dispersion index of the resident population is therefore high, which is clearly a hindrance to the planning and organization of services. Precisely in consideration of the specific orographic characteristics of the area, an altimetric survey of the area gives us a better understanding of the area of the co-created AlpSatellites project. In detail, municipalities can be classified, on the basis of their location, into three altitude brackets: the central valley which includes 5 municipalities located in the central axis of the Valle d'Aosta region (Arnad, Verres, Issogne, Champdepratz and Montjovet) at an altitude of less than 600 m a.s.l.; the mid-mountain, which includes 3 municipalities located between 600 and 1,200 m a.s.l. (Challand-St-Victor, Challand-St-Anselme and Emarese); and the high mountains, which include 1 municipality (Ayas) located over 1,200 m a.s.l., located at the top end of the valley.

Given that it is easier to reach and has better infrastructure and services, the central valley is home to the main economic and production activities and where most of the villages are found. In these municipalities, the economy is based in particular on services and industry. On the other hand, Ayas has a marked tourist vocation, with a winter season in the Monterosa ski area and a summer season filled with hiking and other outdoor activities, especially for families. The central mid-mountain, made up of municipalities with populations usually below 500, presents the most critical issues: the tourist flows are often marginal, there is very little development of entrepreneurial activities, hampered by the fact that they are hard to reach (the difference in altitude between the lower settlements and higher villages is almost 1,000 m) and by the greater distance from services. The municipalities in this area have therefore preserved an essentially agricultural vocation, however this sector is also suffering a high degree of abandonment[1].

France: the project area

The French Partners are the ACSSQ (Association culturelle, sociale et sportive du Queyras) and AMU (Aix-Marseille University) and the French project area contains three territories: Briançonnais, Guillestrois-Queyras and Pays des Ecrins.

The ACSSQ is an association governed by the French Law of 1901. It has 500 members overall, of which 50 are active, and it employs 19 people. The ACSSQ works in several sectors, from early childhood (day care centers) to the elderly but also in the transversal fields of culture, sport, disability and economic development led by the Queyr'Avenir Group. The ACSSQ has the status of a social center.

The ACSSQ works in the whole area of the Community of Municipalities of Guillestrois and Queyras. To implement the AlpSatellites project, they work in partnership with Aix Marseille University on three communities of municipalities grouped within the Pôle d'Equilibre Territorial et Rural (PETR):

- The Grand Briançonnais with 13 municipalities and a total population of 19,500, including the city of Briançon with population 12,000 at 1,350 meters a.s.l. and the ski areas of Serre Chevalier, Montgenèvre, La Grave and the Haute Romanche.
- The Pays des Ecrins with 8 municipalities and a total population of 7,000 including the municipality of l'Argentière-la Bessée (population 2,400) and the ski areas of Puy St Vincent and Pelvoux-Vallouise.
- The Guillestrois/Queyras with 15 municipalities and a total population of 8,500, including the municipality of Guillestre (population 2,312 at 1,000 meters a.s.l.), and Saint Veran (2,040 meters a.s.l.; the highest municipality in Europe) as well as the ski areas of Queyras, Risoul and Vars.

The local economy is based mainly on tourism, handicrafts and crop and livestock farming. The area features few industrial sites, which are mainly hydropower plants concentrated on the banks of the Durance.

The territory is similar to that of Valle d'Aosta with high, mid and low mountains. However, the territory is much broader, with three distinct areas and a total population of around 34,000.

1 Regione Valle d'Aosta, Strategia Aree Interne. Bassa Valle d'Aosta - Strategia d'area

Austria: the project area

The Austrian Partners are the Municipality Doren and the University of Applied Sciences Vorarlberg. Doren is a municipality in the Vorderer Bregenzerwald. The Bregenzerwald region gathers 24 municipalities with a population of around 33,000.

The Municipality of Doren is located between Lake Constance and the Alps and it is one of the sunniest areas in Vorarlberg. Doren is located far from major traffic flows, which helps preserve its landscape. In addition, there are many buildings which add value to the surrounding, especially in the council area where some "masterpieces" (fire station, primary school, middle school) have been built. There are also a variety of special areas for children and young people , including the adventure playground and climbing areas in the forest and the reading path, among the many outdoor spaces available.

The community of Doren has a grocery store in the village center, a camping site near the Bregenzerache River and both locals and tourists can taste local foodstuffs[LW6] . One of the best-loved areas is the "Achtal Weg": a newly built walking and cycling path along the Bregenzerach River, where it is possible to see a wide range of flora and fauna. The Bregenzerwald Region has always been well known for winter tourism (skiing, sledding, cross-country skiing) and summer hiking. The area is also known for its handicrafts, the wooden architecture (Werkraum Bregenzerwald, Werkraum School) and the surrounding natural and cultural landscape.

All three of these territories have already had some experience of remote working during the COVID-19 pandemic. In France, Italy and Austria many people spent several weeks to months working from home, forcing them to learn new ways of working and communicating. With the fall in number of COVID-19 cases in 2022, many companies returned to the office. However, many larger companies in particular continued to allow their employees to work from home, at least for some of the time. This has led to a greater acceptance of remote working and also kick-started the necessary changes in companies, the government and law, in order to develop and accept fully this easily accessible work model. This trend promises to continue, which means that soon the trend for remote working will also reach rural areas. In the alpine areas in particular, we need to evaluate the appetite for remote working and co-working spaces and also the (future) stakeholder requirements, in order to be better prepared and even use this trend to our advantage.

METHODOLOGY

Proposed methodology and workflow

As mentioned in the introduction, the partner in charge of coordinating this first work package of the AlpSatellites project was the Evançon Mountain Community.

The methodology envisaged an initial analysis and division of the identified stakeholders into homogeneous groups. Local development activities were subsequently organized in two stages. In stage one, workshops would be held with individual groups of homogeneous stakeholders. At this stage, the workshops would be organized both face-to-face and online to facilitate as broad a participation as possible. For all stage 1 workshops, the proposed method (both online and in person) was a smart co-design thinking tool box. In the online version, the tool was made available on the "miro[2]" platform, where a moderator guides the brainstorming within the whiteboard. Participants can either speak and express their thoughts to everyone or use the blackboard to make notes and add post-its.

The process to mobilize the stakeholders included the following steps:

1. Direct call to the critical stakeholders for each group in anticipation of the formal email invitation.
2. Invitations through 4 different mailing lists (MailChimp email marketing was recommended).

The second and final stage involved a face-to-face workshop to which representatives of the individual groups previously interviewed would be invited.

For the final workshop, World Café methodology was proposed in order to ensure maximum interaction among different participants: this is a simple, effective, and flexible format for large group dialogues. Each element of the method has a specific purpose and corresponds to one or more of the design principles. The World Café creates a welcoming setting that aims to put participants at ease, as if they were meeting in a café.

Each table has a moderator and discusses precise themes by means of clear and immediate questions and the participants take turns at the different tables, taking part in different conversations and cross-pollinating.

At the end of the rounds, i.e. when all the participants have taken part in all the discussion tables, the moderators summarize the conclusions emerging from each table to the audience. This is followed by an open session of questions and answers.

2 https://miro.com/

ACTIVITIES CARRIED OUT IN THE THREE COUNTRIES

ITALY

In Italy, we have identified 4 groups of stakeholders to be engaged in the activity of local development and co-design.

- The first group is made up of **local administrators, policy makers**.
- The second group includes **local entrepreneurs** from the Evançon Mountain Community. Since the region's economy is strongly tourism-based, this group is mostly represented by tourism business owners, so hoteliers, restaurateurs, etc.
- The third group is made up of **citizens** (not business owners and not administrators or policy makers).
- The fourth and final group is made up of **university students** from the University of Valle d'Aosta.

For the first group only, the policy makers, it was decided to extend the invitation to administrators outside the perimeter of the co-creation, thus also involving institutions outside the Valle d'Aosta Region. The reason behind the enlargement of this group was to also include the views of policy and decision makers from other regions in order to broaden the field and allow local administrators to interact with other realities in the Alpine Space. In addition, almost all regular Italian tourists in the Valle d'Aosta come from neighboring regions (Piedmont, Liguria and Lombardy). They are usually the owners of second homes and thus could be the first to take advantage of smart working or workation. The result was the participation of representatives of the Turin Regional Business Association and of the Escartons and Valli Valdesi local action group. The local action group of Escartons and Valli Valdesi actually proved very interesting for the AlpSatellites project as they represent a reality complementary to Evançon and are carrying out very similar research on their territory; whilst they are further behind in the process, they are at a more advanced level of vision on which to focus.

Co-creation was carried out in two stages. During the first stage, people were placed in homogenous groups to learn about the perspective of a specific type of stakeholder (e.g. policy makers) on the project topic. During the second stage, the visions of the four groups of different stakeholders were discussed in a final workshop. The final workshop brought the stakeholders together to consider the visions that emerged in the different groups and compare them.

Stage 1

The first round of workshops took place between February and March 2023. The first workshop was held online and involved local public administrations. It took place on the 13th of February and 14 people participated, including mayors, deputy mayors and directors of tourism. There were also representatives of the Aosta Chamber of Commerce, the Turin Chamber of Commerce, the Escartons Valli Valdesi local action group and the Bard Fort.

The second workshop involved local entrepreneurs, with 14 stakeholders mainly from tourist hospitality and catering.

The third online workshop was for local people, including from schools and from Monterosa Ski, in order to gather the views of people not representative of public authorities or business.

It was the smallest group with only eight participants who nevertheless showed interest and willingness to engage on the theme of restocking and the services that could be stimulated by the arrival of new people in the area.

The workshop with students from the Aosta Valley University was the only one in the first stage to be held face-to-face, involving students studying Psychology and Economics. Specifically, the students belonged to the first year of Economics and to the first and second year of Psychology.

In the first stage, the workshop was divided into six workboards that accompanied the co-design work. The first board featured a metaphorical launch of a space rocket, which served to break the ice and helped the participants to channel their thoughts on the topic, stimulating reflections and suggestions. The second board used SWOT analysis to focus directly on the core project activity, in which all the groups were able to contribute to the creation of the visions that will be described later in the report.

The next three boards covered the following topics:

- How would you imagine co-working spaces in your village? In your valley?
- Do you think services other than a co-working space would be needed to attract digital nomads? If yes, list the first three that come to mind.
- In terms of communication, what strategies would you propose for reaching people who might be interested in coming to live in our area?

Stage 2

The final workshop of phase 1.1.1 of the Alp Satellites project in Italy was held on 28 March 2023 at the Evaçon Mountain Community headquarters in Verrès. The Verrès workshop was a success both in terms of stakeholders' participation and engagement – 27 people attended, including policy makers, entrepreneurs, citizens and university students – and content. The work was prepared on the basis of the results of the four workshops in stage 1. Analysis of these results clearly showed that there were three targets on which to focus in order to develop projects in the field of remote work in the territory concerned. The territory's appetite for smart working could be leveraged to counter the socio-economic decline by targeting three different groups: workation/Bleisure travellers, digital nomads, new residents.

A room in the Evançon Mountain Community headquarters was prepared with three scattered tables and on these were placed articles from newspapers and magazines on the three different themes of workation, digital nomads and the repopulation of mountain areas, providing detailed information and offering food for thought. Each table had a moderator who introduced the topic and led the discussion. The participants were divided into three mixed groups of local citizens, entrepreneurs, university students and policy makers. After an initial presentation of the activity, the three groups each sat down at one table, where the moderator led the discussion on why of the target group on the table was the preferred target according to the vision of the project and how this vision would be accomplished. The groups spent 15/20 minutes at each table, each group discussing the advantages and disadvantages of each target group for the project. At the end, all the groups sat in front of the three moderators, who summarized the conclusions reached at each table, followed by a question and answer session.

Workshop of co-creation, Verrès, 28/03/2023
Evançon Mountain Community headquarters.

FRANCE

Stage 1

In France, the local communities were also mobilized in two stages. The first stage ran from November 2021 until the end of April 2022 and involved bilateral meetings with key stakeholders from the three territories within the project perimeter: Briançonnais, Guillestrois-Queyras and Pays des Ecrins. The stakeholders, targeted by the Queyras Cultural, Social and Sports Association (ACSSQ) and Aix-Marseille University (AMU), included elected officials from the three territories but also key economic stakeholders, such as the Haute Alpes Business Union (UPE05). The two main goals for these meetings were to invite local representatives to learn about the project and then engage them as spokespersons for the project in the community. This would have a domino effect, mobilizing other partners and local people to get involved in the second stage meetings.

Poster of the territorial meetings in France.

Second stage

The second stage of the mobilization consisted of three meetings organized for the whole territory in the beginning of March. The project team chose to mix the audiences, engaging the different stakeholders to gather perspectives and opinions across the board and from all over the territory, from elected officials, economic or tourist operators such as hoteliers, local businesses or tourist agencies, workers or representatives from the non-profit sector. In order to cover the entire territory – which is quite big in particular on the French side – it was decided to hold three separate meetings and, where possible, to hold them in either co-working spaces or nomadic offices (fully equipped closed offices that can be booked "à la carte").

It must be specified that this report provides a summary of the meetings in all three territories, which are not homogeneous: the Briançon region contains a resort town and has a strong tourist economy, with a good density of services (hospital, shops, public services, etc.), whereas the Guillestre-Queyras area and the Pays des Ecrins also feature seasonal activity (winter skiing and summer hiking), but less so than in the Briançon region. The Guillestre-Queyras territory is wilder, with more isolated towns.

For the first stage, the project team chose to mobilize stakeholders via a targeted mailing list and personalized invitations. Team members also relied on local relays to mobilize local residents and businesses (Altipolis, economic development services of the communities of municipalities, Lucéo, coworking spaces, UPE 05, Chamber of Commerce and Industry). A poster was also put up in coworking/co-living spaces and notices in the press reached a wider audience[3].

In total, the meetings brought together 29 people and 14 people from the project team, i.e. 42 people in total, including:

3 All communication tools and press abstracts can be found in the annexes

	Guillestrois-Queyras Meeting (1 March)	**Briançonnais** Meeting (6 March)	**Pays des Ecrins** Meeting (8 March)
Remote workers	3	9	2
Elected officials	4	3	
Social and professional stakeholders	2	1 (host)	
Owners of coworking spaces	1	2	2

The first two meetings in Guillestre and Briançon took place according to the following schedule:

Greetings / ice-breaker (15 min): to allow participants to get to know each other in a friendly and relaxed atmosphere

Presentation of the project and questions/answers (30-45 min)

Workshops in sub-groups (1h): using the "world café" methodology, participants were divided into sub-groups and worked on three central questions. Every 20 minutes, the participants changed questions and continued to discuss and add to the proposals made by the previous group. Feedback was provided by the table leaders at the very end. List of questions:

- How do you define remote working?
- What are the barriers and levers for the development of telework in satellite areas
- What new elements, especially services, are required for the sustainable settlement of new populations?

Testimonies of teleworkers and/or managers of co-working/co-living spaces (15 min)

Presentation of the next steps and closing of the meeting with refreshments

The format of one of the meetings was amended slightly, due to the small number of participants: the meeting was shortened and it was decided to conduct an open discussion, rather than in sub-groups. This format proved to be just as rewarding and provided data to be applied in the analysis developed below.

AUSTRIA

To evaluate the appetite for remote work, coworking spaces and also the idea of digital nomads, the Austrian project team conducted three independent workshops.

Workshop 1

The first workshop was used to reach out to a number of students and professors and a few companies to inform them about the project AlpSatellites. During this event, a team of three students was formed that will work on the challenges of AlpSatellites and support the Austrian partners for the next 5 months.

Doren: Workshop of Co-creation.

Workshop 2 was held online with 15 students and young workers who worked together on a mural board.

Workshop 3 was held in person with 25 mayors from the Bregenzerwald region.

In order to gather the necessary data to create a comprehensible picture of Vorarlberg and the Bregenzerwald region, its appetite for remote work, its level of digitalization, and its strengths and weaknesses, two of the three workshops were planned carefully using, in particular In particular, SWOT Analysis, mind mapping and keynote inputs.

Workshop 2 - students and young workers

The second workshop was held online and students and young people were invited to collaborate on a huge mural board. In total, 15 people from the age of 18 to 30 took part. Most of the participants were working people, some of them also studying part-time (40/60 or 20/80, a common model at the university of applied sciences Vorarlberg) and a few participants are pupils still at high school. On the mural board they were all asked to complete a SWOT analysis, compare pros and cons and answer two additional questions.

The pros and cons related to remote work and coworking spaces. The participants were asked to examine these pros and cons from a personal perspective – their own opinions and needs – but also from a more social and community point of view. This broadened the range of answers and included many different topics and ideas that otherwise would not have emerged. The additional questions were designed to cover different aspects of remote work and coworking spaces: the first question covered communication and its impact on remote work in Vorarlberg, focusing on different methods and approaches for communication and marketing; the second additional question was used to gather ideas on different services that need to be developed in order to make the region more attractive to remote workers and digital nomads.

Workshop 3 - Regio Bregenzerwald

The methodology chosen for the third workshop was a combination of a keynote presentation and a survey. This method was chosen according to the target group of mayors from the Bregenzerwald region. Since this target group is often busy and thus hard to reach, a less time-consuming method was favored.

Keynote presentation:

The keynote presentation was designed as a short input presentation on digital transformation and digitization, especially in government and administration. It also contained information on emerging trends (2023 Gartner Emerging Technologies and Trends Impact Radar, Hype Cycle for Emerging Tech 2022) with an overview of future technologies and their scope. The presentation was especially designed to identify the most current developments in digital transformation. Like this it was possible to address this often-delicate topic without offending anyone, but still putting all participants into a similar mindset.

Survey:

The keynote presentation was followed by a quick online survey using Microsoft Forms to gather opinions, ideas and overall sentiment. The questions were prepared with particular focus on the requirements of AlpSatellites but also the interests of the municipality Doren. For Doren it is essential to learn more about the general notion of the other municipalities. The project of digital transformation and supporting remote work and coworking spaces is a regional-wide concern and, alongside a pro-active approach, Doren also needs support from all municipalities in the Bregenzerwald region, in which challenges are often met through mutual support and interaction.

SWOT ANALYSIS

SWOT analysis is a useful tool for learning and decision-making in all sorts of situations of policy making, business, etc., offering an optimal framework for reviewing strategy, position, and direction. Again, we used SWOT analysis to highlight the different opinions based on the vision of the individual participants and groups in relation to each topic.
Based on the proposed methodology, each country carried out a SWOT analysis. Below, we summarize the results in three tables.

ITALY: Analysis of strengths and weaknesses

STRENGTHS	WEAKNESSES
• opportunity to work in a unique mountain environment; the possibility of being able to enjoying the beauty of the landscape during work breaks; • after-work activities outdoors and in the fresh air; • landscape and cultural attractiveness; • fewer people, greater union, problem solving together; • valorisation of the territory; • greater aggregation; • improvement of services (more workstations); • more entertainment in leisure time.	• Lack of homogeneity of the territory (low, mid and high mountains, there are different needs) • seasonality - low season periods where most services, shops and restaurants are closed for rest; • lack of adequate public transportation services: mobility very much based on the use of private cars • lack of adequate family services: spaces for children, childcare, variety of children's activities; • lack of adequate entertainment and social spaces / services such as cafeterias, pubs, bars, restaurants (especially during the low seasons • long-term rental hard to find and with high (tourist-rate) rents • poor or insufficient Internet connection; no fast connection available (there are various solutions but they are expensive; those who can afford it use Starlink. The main villages do have fiber but it is not yet available); risk of reduced connection during intensive use by tourists (high season). • lack of available and cheap accommodation: tourism-oriented real estate market
THREATS	**OPPORTUNITIES**
• renewed focus on mountain areas (e.g. the issue of climate change) risks creating an influx of new potential residents who have certain expectations regarding the destination territories and may be disappointed in the short term; • Risk of losing typical characteristics of the mountain environment: silence, tranquility, etc.	• have the strength to attract new people; • counteract depopulation and reconcile work ambitions with the desire to stay where you grew up; • increase in working population with disposable income (more economic resources spent on local activities: this could foster new forms of local business, stimulating the start-up of new essential services that in turn help to attract a new resident population).

FRANCE: Analysis of strengths and weaknesses

STRENGTHS	WEAKNESSES
• Foster healthy work-life balance • Flexibility • Explore the area and engage in other activities, especially outdoors • No need to travel during severe weather • New employer/employee relationship, which must be based on trust and rules (charter, right to disconnect) • Co-working spaces build links between people from different sectors	• Lack of accessible land • Proportion of second homes in the area (up to 90% in some places) and lack of control over the number of second homes • Lack of affordable long-term rental housing • Supply oriented towards tourism • Need to renovate the existing stock • Increase in property prices • Disparities between the different project areas in terms of broadband access • Mobility very much based on the use of private cars • Lack of services between the regional TER train line and the rest of the territory • Impossibility of reaching certain villages without a car off-season • Territorial disparities in terms of available services • Lack of local services (shops, schools, etc.) • Services are highly seasonal and closed during the off-season • Few local jobs for partners • Lack of local activities for young people following their parents • Disillusionment between a imagined life in the mountains and reality
THREATS	**OPPORTUNITIES**
• Social isolation of people working 100% from home • Lack of connection with local people and local life, poor integration • Lack of framework and rules on the organization of teleworking • Existing “very urban” company operating modes, which do not correspond to the reality of employees’ lives (e.g. Parisian-style working hours) • Potential imbalance caused by households with strong economic power and high demands on the density of services available in the area	• Diversification of the tourism model (4 seasons), new tourism target groups • Accommodation available outside the tourist season • Attracting new populations, which can support the territory and the existing services • Revitalizing villages • Highlighting the natural, wild and preserved setting • Local social development and establish relationships between remote workers and locals • Create spaces for socializing (cafés, bars) / meetings

AUSTRIA: Analysis of strengths and weaknesses

STRENGTHS	WEAKNESSES
• Work can be done from everywhere; great opportunity for younger people to visit different areas; • Broader range of employers; more attractive for employees; • Flexible working day; • Private appointments easier to fit in; • Location independent (living abroad) • Childcare available for parents working at home • No commute • More leisure time due to lack of commute • Less traffic therefore more eco friendly • More digital, less paper • Employees can combine nature with work • Lifestyle can be better adapted to own requirements; more free time; more flexibility • Flexibility at all stages in life; employees not forced to adapt to a job; jobs adapted to the individual circumstances of the employees; no illness caught in the office – less sick leave • Remote work especially in combination with flexible working hours offers personal freedom; childcare, hobbies etc. are easier to fit in • Employers are more attractive and ensure a broader supply of applicants, even internationally • More motivation for employees, because the work location can be chosen individually; more co-co-determination; leads to improved performance and productivity • Flexibility: work can be done from everywhere • Reduced costs: employers save costs of office space • Higher productivity: no office distractions and employee creates own ideal working space • Healthy work-life balance • Region: economy is boosted in the region (consumption of local products, services) + cultural diversity: persons from all over world	• Social isolation: no personal interaction with colleagues • Technical challenges: fast internet connection needed • Hard to separate professional and personal life • Contact with other employees is missing; lots of hours alone in the “office” • 24h availability • Additional costs for employees • Not possible for every profession • Social environment is missing • Some systems are not suitable for remote work • More distractions and reduced productivity • Technical requirements are not always available. Some people prefer a clear structure and fix categorization of the day • A lot of time has to be spent with digital media; lack of direct and spontaneous exchange with colleagues • Work is often done online • New unknown working environment • Disproportional additional costs for employees

THREATS	OPPORTUNITIES
• Hard to guarantee confidentiality, discretion and secrecy • Safety: employees have access from everywhere to corporate data • Teamwork: communication with colleagues is more difficult • Trust: there must be a certain level of trust between employer and employee that they will get the job done without constant supervision • No separation of work and personal life; that remote work is expected from employees less productivity, comfortable working attitude (e.g., working in pajamas) • Employee must have adequate space and equipment to work from home • Lack of space for larger families • Bureaucratic obstacles; difficult to find a suitable accommodation • Personal distractions could reduce productivity • Separation of working and private life can be problematic, with risk of burnout • Depending on the organizational structure there could be an increased monitoring by superiors, because the employee isn't in the office • The absence of a regular working environment could cause a decline in productivity • Healthy work-life balance • High rental costs; lack of coworking spaces; lack of infrastructure necessary for medium-term accommodation (Airbnb, carsharing) • Health risk: often a lack of ergonomic furniture at home; • employees may work whilst sick or skip mandatory breaks; • distance from/lack of connection with the company • lot of things are only gone be recognized late [LW2] (e.g., misconduct; illness; malaise); • potential conflict within the household; slower social development for young people	• Abandoned regions could be repopulated • Small, secluded locations could get more attractive • Employees attracted from outside the region are a possible source of additional capital in the region • Jobs in distance can be accepted, that would otherwise not be considered[LW1] • Diversity: employers don't have to limit their workforce to one region; • Inclusion: greater opportunities for people with disabilities • Reduced emissions: no commute • Connection between traveling and work • Internationality and diversity • Opportunities for unknown locations; attracting new people could strengthen "tourism" • Faster response to emergencies (e.g. in the family) • Reduced pressure on the health system due to greater work flexibility and carework could be done • People can work from anywhere • Extended workforce to people who need to be at home e.g. parents, caregivers, people with limited mobility • Employers require less or no office space • No risk of office-based infection (fewer sick days) • Less contact with difficult/unfriendly colleagues

As can be seen from the tables above, the regions involved in the project have examined the issue, collecting information and ideas that are not always compatible. Each region has its own peculiarities and, even within the individual areas, the territory is varied, as was reported by both the Italian group and the French group. However, it is also true that the results of the three investigations do coincide on many issues, although the methodology applied may have differed.

Strengths

The SWOT analysis examines four elements. Under the first element, "Strengths", we can see that for the three regions, one of the main advantages is the possibility of working in a beautiful mountain setting, with the opportunity of making the most of the alpine environment as soon as the working day is over. The mountain environment offers a variety of leisure activities: sports, entertainment, cultural events and locations, traditional food and wine.

By creating adequate spaces for remote work and coworking, even those who live with their families and don't have a quiet place to work at home or don't have all the necessary devices (PCs, printers, scanners, etc.) can find a solution that enables them to work 'from home'.

Another element that emerged is the fact that working remotely eliminates the commute, with reduced costs for employees and a decrease in CO2 emissions. This can be fundamental to encouraging the repopulation or preventing the abandonment – for employment reasons – of more remote villages in the valleys.

Another positive element mentioned by the Austrian team is that working alone or sharing common spaces with fewer people than would be the case in a large company reduces the exposure to viruses. According to the Austrian team, this has a positive effect on productivity.

Finally, one further strength is the stronger sense of community in small villages and also between workers in shared spaces, even if they have different professions.

Weaknesses

One of the weaknesses identified by the French and Austrian teams (although France includes it among the threats to the success of the project) is social isolation or simply the loneliness of working remotely in a place where in which you are not yet well integrated in the local community. This is not the case with shared workplaces, or at least it is less likely.

One weakness identified by all the teams involved is the issue of mobility in relation to the elevated position of the areas. Even with increased buses, journeys take longer on mountain roads; there are no local train stations and there are no airports nearby. Anyone living in the mountains who needs to travel a lot for work would have to rely on buses or travel by private car.

On additional aspect that should not be underestimated is the seasonality of the mountain locations: whilst in summer and winter, thanks to the high number of tourists, all the commercial activities are open, in the low season, many shops, bars and restaurants are usually closed or open only on weekends.

Essential family services – nursery schools, children's activities and youth centers – must be examined and improved in order to attract working people who want to move to the mountains with their families, but also to reduce the exodus by families who already live there who move away in part because of the lack and poor quality of services at their disposal.

Another weakness is the lack or poor connection of optical fiber in the Alpine valleys. This is definitely an issue that needs to be addressed if employers and working people are to consider these locations as suitable for remote working.

The real estate market is a weakness reported a lot by the French and Italian teams and mentioned by the Swiss. In all three countries, the housing situation emerged as one of the most important issues for the mountain territories. The French team perhaps best highlighted the distortions in the real estate market in tourist resorts where there is a shortage of apartments suitable for new families. On the one hand, there is the issue of the properties being too few in number, poorly maintained or too small. On the other hand, suitable properties tend to be expensive both to buy and to rent.

The Austrian team also reported that the potential weakness of some people preferring a structured working day, with precise working hours. In this case, these people are unsuitable targets for the remote working project.

The next steps of the SWOT analysis include the identification of opportunities and threats. Again in this case, the three countries demonstrated shared points of view with small differences likely due to them being different geographical and cultural areas.

Opportunities

The opportunity considered by all the teams and at the very basis of the project is to repopulate the valleys. In particular the villages in which tourism is less developed, those that are generally less well-known and those which over the years have suffered a strong exodus by the young working generation. In the tourist villages, however, the opportunity is to expand the offering to bleisure customers, with solutions that include personalized services. Often, families are divided during vacation, as one of the parents has to return home to work during the week. Organizing, even within existing accommodation, facilities suitable for remote work would allow families to stay together, increasing revenue and customer wellbeing. On the other hand, the teams involved agree that opening the valleys to digital nomads and remote workers in general would encourage new businesses or in any case increase the number of customers for existing businesses.

Threats

It is interesting to note that the Italian and the French teams shared one consideration that, whilst the Italians included it among the threats, the French instead listed it among the weaknesses. This is that often, those who leave the city to move to a small and more remote place, seeking contact with nature, far from the typical chaos of the city, after an initial period of enthusiasm often experience strong disillusionment, when they realize that living in the country also means less comfort, fewer services and often more expensive retail prices.

The three teams finally considered possible additional threats arising from the implementation of the project. The Italian team expressed the fear that attracting new interest and consequential new and increased tourist flows to the valleys can somehow be detrimental to the valleys themselves, destroying their delicate balance and ruining in part precisely what those who choose to go on vacation of live in the mountains are looking for: unspoilt nature, peace and quiet.

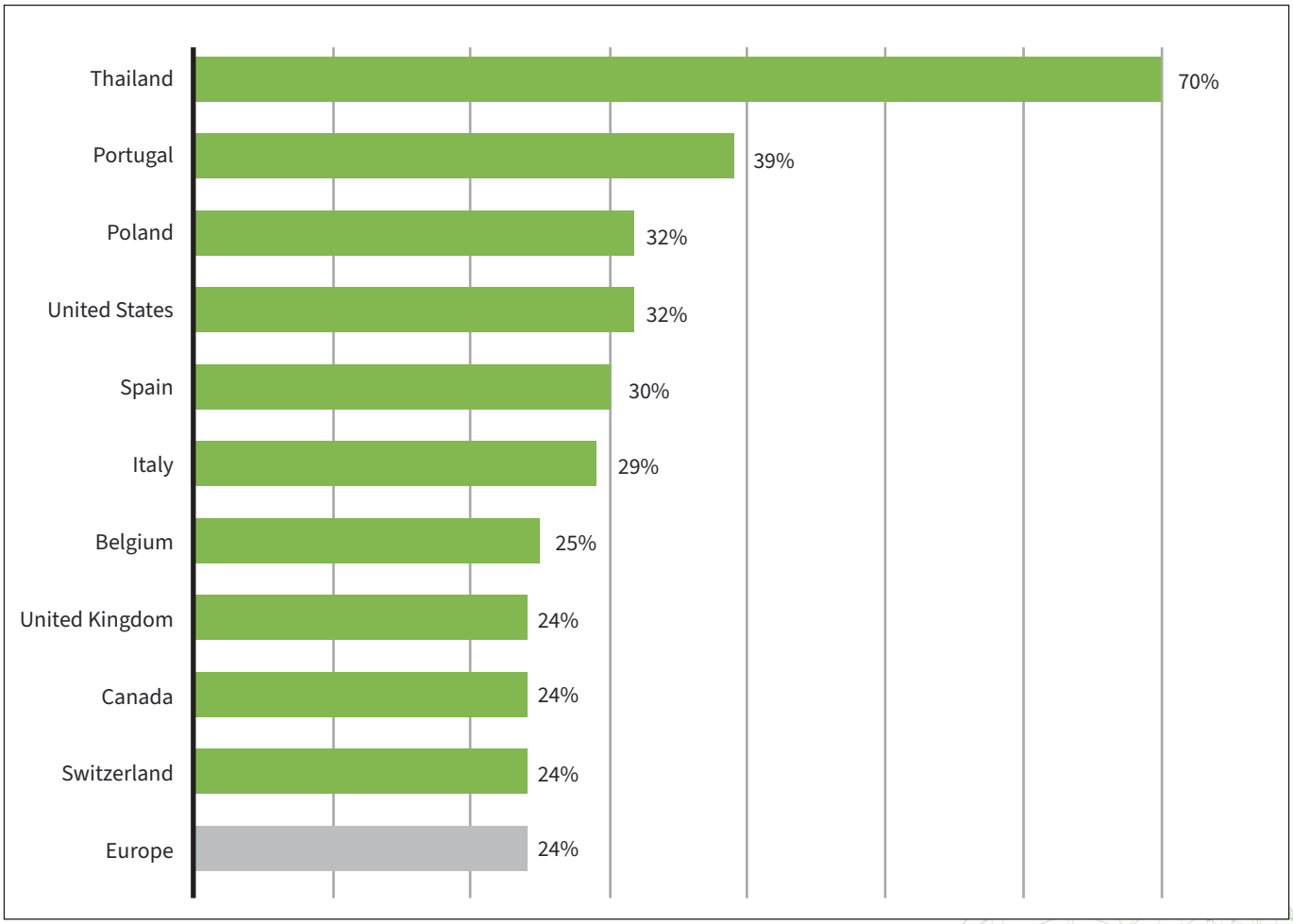
The French team identifies the problem of integration for newcomers in mountain communities, which are often very tight-knit and jealous guardians of their traditions and it is not easy for people from outside to form new relationships and make friends with the locals. In addition, the lack of knowledge of the local area poses additional difficulties.

To conclude, the final threat identified by the French and Austrian teams is the fact that the mountain environment is not well-suited to the working hours typical of the city and it would be hard to organize work groups.

REMOTE WORKER TARGETS

This section of the report analyzes the remote worker targets identified in stage 1.1.1 of the Alp Satellites project, i.e. the suitable recipients according to the analysis of the remote work opportunities for an Alpine area.
Remote working is booming in 2023. After the pandemic that forced most companies and workers to adapt to smart working, the phenomenon has taken hold as a new and advantageous way of organizing work, with many companies starting to hire remote personnel (think of online job seeker websites such as remoters.net[4]), and other companies that have decided to reduce costs by closing large corporate offices and allowing workers to work from home.

One Italian example is the multinational Ferrero[5], which had already trialed smart working in 2017 to reduce travel (and therefore stress, pollution and fuel costs) for employees.
Roughly 68% of millennial job seekers (in the US) said that the option of working remotely would sweeten any job offer, according to a survey by networking site AfterCollege (CNN Travel website/2017). In Europe the situation is a little different and remote work is less popular, despite the strong pressure created by the pandemic, but it may be interesting to look at the graph below which shows the proportions of people who intended to work from a vacation spot worldwide in summer 2022, by country[6].



4 https://remoters.net/
5 https://www.ansa.it/sito/notizie/economia/2017/12/18/ferrero-decolla-smart-working_981414a2-c871-4b6e-bdfb-7e36b9811db9.html
6 https://www.statista.com/

WORKATION /BLEISURE

Workation means combining work and vacation to allow employees to relax and thus improve productivity.

The term "bleisure", which more or less expresses the same concept, was first coined in 2009 by the Future Laboratory, a business consulting group, referring to it as the fusion of business and leisure travel (https://www.thefuturelaboratory.com/).

Whatever you choose to call it, this is an increasingly popular solution in a world in which people are increasingly valuing and prioritising their physical and spiritual well-being.

This category also includes people who travel to a place for a meeting or an event, but choose to stay on beyond the duration of this work event, thus combining work and vacation.

Quoting notes taken during the workshops: "If you want to attract this type of target, who stay for a limited period (between one week and one month), the investments proposed by the stakeholders mainly concern private and tourist facilities, creating co-working spaces or workstations in hotels. It was also reported that intensifying the offering of tourist workation packages could be useful initially for making the area known, with a view to later attracting new residents (target group 3)."

DIGITAL NOMADS

As a basic definition, digital nomads are travelers who use digital technology to work remotely while visiting different places around the world.

Digital nomads perform their jobs remotely, either full-time, part-time or freelance. Instead of working from one company office, digital nomads work from different locations such as their accommodation, coworking spaces or coffee shops with reliable internet access.

There are many types of digital nomads:

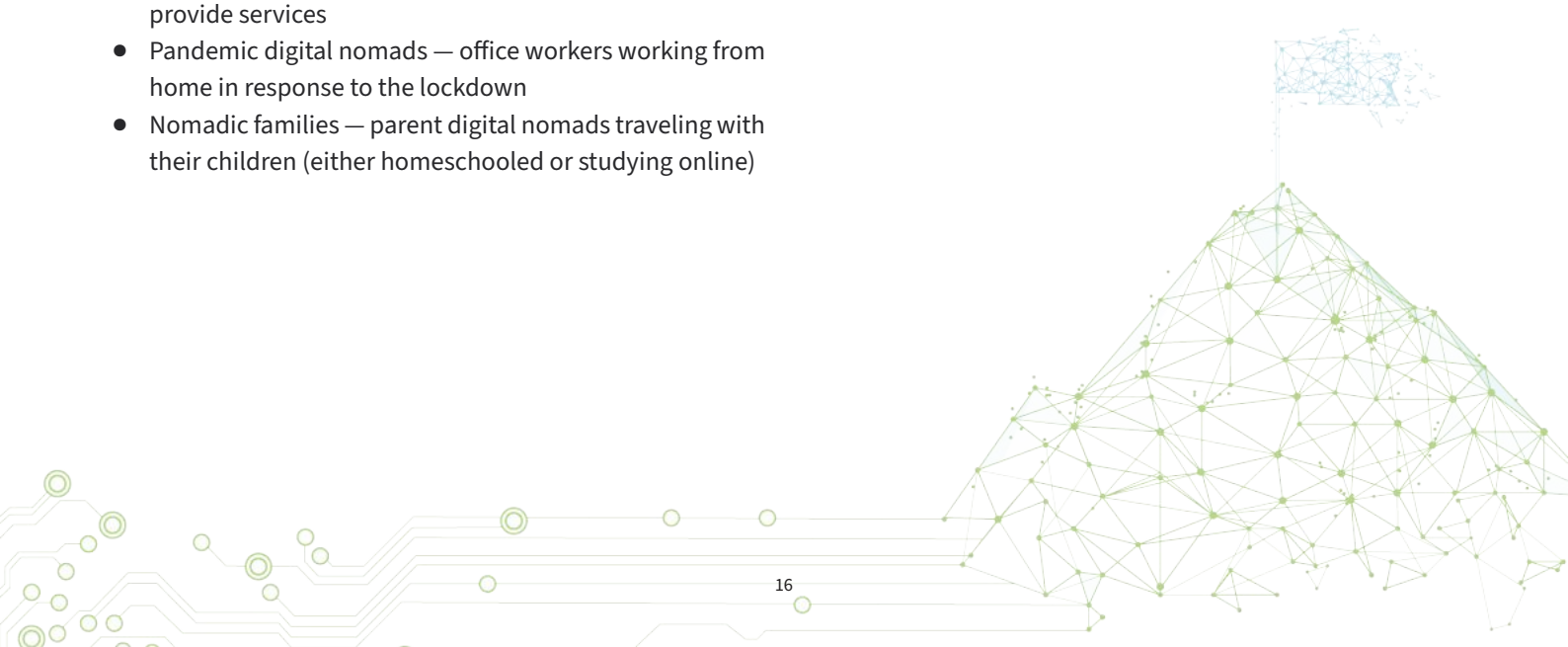
- Entrepreneur nomads — self-employed business owners that run a remote online business
- Remote workers — employees who work remotely
- Freelancers — flexible self-employed professionals who provide services
- Pandemic digital nomads — office workers working from home in response to the lockdown
- Nomadic families — parent digital nomads traveling with their children (either homeschooled or studying online)

This target stays for longer than the bleisure traveler. They can stay for six months, maybe a year, before moving on. Italian and French stakeholders do not appear particularly interested in this target, in part because the perception is that they create a small outsider group that doesn't integrate with the local community. However, the French team pointed out that, given that most of this targe work in IT sector, they have high incomes and are high-spending, thus improving the revenues for services including outdoor activities and cultural activities and demanding excellent IT services.

NEW RESIDENTS / NEW SETTLEMENTS / NEW FAMILIES

One of the purposes of this project is the repopulation of the mountains, especially the villages that have lost appeal due to the lack of essential services or to the existing nearby tourist destinations, with hotels, restaurants and services. Few people live in these villages all year round and young people leave. The aim of this project is precisely to find solutions so that young people do not feel the need to go elsewhere and to attract new families who decide to move to live in the mountains, but can continue to do their work at home or in coworking spaces created specifically to facilitate remote workers.

In particular in the final Italian workshop, this target emerged as the most interesting to the stakeholders of Evançon Mountain Community; in particular, couples and young families who love nature and the mountains are seen as the target easiest to reach. Conversely, young people who are studying or working may be less easily attracted or retained (if already local). However, to attract young couples or families, we need to invest in family services, improved work-life balance, transport and on the "home" question and on encouraging social and cultural integration in order to prevent disillusionment that cause new residents to give up a few years after their move to the mountains and return to more comfortable and better-serviced locations.



CO-WORKING SPACES

According to the Austrian team, new spaces for coworking are indispensable, stating that the question is now about moving on with the design choices projects and creation of shared spaces for remote working.

The French and Italian teams, on the other hand, do not specifically define what coworking spaces should be. In both countries, the diversified nature of the region has brought to light several problems that have already been mentioned. The creation of new spaces is not excluded, but is not considered the only possible strategy. Remote working has many variations and nuances, in the same way as there are many possible target groups among remote workers, and this great diversity is reflected in the places able to host these new forms of work: at home, co-working spaces, nomadic offices, co-living spaces. They can be managed privately, by associations or a local authority.

Where the opportunity for co-working spaces was analyzed, the emphasis was always on two main aspects: 1. The potential for social aggregation that these spaces could guarantee, above all from the point of view of new residents who through coworking could get to know other local residents who have chosen to spend more or less time in the area. 2. The beauty of these spaces and the surrounding environment: this is thought of as an added value to the decision to work in a co-working space with beautiful views of the countryside and surrounding mountains and the possibility of taking work breaks in nature, as opposed to the city or man-made urban environments).

SUPPLEMENTARY SERVICES

In discussing the services that need to be implemented in order to accommodate digital nomads, workers on vacation and especially to prevent depopulation by encouraging young people to stay and attracting new families to the three regions under study, it turned out that the three teams identified the same needs, although with minimal differences.
In addition to the obvious need for a secure and fast internet connection and extended public Wi-Fi coverage, the services identified as essential include:

1 - Internet connection

Even more important than mobility, housing and improving services, it is unquestionable that a good Wi-Fi connection is essential in order to open the regions to smart working. Compared to urban Europe, these regions do not yet have reliable, fast broadband. In Italy, 4G fiber has been installed in main towns and villages but has not been made public, so in essence only a few accommodation facilities are connected, with solutions that are varied but depend a lot on the economic capacity of the individual. Fast connection with Starlink[7] is one example of this new world of connectivity. Therefore, there remains a gap consisting of the lack of affordable, fast internet connection.

2 - Housing

Given that there are three types of remote workers, there are clearly at least three housing solutions identified by the teams. whilst families need houses or apartments, for digital nomads and for those who work on vacation, there can also be other solutions. The Austrian team mentions, for example, the creation of ad hoc living spaces, such as fully furnished and equipped apartments, suitable for short periods and ideal especially for digital nomads, who travel and change locations often.

The French team identified the lack of land for building new houses as the biggest problem, with existing properties now being sold at exorbitant prices. Moreover, in some places, 90% of the apartments are second homes and the few free buildings require renovation.

The Italian team identifies prices as one of the biggest problems; the proposal is to identify houses or apartments for the project that can be rented at lower prices than the tourist rates.

For those who work during vacation, the accommodation already exists, and the proposal is just to create spaces within these facilities suitable for people who need to work undisturbed while on vacation, whether alone or, even more so, with their family.

3 - Mobility

Transport is another problem brought up by all three teams in the workshops: the regions involved are geographically remote and sometimes very hard to reach.

For the three teams, the problem mainly concerns the smaller and more isolated towns and villages, since, in particular in the low season, there are few public transport connections and most of the population travel by private car. In addition, even where there are public transport services, the journey times tend to be long, due to the nature of the territory.

But the French team's report says that "Some of the areas in the study have tackled this issue of mobility, such as the Communauté de communes du Pays des Écrins, winner of the Plan Avenir Mobilité (mobility action plan) and have invested in a profound transformation of local mobility."

The solutions proposed are: e-bike sharing, car sharing, carpooling, airport/station/city shuttles, inter-regional tickets for public transport.

7 https://www.starlink.com/

4 - Basic facilities

The Italian and French teams focused on this topic, pointing out the fact that in some smaller towns even the most essential services are missing, such as a school, grocery store, ATM or post office. In the larger towns more popular with tourists, there are lots of shops, but most are closed in the low season. Also, supermarkets are always located many miles away.

Other services for families, such as kindergartens, preschools, youth centers and sport or recreational facilities for children and young people are essential if young residents are to stay and start a family or if new families are to be encouraged to move to these locations. Providing childcare services for people on workation with their families could also be a positive solution.

5 - Leisure facilities

The three teams also agree on the issue of leisure facilities. For remote workers, it can be hard to integrate locally. Encouraging vitality and social stimulation via local places in which to socialize and meet new people, such as cafes, bars and restaurants appears essential to improving the attractiveness for new residents. This could include places for meeting and socializing and the organization of events for new permanent and temporary residents and the local community.

COMMUNICATION STRATEGIES

Effective communication strategies are essential to attract new permanent residents, digital nomads and workers on vacation.

The French and Italian teams agree that it is important to emphasize the uniqueness of the locations to be advertised, talking about the beauty of nature and the mountain environment as a place of peace and recreation, perfect for work, but also a place with close and welcoming community networks. For this reason, another point on which all teams agree is the importance of educating the resident community on the project and the underlying ideas and how to involve remote workers who arrive from elsewhere and help them feel part of the community and not just guests or customers. This is in addition to explaining the benefits of the projects for the resident population, with the establishment and growth of services and resources that in the medium and long term can have a positive impact on everyone.

One interesting idea proposed by the Austrian team is to create a platform that provides information in English on visas, work permits and solutions for accommodation and coworking places and to identify a local contact person available to respond to remote workers' concerns and questions. The Italian team also thinks that offering a support service run by a local contact can help the remote workers to settle in and feel more connected. The local contact could be set up within the Regional Authority or the Regional Tourism Office and act as a point of reference for all teleworkers who wish to live for shorter or longer periods in the area. The Contact could therefore collect all the information from the FAQs by people seeking this type of experience.

In addition, the Austrian team considers it important not only to present their locations from the point of view of the beauty of the landscape or the opportunity to enjoy various outdoor activities, but also believes that the region should improve connections with universities and international companies in order to attract young people and talented professionals.

Beyond the human and social aspects, all teams agree that it is important to offer a stable and fast internet connection, investing in all the necessary infrastructure. A good strategy is to collaborate with other regions and other countries to expand and diversify the offer, precisely as has been done in this project.

The Italian team has created a list of the ideas that emerged during the workshops to promote the territory as a destination for remote workers and digital nomads (individuals or families):

- Presence at tourism fairs and business fairs;
- Presence and sale of MICE (Meeting, Incentive, Conference and Exhibition - term used in business referring to corporate travel and activities) destination packages;
- Self-labelling as the ideal remote work destination;
- Gathering information and creating a network between facilities, local community and necessary services;
- Surveys on market demands: what are the minimum standards? and consequent improvement measures;
- Dedicated website and communication on social media;
- Massive social media campaign;
- Activate a network of local relations for complete reception[LW1] ;
- Involvement of local communities and operators;
- Define a message and a common recognizable logo;
- Common slogan/colors for all communications;
- Unambiguous communication – and relative training;
- Word of mouth at institutional level.

CONCLUSIONS

This co-creation stage of the Alp Satellites project has defined the initial visions of the three regions involved with regard to the Project and which will form the basis of the co-designing stage.

The consultation with local stakeholders carried out in the work package 1.1.1 of the Alp Satellites project revealed that hybrid work or telework does exist in the area, but that it is still very much under development and that it involves multiple factors: the profiles of the teleworkers, the places where they work and the needs of the different target groups. However, it seems that the development of this sector is part of a long-standing process and that some of the people consulted at local level want to invest in removing barriers (housing, mobility, services) and to adapt the local offering to new people arriving and retaining local people who do not work remotely.

The stakeholders involved in the process in the three countries demonstrated familiarity with the subject but not in-depth knowledge. In some cases, telework is already an active form of employment in the area. For example, during the local social development of the Evançon Mountain Community, there are many stakeholders who claim to have direct local experience of the three types of target described in the previous section: "Many hoteliers see customers working in the morning before going skiing. If the weather is bad, they stay longer in front of their laptops in the lounges of the common areas of the hotel; if the weather is fine, they close the PC and go skiing. In the evening, we find them again checking their work on their laptops[8]." The same thing is mentioned by the owner of a mountain restaurant: "They come to us for lunch, sit down and open the laptop, work for an hour after lunch and then leave[9]."

In addition to these examples of workation, there are also digital nomads both in Verrès, in the lower area of the central valley, and in Brusson, in the upper middle valley. There are examples of new residents recorded even before the COVID-19 pandemic but obviously this has also included the migration of some families from the cities.

The main topics that came to light during the activity 1.1.1. of the Alp Satellites project are, on the one hand, in Italy and France, the definition of three remote worker target groups: bleisure travelers, digital nomads and new teleworker residents. On the other hand, Austria looked in more detail at the specific opportunity to create co-working spaces to attract teleworkers. The coworking spaces in Italy and France are seen as one of the many possible tools for the continuation of the project. On the contrary, it emerges very clearly, especially from the last Italian workshop, that the solutions could concern more innovative or lower-impact developments, such as scattered co-working spaces.

For example, the possibility of developing web platforms that link supply and demand: on the one side, there would be the demand from workers who want to work remotely in mountain areas; on the other, there would be the offer from individuals, entrepreneurs, etc. who provide private workspaces, co-working spaces, etc. Services could also be provided through these platforms to support teleworkers to settle in (e.g. accommodation, legal support, accountant, etc.). In this case, therefore, the platform could perform some of the functions imagined for the contacts to help teleworkers to integrate in their new location.

These are just some of the examples that could be explored in the next stages of the project.

The final report by the Austrian team highlights a more significant investigation carried out in Austria on the impact of remote working in general on the individual, the related social phenomena and the organization of work. In Italy and France, the focus was more on the issue of remote work in general in the particular regions. In Austria, there was concern over the social dimension (isolation, the virtual relationship with employers and colleagues, job proof in coworking contexts).

One common problem that emerged in the three countries is accommodation. In all three analyses, it emerges that there is a significant gap between supply and demand, with the offering focused on second home tourism (a phenomenon that is out of control, according to the French report). The housing available is often of inadequate size for families, requires renovation, is very expensive and lacking fast internet connection. Internet and connectivity are also a problem that emerged in all territories. This is a critical issue that needs to be resolved in order to attract remote workers to these regions. The poor public transport or in any case the dependence on private transport and the absence of sometimes even primary services in some areas within the research perimeters are the other two key problems that emerged in all territories.

It is still difficult to say which of these priorities that have emerged is achievable, though what has emerged is variety of issues, some of which are common to all territories (the interest in remote working and co-working also to retain the existing young population). However, for some countries, certain issues were given greater emphasis: Austria seems interested in analyzing the true feasibility of co-working spaces; Italy rather focuses on the capacity of attracting new residents and therefore initiating a beneficial cycle that gradually leads to demographic, social and economic growth. This is certainly the hope or vision that emerged in the last workshop in Italy with respect to the three targets. Most of the participants, faced with the choice between the three targets, in fact resolved that attracting new residents

8 Herman Buchan, Hotel Castor, Ayas, Champoluc.

9 Corinne Favre, Base Camp, altitude 2500m, Ayas, Loc. Mont Ros.

would be the best strategy, although perhaps it is the most difficult to implement in the short-medium term.

The final report by the French team also mentions the diversification of the potential audience or targeting teleworkers. In their conclusion, they declare the desire to maintain the focus on local diversity also in WP 1.3. They therefore give the impression of wanting to continue to act from the perspective of diversified executive action; the project should, in their intentions, be conducted according to the widespread diversity reflected in the perimeter of the research (the same diversification found in Italy).

The next step of the project will be to start from the common challenges to design together with the stakeholders' solutions for each region that reflect its specific features and respond to the local needs that have emerged.

ANNEXES

Austria

Doren: Workshop of Co-creation.

ANNEXES

France

Published in the local newspaper “Dauphiné Libéré”, 27th February 2023; Articolo

GUILLESTROIS – QUEYRAS

Télétravail : une piste à suivre pour les zones rurales ?

Le télétravail a eu le vent en poupe lors des différents confinements. Pourrait-il être un pilier sur lequel pourraient s'appuyer des zones rurales et excentrées pour se développer ? C'est au cœur des réflexions.

La réflexion est engagée autour du travail à distance, ses atouts et ses inconvénients. Photo Alpesatellites

Une réunion sur le thème du télétravail a eu lieu à Guillestre, organisée par l'université Aix Marseille et Queyr'Avenir, le groupe de réflexion de l'Association culturelle sociale et sportive du Queyras. Pas moins de 20 personnes étaient présentes, parmi lesquelles Michel Mouront, vice-président du PETR (pôles métropolitains d'équilibre territoriaux et ruraux), Christine Portevin, maire de Guillestre, ainsi que des élus de Saint-Véran et Saint-Clément-sur-Durance. De nombreux co-workers ainsi que la propriétaire d'un espace de co-working, sont venus partager leurs expériences et discuter des freins et des atouts du travail à distance dans nos vallées reculées. Le travail à distance peut influer sur les problèmes d'ordre économique, social et démographique de nos villages.

S'installer dans sa résidence secondaire

Trois petits ateliers de 20 minutes chacun ont permis de partager les réflexions autour de plusieurs questions : qu'est-ce que le travail à distance selon vous ? Quels sont les atouts et les freins/faiblesses au développement du travail à distance ? Que faudrait-il développer (nouveaux services, communication, etc.) pour accueillir les travailleurs à distance ?

En fin de réunion, et avant un apéro dînatoire où les échanges ont continué avec intérêt, deux personnes ont apporté leurs témoignages. La première a fait le choix de venir se réinstaller dans sa résidence secondaire pour y habiter en permanence depuis déjà deux ans maintenant. Toujours au service de son employeur parisien, elle n'a pas éprouvé le besoin de remonter à Paris depuis son installation. La deuxième personne, qui travaille pour une grande multinationale, a choisi de venir s'installer dans le Queyras avec son époux, car cela représentait pour eux un réel projet de vie. La montagne, l'escalade, et le tissu social des villages ont fait le reste.

Un programme européen Alpine space

Cette rencontre est la première d'une série de trois. D'autres sont prévues à Altipolis à Briançon et à l'espace Luceo à La Roche-de-Rame. Elles entrent dans le cadre du programme européen Alpine Space, qui développe le projet Alpsatellites, en partenariat avec le Val d'Aoste en Italie et le Vorarlberg en Autriche.

Ce programme a pour objectif de gérer la transition vers le travail hybride et les bureaux satellites pour revitaliser les zones de montagne.

Les personnes intéressées par ce projet de développement du télétravail, qui souhaitent participer à cette réflexion, peuvent se faire connaître auprès de l'ACSSQ au 04 92 46 82 55 ou écrire à admin.acssq@queyras.org ou encore à alpesatellites.france@gmail.com

Published in the local newspaper “Dauphiné Libéré”, 9th March 2023

GUILLESTROIS ET QUEYRAS

Projet AlpSatellites : pour vivre où l'on veut et pouvoir y exercer

L'Association culturelle, sociale et sportive du Queyras et Aix-Marseille Université mènent depuis novembre dernier un projet Interreg Espace alpin, centré sur les enjeux du développement de nouvelles formes de travail que permet le travail à distance. Il concerne le territoire du Briançonnais, des Écrins et du Guillestrois-Queyras avec le soutien du PETR du Grand Briançonnais.

Une possibilité de télétravailler dans un environnement de qualité et sans rester chez soi est offerte par l'espace de co-working dans le bâtiment de l'ACSSQ. Photo Le DL

Ces dernières années, de nouvelles formes de travail se sont développées (travail hybride et bureaux satellites), en lien avec les nouvelles possibilités offertes par le numérique et les nouveaux besoins des travailleurs et des entreprises.

Les territoires alpins, par le cadre de vie et l'attractivité qu'ils offrent, sont de plus en plus concernés par ce phénomène. L'objectif du projet AlpSatellites mené par l'Association culturelle, sociale et sportive du Queyras (ACSSQ) et Aix-Marseille Université (AMU) est d'analyser les opportunités et les défis du travail à distance afin d'attirer et d'intégrer les jeunes, les travailleurs et les nomades numériques dans les zones reculées.

D'une durée de 18 mois, le projet conduit à l'échelle européenne avec l'Italie (Vallée d'Aoste) et l'Autriche (Voralberg) vise à co-construire des solutions adaptées pour attirer et intégrer les travailleurs à distance, grâce aux espaces de travail numériques et au télétravail et à croiser ce travail avec le monde de la recherche. Ils créeront de nouvelles opportunités pour le développement numérique, économique et social de leurs communautés en faisant des périphéries des lieux attractifs pour les personnes et les entreprises.

Le projet repose sur l'implication au niveau local des acteurs qui le font vivre.

À ce titre, l'ACSSQ et l'AMU organisent trois soirées conviviales sur les trois territoires les 1er, 6 et 8 mars.

Trois soirées à venir

Mercredi 1er mars de 18 h à 21 h, les personnes intéressées du Guillestrois et du Queyras sont attendues au centre de vacances CapVerb (25, rue de Fontloube à Guillestre).

Lundi 6 mars, au même horaire, ce sera au tour du Briançonnais avec une rencontre à Altipolis (2, avenue du Général Barbot - Quartier Berwick) à Briançon.

Mercredi 8 mars, toujours de 18 à 21 h, ceux des Écrins se retrouveront à Lucéo (parc du Château), à La Roche de Rame.

L'objectif de ces soirées est de permettre aux acteurs locaux de mieux connaître le projet et ses objectifs via des ateliers participatifs, afin de partager leurs idées et propositions concernant ces nouvelles formes de travail dans le territoire. Les soirées seront conclues par un verre de l'amitié.

- Plus d'informations à l'adresse alpsatellites-france@gmail.com ou par téléphone : ACSSQ au 04 92 46 82 55 ou 06 10 97 28 40.
- Pour participer à la réunion du 1er mars, les inscriptions sont obligatoires auprès de l'ACCSQ : https://framaforms.org/inscriptions-rencontres-territoriales-alpsatellites-1673782650

REPÈRES

Une étude avec plusieurs objectifs et quatre phases

Cette étude est innovante et vise à dynamiser les zones rurales de montagne. Elle s'échelonnera sur 18 mois à travers quatre phases. Ses objectifs sont de mieux comprendre les besoins pour attirer une nouvelle population via le télétravail et les entreprises délocalisées ; de participer aux grands défis du territoire du PETR ; et d'apporter aux collectivités et entreprises locales une projection au niveau transalpin.

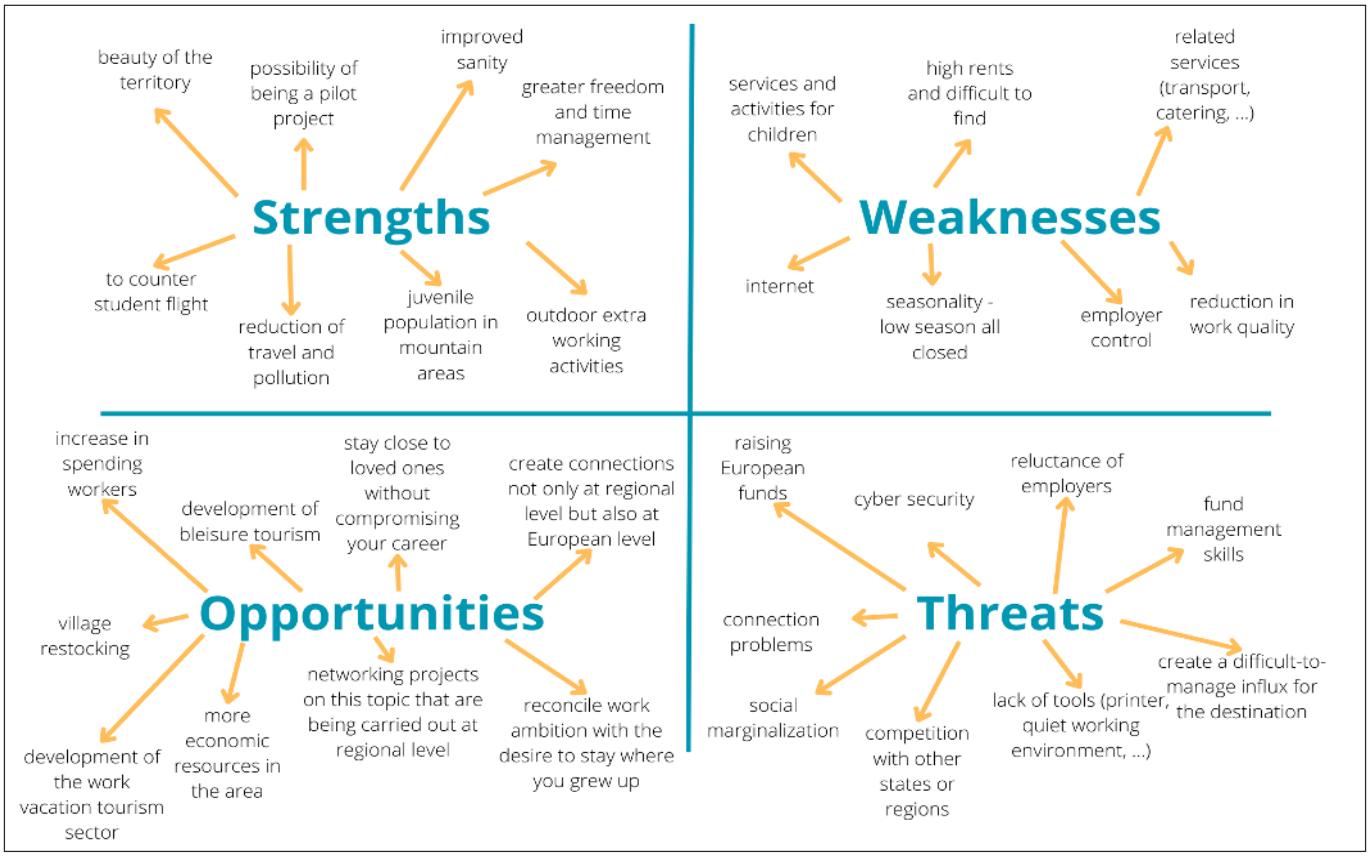
- **Phase 1** : consulter, partager et impliquer les communautés locales. Elle durera jusqu'au 15 mars 2023.
- **Phase 2** : analyser le niveau de faisabilité du travail à distance. Elle durera jusqu'au 15 juillet 2023.
- **Phase 3** : co-désigner en local et transnational les solutions de travail à distance ; jusqu'au 31 octobre 2023.
- **Phase 4** : éclairer les décideurs politiques : faisabilité, conditions de publication, bénéfices.

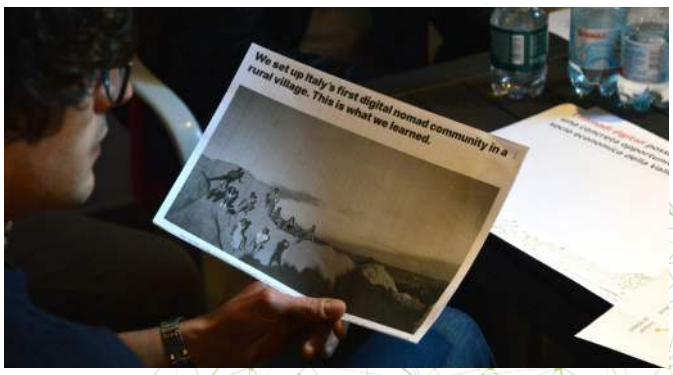
Un espace de co-working

Depuis quelques années, l'ACSSQ s'est doté d'un espace de co-working au rez-de-chaussée de son bâtiment. Il est ouvert à toute personne qui en fait la demande. Ceux qui l'utilisent apprécient de ne pas avoir à travailler chez eux tout en restant dans le territoire où ils ont choisi de vivre.

ANNEXES

Italy





Workshop of co-creation, Verrès, 28/03/2023 Evançon Mountain Community headquarters

23/04/2023
Pag. 40 Ed. Aosta

LA STAMPA

diffusione:91637
tiratura:147112

IL PROGETTO EUROPEO ALPSATELLITES

A caccia dei "nomadi digitali" che nelle terre alte uniscono la qualità della vita con il lavoro da remoto

E' alle battute finali il progetto AlpSatellites pensato per rendere attrattivo il lavoro da remoto nelle terre alte. Workation, nomadi digitali e nuovi residenti sono le vie esplorate nel corso del seminario conclusivo di co-progettazione a Verrès dopo gli incontri online con imprenditori, istituzioni, cittadinanza e studenti. Il report nazionale, assieme a quelli elaborati in Austria (Comune di Doren e Università di Scienze Applicate di Vorarlberg) e in Francia (Association Culturelle Sociale et Sportive di Queyras e Università di Aix-Marseille), co-partner del progetto, confluirà nella ricerca dell'Università della Valle d'Aosta.

«Il progetto è partito a settembre 2022», spiega Michel Savin, presidente dell'Unité des Communes Valdotaines Evancon, che da Verrès ad Ayas rappresenta una fotografia della realtà regionale. «L'auspicio degli amministratori locali è proporre suggestioni concrete per rendere interessanti i territori di montagna, che offrono una migliore qualità della vita. A maggio saremo in Francia e in autunno in Austria per confrontarci con le esperienze estere. In 18 mesi si concluderà lo studio che racconterà un pezzo dei nostri territori. Spesso i progetti europei sono calati dall'alto e le realtà locali devono adattarsi. Qui l'obiettivo è invertire il trend e mettere in primo piano le esigenze del territorio».

Il progetto riguarda il lavoro da remoto

Il termine workation indica una combinazione di lavoro e vacanza, in cui un individuo lavora da remoto sperimentando una nuova località. Le workation sono diventate sempre più frequenti dalla pandemia. Le postazioni di lavoro non sostituiscono una vacanza, ma sono un modo efficace per ricaricarsi in un contesto diverso. Sono anche un modo per combinare lavoro e attività fisica a contatto con la natura. A tal fine, andrebbero creati spazi, anche in collaborazione con i Comuni, con stampanti e wi-fi, e potenziati gli eventi e l'attrattività turistica anche in bassa stagione.

Anche i nomadi digitali potrebbero colmare il vuoto delle basse stagioni, garantendo continuità per 12 mesi l'anno alle attività ricettive. Rispetto ai nuovi residenti, non necessitano di servizi per le famiglie e i bambini, quali asili nido, trasporti e mense scolastiche. Possono diventare nuovi residenti o futuri turisti. E.R. —

La proprietà intellettuale è riconducibile alla fonte specificata in testa alla pagina. Il ritaglio stampa è da intendersi per uso privato

Interreg Alpine Space

Co-funded by the European Union

AlpSatellites

LIVE WHEREVER YOU WANT AND WORK WHERE YOU'RE LIVING

Managing the transition to hybrid work and satellite offices to revitalize remote mountain areas