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**EDIN**

# EDIN - Interregional event

**"Community cooperatives and technologies on collaborative economy with a focus on digital nomads"**

**"Work digitalization and opportunities for inner areas"**

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25 March 2025 | Florence (ITALY)

# IRPET research report

## In summary

On behalf of the Tuscany Region, IRPET has produced a report on the emerging phenomenon of digital nomads and its potential implications for peripheral areas.

In the absence of official information on the phenomenon, it was investigated through various sources:

- a) review of the first available literature;
- b) consultation of the international website nomads.com;
- c) construction of a multidimensional index of potential attractiveness for Tuscan municipalities;
- d) direct survey on a sample of Italian workers (1,209 interviews);
- e) analysis of the applications received by a regional tender aimed at promoting transfer of residence to mountain municipalities of Tuscany.

The report, by S. Iommi and F. Viviani, can be downloaded here: <https://www.irpet.it/la-digitalizzazione-del-lavoro-e-le-opportunita-per-le-aree-interne/>

# First literature on the effects of digitalization

## Potential Subjective Outcomes

- 1) Reduction in the need for home-to-work travels;
- 2) Better conciliation between personal and work needs (better work-life balance);
- 3) More uncertain boundary between work and non-work hours with possible impacts in terms of overwork and stress;
- 4) Possibility of carrying out some service activities with fewer spatial (need to physically go to delivery points) and temporal (during opening hours) constraints (for example PA services via SPID, home banking, e-commerce, cultural consumption on platforms, online bookings of travel and holiday stays, tele-medicine, tele-training, etc.)

## Potential Territorial Outcomes

- 1) Change in residential preferences in favor of more peripheral areas;
- 2) Change in preferences for places and duration of holiday periods;
- 3) Possibilities of enhancement or excess exploitation or decline for different places



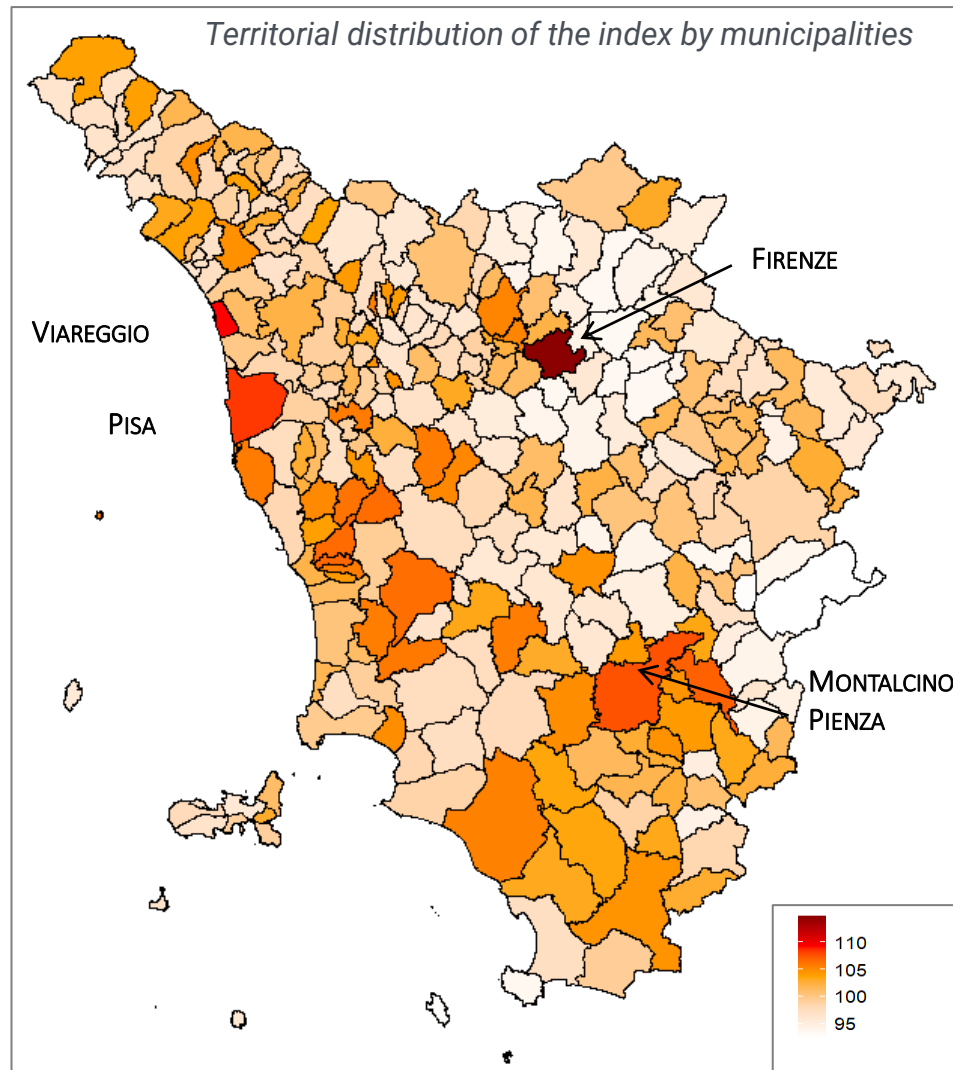
# The structure of the index of potential municipal attractiveness

Based on the indications obtained from the first existing literature, **6 relevant dimensions** have been identified in making a territory attractive for these new workers-travelers:

- 1) **Digitalization** (a good internet connection is a real essential requirement);
- 2) **Economic accessibility** (estimated on housing prices) (this can be the real advantage of peripheral areas);
- 3) **Cultural vibrancy** (measured through the presence of museums, live performances and events, restaurants);
- 4) **Accessibility to the main transport infrastructures** (airport, train station);
- 5) **Availability of accommodation facilities** (currently only official ones have been considered in the index);
- 6) **Scenic and environmental quality** (estimated through the presence of protected areas, agritourism and distance from the coast, as the sea is a strong attraction factor)

The 6 dimensions have then been combined in a **synthetic index of potential municipal attractiveness**. The result of the synthetic index derives from the different combination of the components considered and highlights the strengths and weaknesses of various contexts.

# The outcome of the index of potential municipal attractiveness



Top 10 potentially attractive peripheral municipalities for digital nomads by classification

INNER AREAS	Of which only peripheral and ultra-peripheral	MOUNTAIN AREAS	Of which only totally mountainous	RURAL AREAS WITH LOW URBANIZATION
Montalcino (SI)	Montalcino (SI)	Montalcino (SI)	Pomarance (PI)	Montalcino (SI)
Pienza (SI)	Pienza (SI)	Pomarance (PI)	Monterotondo (GR)	Pienza (SI)
Montescudaio (PI)	Montescudaio (PI)	Monterotondo (GR)	Monteverdi (PI)	Montescudaio (PI)
Riparbella (PI)	Riparbella (PI)	Chiusdino (SI)	Casola Lunigiana (MS)	Riparbella (PI)
Lajatico (PI)	Pomarance (PI)	Monteverdi (PI)	Stazzema (LU)	Lajatico (PI)
Pomarance (PI)	Monterotondo (GR)	Civitella Paganico (GR)	Seggiano (GR)	Pomarance (PI)
Chianni (PI)	Chiusdino (SI)	Casola Lunigiana (MS)	Manciano (GR)	Chianni (PI)
Monterotondo (GR)	Guardistallo (PI)	Stazzema (LU)	Villa Basilica (LU)	Monterotondo (GR)
Montaione (FI)	Monteverdi (PI)	Seggiano (GR)	Castiglione d'Orcia (SI)	Montaione (FI)
Chiusdino (SI)	Casola Lunigiana (MS)	Manciano (GR)	Bagnone (MS)	Chiusdino (SI)

# The structure of the survey on Italian workers

## Essential aspects of the survey:

- Sample of Italian workers, resident in the different regions, aged between 18 and 64 years;
- 1,209 complete interviews, following 3,554 contacts, in the period 8-12 November 2024;
- CAWI interviews, administered online to a panel of the survey company Demetra Opinioni.net Srl

## Main characteristics of the respondents:

- **GENDER:** more males than females (57% compared to 43%);
- **AGE:** predominance of older age groups (74% are over 35 years old), with family responsibilities (49% have children);
- **EDUCATION:** predominance of higher educational qualifications (51% hold a degree, 44% have at least a diploma);
- **SECTOR OF ACTIVITY:** private sector employees (59%), public sector employees (25%), self-employed and freelancers (16%)
- **INCOME:** up to €2,000 net per month (69%), above this amount (31%);
- **PLACE OF RESIDENCE:** 63% live in a municipality with over 30,000 inhabitants;
- **OPPORTUNITY FOR SMART WORKING:** never for 45%, at most 1-2 times a week for 31%, more for the remaining 24%

(In 2023, according to the ISTAT Labour Force Survey, 12% of workers have access to smart working, while according to the Politecnico di Milano Smart Working Observatory, this figure is 15%)

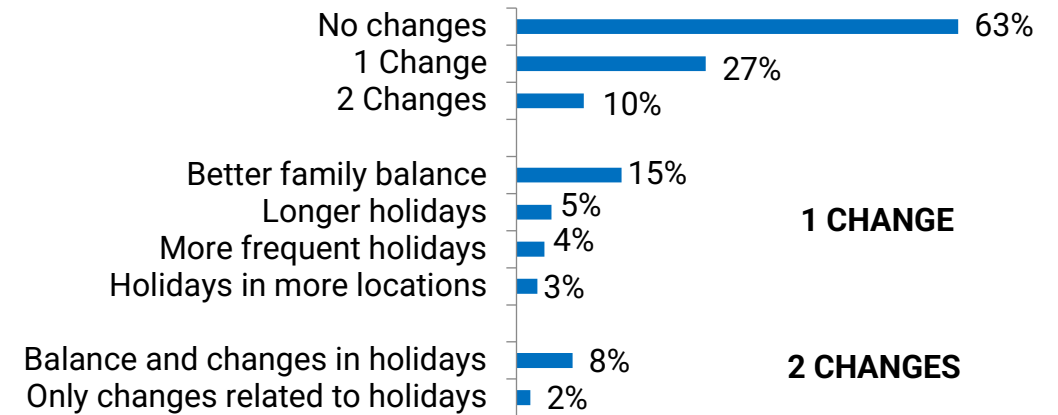
# The results of the survey on Italian workers (1)

**MAIN ISSUE:** Has remote working changed (or could change in the future) residential preferences in favor of peripheral areas?

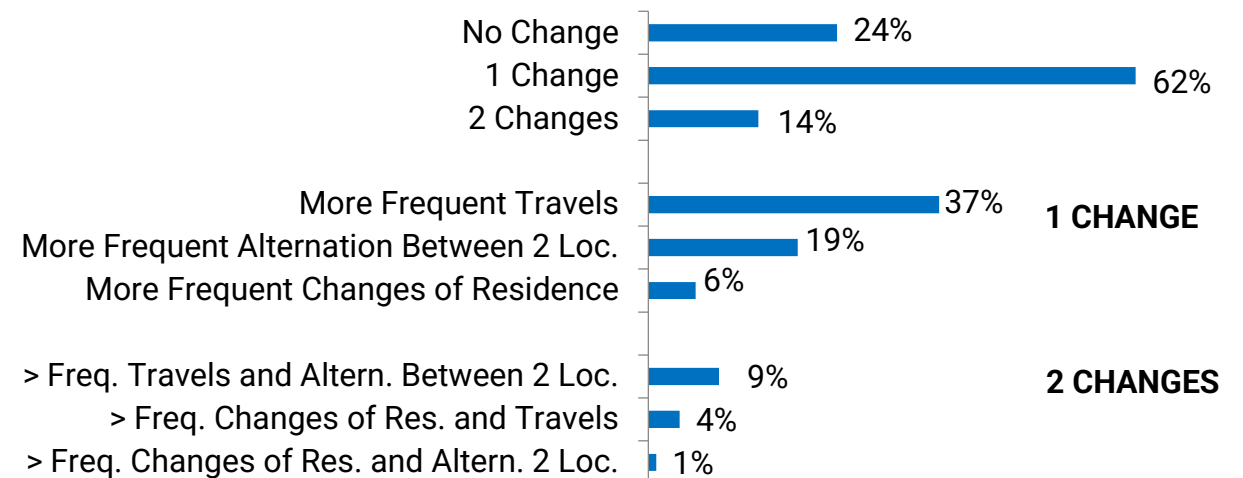
Residential choices by intensity of smart working

	Remote Working only 1-2 days a week	Remote Working 3 or more days a week
Changed municipality of residence	4%	3%
Did not change residence but could accept the job	17%	19%
Did not change residence because part of the work is on-site	25%	12%
Did not change residence for family reasons	7%	11%
Did not change residence but could do so in the future	12%	20%
Did not change residence and do not plan to in the future	35%	35%
TOTAL	100%	100%

Changes induced by the current level of digitalisation on holiday



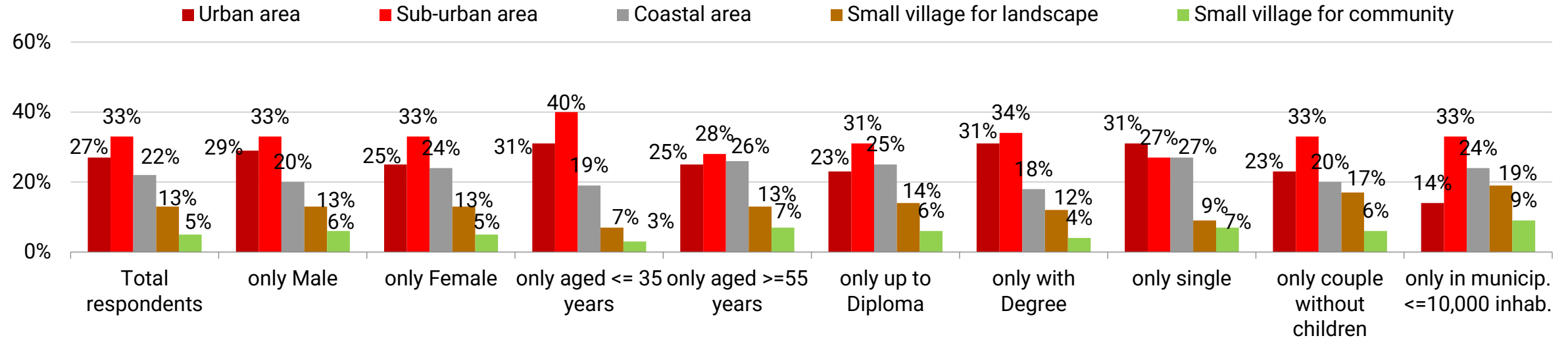
Expected changes in the event of future growth of digitalisation



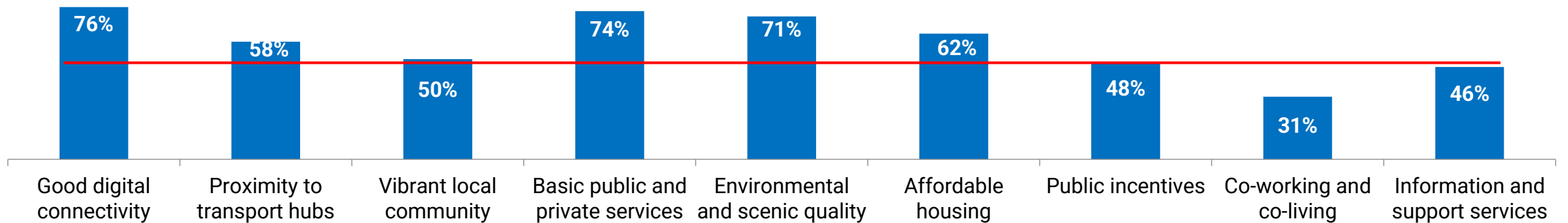


# The results of the survey on Italian workers (2)

Preferred type of area in case of hypothetical relocation based on respondent characteristics



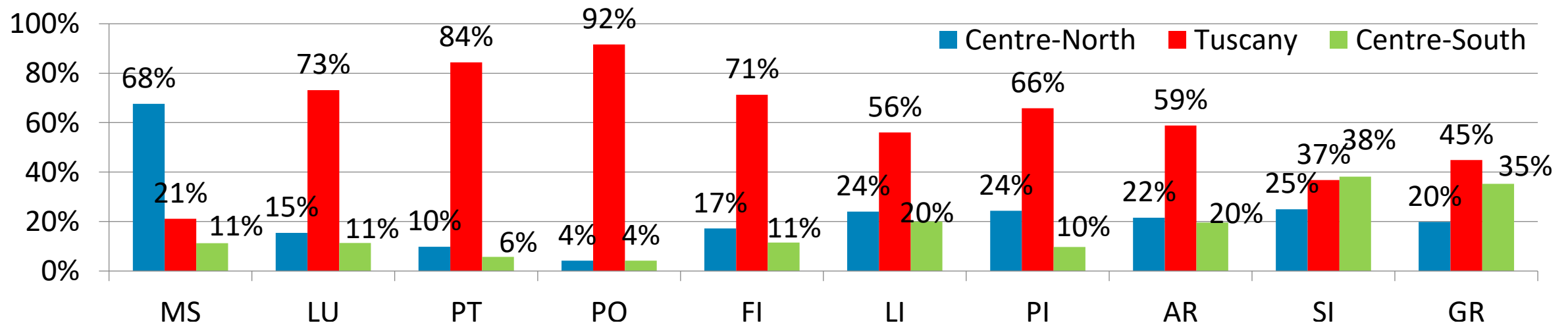
Essential featured considered important for moving to a small village



# The Tender for residence development in the mountains

TENDER	APPLICANTS
<ul style="list-style-type: none"> <li>•<b>OBJECTIVE:</b> territorial balance of residences;</li> <li>•<b>FINANCIAL ALLOCATION:</b> 2.8 million Euros;</li> <li>•<b>INDIVIDUAL CONTRIBUTIONS:</b> from 10,000 to 30,000 Euros for the purchase of residential properties in mountain municipalities with up to 5,000 inhabitants;</li> <li>•<b>CONDITIONS:</b> must relocate from non-mountain Italian municipalities and maintain residence for 10 years;</li> <li>•<b>PRIORITY:</b> disadvantage index of the destination municipality, families with minor children, younger age of the applicant in this order.</li> </ul>	<ul style="list-style-type: none"> <li>•<b>ACCEPTED APPLICATIONS:</b> 831, of which 40% from outside Tuscany;</li> <li>•<b>FUNDABLE APPLICATIONS:</b> 98 equivalent to 12% of accepted (47% of fundable applications submitted by non-Tuscans);</li> <li>•<b>AGE OF APPLICANTS:</b> 28% under 35 years old, 50% aged 36 to 55, 22% aged 56 and over (consequently few minor children);</li> <li>•<b>DISADVANTAGE INDEX OF MUNICIPALITY:</b> this was the primary criterion in the selection of fundable applications (Zeri in Lunigiana and Sambuca Pistoiese obtained 19 and 11 out of a total of 98, respectively);</li> <li>•<b>PREFERENCES EXPRESSED BY APPLICANTS (831 APPLICATIONS):</b> decentralisation phenomena from denser urban areas for Tuscan applicants, criteria of geographical proximity for non-Tuscan, more widespread attraction for the most renowned tourist destinations.</li> </ul>

Origin of the 831 applications by destination Province (%)



# Some policy recommendations

- the **development of digital services is slowly changing lifestyles**, allowing different ways of working and alternating periods of work and vacation;
- **digital nomads**, understood as workers-travelers, are a **growing phenomenon**. According to data from **Nomads.com**, for the moment it is a rather **elite group**, among which **young adults without family responsibilities** prevail, with a **high level of education**, who **work in the IT field** and have rather **high incomes** from work, who like to stay in some **large cities** and **exotic destinations**, often in places where they can benefit from a lower cost of living than in their country of origin. For **Tuscany**, the places visited, on which reviews have been left, are in fact the **main cities of art** (Florence, Pisa, Siena, Lucca);
- the **index of potential attractiveness built for Tuscany** highlights, in addition to the appeal of the cities of art, also that of **some areas of naturalistic value** (Valdorca, Valdicecina, Maremma);
- the **index** also suggests some **possible lines of investment** for the territories, first of all **digitalization**, followed by the offer of **accommodation and services, cultural liveliness, environmental and architectural quality**;
- the **survey** on a sample of Italian workers has highlighted how **the possibility of Smart Working** (limited to 12% of workers according to ISTAT) **has not so far changed residential preferences**, but has instead **avored the conciliation with family needs** and greater freedom in holiday choices;
- to date the **most desired residential typology remains the suburban one** (less expensive than the city, but relatively close to services), **only 18% of the interviewees prefer small rural and mountain villages** and more for reasons of environmental quality than belonging to the community;
- the **facilities considered essential for moving to a small village** include **digital connection, basic public and private services, environmental and landscape quality**, followed by the possibility of accessing affordable housing. Among the Italian regions, **Tuscany** is the most desired, so there is a **reputational asset to exploit**;
- The **regional tender for mountain residences was successful**: 831 applications out of the 98 eligible for funding were accepted, of which 40% came from outside the region;
- Among the **tools** most used by countries that want **to attract digital nomads** are the **Digital Nomad Visa** (a permit with a longer duration than the tourist visa for foreigners), the **adaptation of the accommodation offer** (longer rentals, work and socialization spaces), **inclusion actions in the local community** (opportunities for interaction, possibility of using local public services, etc.).

**Thank you for your kind attention!**

[www.interregeurope.eu/EDIN](http://www.interregeurope.eu/EDIN)

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*The project EDIN is implemented in the framework of the Interreg Europe programme and co-financed by the European Union.*

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