

CAN REMOTE WORK REVITALISE RURAL AREAS?

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INSIGHTS FROM REMAKING RESEARCH ON RURAL AND MOUNTAIN TERRITORIES

The REMAKING case study on post-pandemic remote workers in Bologna and Milan shows that remote work is creating new territorial dynamics, including in inner, rural and mountain areas.

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REMOTE WORK MAY SUPPORT TERRITORIAL REBALANCING

The findings point to some signs that remote work could contribute to repopulation and more balanced territorial development.

EARLY SIGNALS, RATHER THAN A COMPLETE TRANSFORMATION



NEW MOVEMENTS TOWARDS THE APENNINES

QUALITY OF LIFE IS ENCOURAGING SEASONAL RELOCATION

One of the dynamics observed is temporary and seasonal relocation towards the Apennines and other mountain areas.



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REMOTE WORK AS A RETENTION FACTOR



Remote work can help people remain in rural and mountain areas instead of moving to urban centres for employment.
In this sense, its role may be especially important as a retention tool.

PEOPLE MAY NO LONGER NEED TO LEAVE FOR THE CITY

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INFRASTRUCTURE IS CRUCIAL

Coworking spaces can provide appropriate places to work, while broadband connectivity is essential in mountain and remote areas.
These infrastructures can make remote work more viable outside major urban centres.

REMOTE WORK NEEDS THE RIGHT LOCAL CONDITIONS



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LOCAL ECOSYSTEMS DETERMINE THE IMPACT



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REMOTE WORK ALONE IS NOT ENOUGH

The potential impact of remote work depends strongly on the characteristics of each territory. Local ecosystems need to be able to:

- welcome new residents,
- retain existing talent,
- attract new talent.