

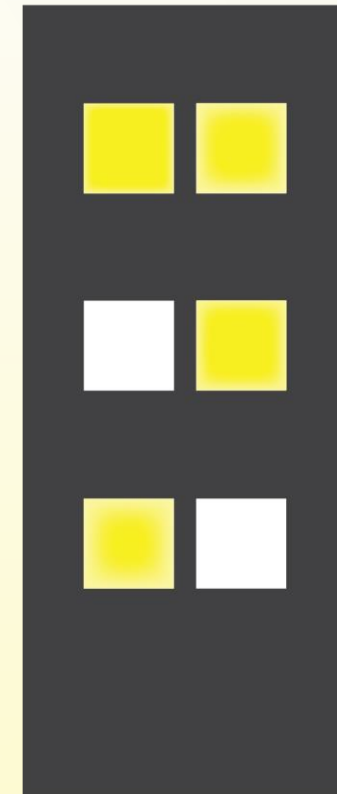
# Youth Re-Working Rural

Fostering youth entrepreneurship and local development in rural areas through co-working and spaces reconversion

**State of the Art & Map of Opportunities Summary**

**Ecoánime Foundation**

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# State of the Art & Map of Opportunities Summary

**The IO1 Summary** offers the main conclusions and insights gathered in the State of the Art and Map of Opportunities of the Youth Reworking Rural project. This summary is composed by the following parts:

- Background and context analysis.
- Map of opportunities: territory potentialities and growing sectors.
- Bibliography on co-working management & skills
- Training methods
- EU Good practices: reconversion of abandoned spaces, effective CW management & CW for local development
- Training needs of young people
- Experts feedback

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# Background & context

## Study regions

Troms (Norway)

Marche (Italy)

Larissa (Greece)

Zasavje (Slovenia)

Latgale (Latvia)

Extremadura (Spain)



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# Background & context

## Availability of abandoned buildings

**Troms (NO):** Closed local business in central commercial areas, closed schools in small villages.

**Marche (IT):** Warehouses (big capacity and expensive renovation), closed local businesses in commercial areas located in city centers & some public spaces of cultural value.

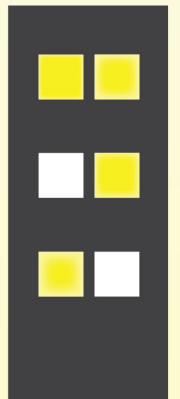
**Larissa (GR):** Textile factories & buildings.

**Zasavje (SLO):** Thermoelectric plant, machine factory, store buildings.

**Latgale (LA):** closed schools & dormitory buildings in rural areas, factories built during the Soviet Union.

**Extremadura (SP):** Silos from the 50-60s, Old Civil Guard Quarters, Cáceres Old Prison, Old train station, Historical Buildings in Old Towns & city centers.

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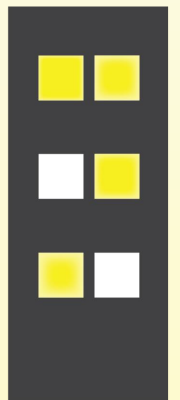


# Map of opportunities

## Potentialities and Growing Sectors (1)

**Tertiary sector is the main sector in all the study regions**, followed by the secondary sector in all the cases. Except for Zasavje (SLO), where both primary and tertiary sectors represent more than 40% of the GDP.

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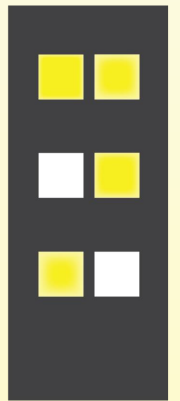
# Map of opportunities

## Potentialities and Growing Sectors (2)

**Larissa (GR)** is the centre of the economic activity in Thessaly with an ongoing development in industry, as well as in the services sector. Apart from the tourism, the agriculture is also a fruitful activity, thanks to its exceptionally fertile soil.

**Marche (IT)** is characterized by a pattern of widespread industrialization, with a prevalence of micro, small and medium-sized businesses specialized in the sectors of traditional “made in Italy” products. Its rural landscape presents also a big social tourism potential.

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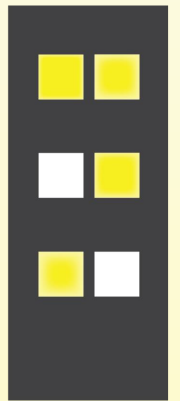
# Map of opportunities

## Potentialities and Growing Sectors (3)

The most popular business in **Latgale (LA)** is retail. Around one quarter of all registered legal entities state their business as some form of retail and in addition, almost 9% are working in wholesale trade. Other sectors include the production of crops, farm animal breeding, real estate trade and transportation services.

The people of **Troms (NO)** have traditionally made their living from fisheries and farming, all according to season. Today, the fisheries are modern, industrial enterprises carried on from busy fishing communities on the coast.

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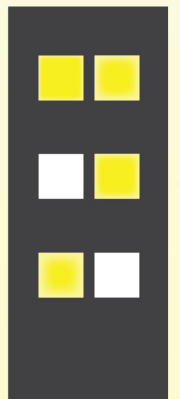
# Map of opportunities

## Potentialities and Growing Sectors (4)

**Zasavje region is a specific Slovenian** mining region. The economic boom of the region was more than two hundred and fifty years ago all thanks to the black gold – coal, which also dictated the development of other branches of industry in the region. The glass industry also has more than one hundred and fifty years of tradition in the Zasavje region.

In **Extremadura (SP)**, the economy is strongly linked to the tertiary sector, with a lower relevance of the construction and industrial sector, which is mainly related to the food industry. Extremadura has a clear leadership position in the traditional food, beverage, agribusiness, mining and energy sectors.

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## Bibliography on co-working management & skills (1)

**Online Co-working communities** offering updated information on CW, as well as advice and short guides for CW spaces managers in the case of **Spain, where CW movement is settled** (more than 900 CW spaces in the country in 2017)

In **Greece and Italy the flexibility of CW spaces for other uses and purposes is key** (social and cultural purposes, 100% adapted to coworkers needs and schedules, better exploitation of available resources).

There is no official data about CW spaces in **Latvia**, but three types can be distinguished: **in regions** (they act as community centers and business incubators), **business complexes** (spaces offering a variety of services not only related to business but also for leisure) and **spaces for arts and social projects**.



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## Bibliography on co-working management & skills (2)

There are by now **quite a lot of co-working spaces in Norway**. The public and private sector have initiated projects and research in order to establish well functioning co-working spaces.

In **Slovenia there is a structured network** of technology parks, university & business incubators, startup accelerators and classical co-working centres (rent a place/office/table and join the network/community).





## Training programs for coworking professionals (1)

**Go 2 Work**, Co-working and training program for entrepreneurs of EOI (Spain's School of Industrial Organization).

**Reload Greece** provides a new generation of entrepreneurs with the guidance, support and means to create ventures with a social or economic impact.

**European Center in Training for Employment (GR)** provides Lifelong Learning training, aiming to promote employability through acquisition of new, or updating adult's professional skills.

**Italia Startup** is the non-profit association that represents, supports, and gives voice to the Italian innovation ecosystem. One of its work areas is the education on entrepreneurship.





## Training programs for coworking professionals (2)

Conferences such as "**Riga: Empty space + creative industries = Creative space-making?**"

Free Riga hosted a 'walkshop' named **Creating Urban Value from the Unused Potentials of Vacant Buildings**, addressing the main reasons for the abandonment of centrally located properties and ways in which creative and community energies can be engaged in the revitalization of public properties.

**Startup course of Flow coworking (Norway)**, weekend course (50h) on startup building, team activities, seminars, mentorships, networking, etc.

**Poligon Creative Centre modules and workshops "Sit down, You've got an A!" (Slovenia)** a module for entrepreneurial coworking concepts. Over 50 different concepts were discussed and further developed during the program.





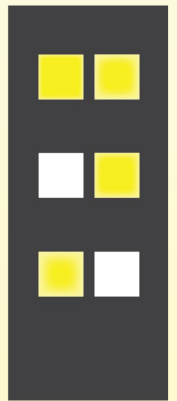


# EU good practices

## Topics

- Reconversion of abandoned spaces
- Effective Co-working management
- Co-working for local development

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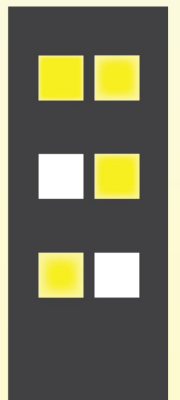
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## EU good practices

Name	Aldealab Cáceres Knowledge Center
Place	Extremadura (Spain)
Topics	Reconversion of abandoned buildings + effective management of coworking
Description	<p>Public authorities reconverted and equipped two old industrial units in no use since the 50s to host AldeaLab Knowledge Center.</p> <p>Today, it is a complete innovation and business hub that counts not only on coworking spaces and offices for companies, entrepreneurs, associations and other entities; but also meeting rooms, auditoriums and other spaces for the promotion of creativity, entrepreneurship and innovation. Apart from the local companies, Ecolab host key entities and organizations at regional level.</p>

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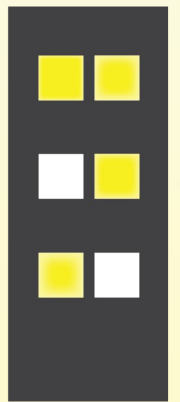


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# EU good practices

Name	LFdTV .- La Fabrika detodalavida
Place	Extremadura (Spain)
Topics	Local Development + abandoned buildings reconversion
Description	LFdTV is a project concretized in 2015, when a group of young architects started to reconvert two units of an old cement factory, abandoned for more than 30 years, and turned them into a shared space with multiple purposes and uses: citizen participation programs, open workshops for local community, outdoor cinema and other leisure activities, coworking spaces, etc

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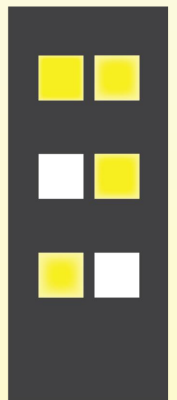
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# EU good practices

Name	Spaces of Young Creation
Place	Extremadura (Spain)
Topics	Reconversion of abandoned spaces + impact of coworking on local development
Description	The spaces for young creation are centers for the development of artistic and creative activities related to the leisure and free time. They are located in industrial spaces or buildings that were no longer in use (slaughterhouses, silos, Civil Guard's barracks, old churches, etc) and were reconverted to be used by the young people and also to host any initiative that might be of interest for them.

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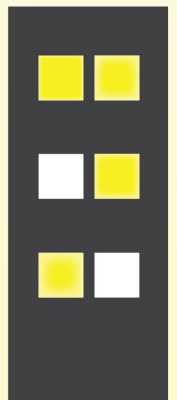




# EU good practices

Name	Free Riga
Place	Riga (Latvia)
Topics	Reconversion of abandoned buildings
Description	The organization supports and promotes an integrated approach to urban regeneration of unused or neglected urban areas, especially through redevelopment of older buildings and factories for cultural and social purposes. They map vacant properties in Riga, mediating between civic initiatives, municipality and property owners, they even engaged in dialogue with local government about the urgency and benefits of redevelopment.

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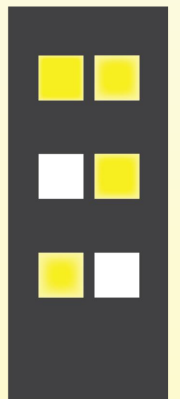


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# EU good practices

Name	Teikums
Place	Riga (Latvia)
Topics	Effective management of co-working
Description	TEIKUMS is the coworking and experimental space of the smart JAUNĀ TEIKA district. An open and vibrant space for flourishing of businesses, personalities and ideas. It attracts new organisations thanks to their creative after-work activities, organisation of seminars, events and workshops.

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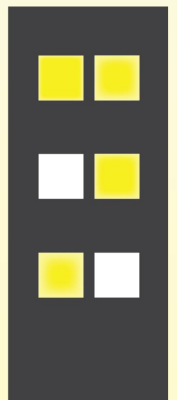
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# EU good practices

Name	Darbavieta
Place	Riga (Latvia)
Topics	Effective management of co-working
Description	Each resident has their own key and free access to this place for work, workshops, studios, creative entrepreneurs and freelancers, artists, designers, events and interaction. Started as a small co-working space and with the time enlarged its premises. Residents praise the atmosphere, they state that for some professions (like project managers) work is more easily performed as they often they find cooperation possibilities.

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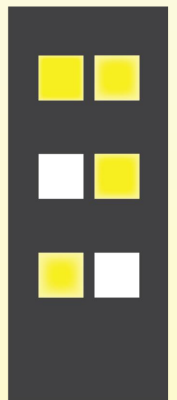
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# EU good practices

Name	Flow Coworking
Place	Tromsø (Norway)
Topics	Effective management of co-working
Description	Flow Coworking started in the abandoned beer brewery in Tromsø. When the brewery moved out of town, there were initiatives and processes concerning what to do with the building. One of the initiated ideas was Flow- a coworking space. Later on this success moved to another abandoned space and is now Flow-coworking. Flow started in 2014 with 8 members. After 2 years it had 30 -40 members.

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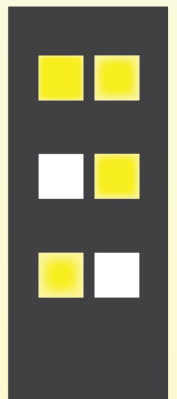
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# EU good practices

Name	Erlik- pluss
Place	Tromsø (Norway)
Topics	Effective management of co-working
Description	<p>Erlikpluss is a network of architects, designers, engineers, animation makers and artists. They share studio and common workshop facilities in Eliborg, an abandoned school.</p> <p>This business space cooperates with small companies all over Norway. Partners are welcome to come and have innovative workshops in the facilities.</p>

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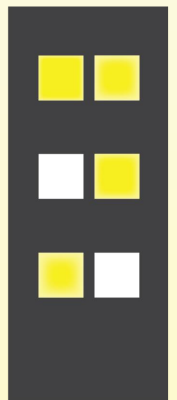


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# EU good practices

Name	Urban Program
Region	Greece
Topics	Reconversion of abandoned spaces
Description	It is the most important financing tool for innovative actions and projects that promote economic and social upgrading / rehabilitation of urban areas in crisis. It applies to small and medium-sized towns and deprived areas - which have at least 20,000 inhabitants - and located in wider metropolitan areas.

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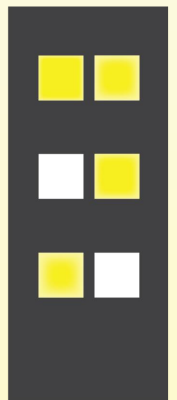


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# EU good practices

Name	Bollenti Spiriti
Region	Plugia (Italy)
Topics	Local development & reconversion of abandoned spaces
Description	It is a programme aimed at youth empowerment. With an urban development approach, it combines building renovation with the creation of new public facilities for socio-cultural and educational initiatives, valuing the entrepreneurial and creative potential of young generations. It uses imaginative ways to engage young people in driving forward ideas around growth, the knowledge economy and social inclusion.

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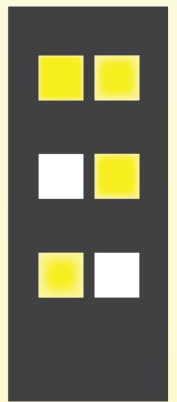
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# EU good practices

Name	Laboratori Urbani
Region	Plugia (Italy)
Topics	Local development & reconversion of abandoned spaces
Description	The Laboratori Urbani action redevelops public properties using a multi-stakeholder and participative strategy. The regional administration invites municipalities to identify unused buildings in their area, and funds their recovery: first, the physical regeneration of the building, managed by the local administration; second, a public call to manage the new facilities for training, education and cultural purposes.

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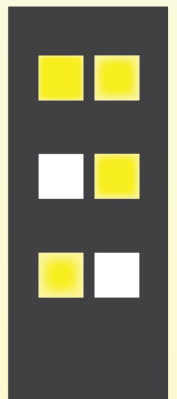
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# EU good practices

Name	PUNKT Youth Center
Region	Zasavje (Slovenia)
Topics	Effective management of Coworking
Description	PUNKT is a public office as they like to say it. It is a space for a participating or coworking space, it is space of ideas, networking and knowledge sharing. Meeting of creative and responsible projects, companies, products, initiatives and individuals from Zasavje and friends from around the world. A link between different sectors and disciplines. A platform based on community consensus.

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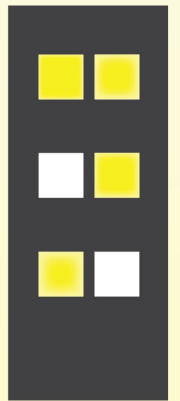


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# EU good practices

Name	Katapult
Region	Zasavje (Slovenia)
Topics	Effective management of Coworking + local development
Description	<p>Katapult is an entrepreneurial accelerator designed to tackle unemployment in Zasavje. They provide companies with all the necessary services to develop their prototype into the product.</p> <p>Katapult's mission is to open new jobs in Zasavje with the support of startups that produce physical products. They create an environment where entrepreneurs can get the necessary support and help for faster and more efficient growth of their businesses.</p>

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# Young people Feedback. Characteristics of the sample (1)

**Total Participants:** 89 Young people (56% female Vs 44% male).

**Most represented age range:** 21-30 years.

**Level of education** (top 3): 20% have bachelor degree, 16% master´s degree and 16% high school or equivalent.

**Employment status** (top 3): 35% is employed for wages, 24% students and 15% are unemployed but looking for a job.



# Young people Feedback. Training (2)

**Opinion about continued training:** 47% think that it is essential, just 1% think that it is irrelevant.

**Participation in courses (last 2 years):** 55 out of 89 have participated in training courses (34 haven't)

**Training Methods:** they feel more attracted by the face-to-face methods, followed by blended and online in the last place.

**Interest in participating in complementary courses:** 77 out of 89 are interested.

**Obstacles** (top 3): high cost, schedule and lack of time.

**Reasons to participate in training courses** (top 3): improve the professional CV, facilitate access to labor market and curiosity.





# Young people Feedback. Entrepreneurship & relevant areas (3)

**Areas of interest for professional development:** Marketing & advertising is the most preferred option, languages and computing/IT complete the top three.

**Interest in entrepreneurship:** 82% said yes VS 18% said no.

## **Most relevant regional sectors:**

Oil and Fishing, education and training in Troms.

Woodworking and agriculture in Latgale.

Services and retail in Zasavje.

Agriculture (including cattle raising) in Extremadura, followed by tourism.

In Italy, tourism is the most relevant, followed by agriculture, culture and industry.

Agriculture in Larissa, followed by tourism.

**Preferred economic sectors to work in:** most of the group would like to work in services sector, not specifying specific jobs. The second most chosen option was IT/computing and the third place is occupied by tourism, food/agrobusiness and administration/management.





## Experts Feedback (1)

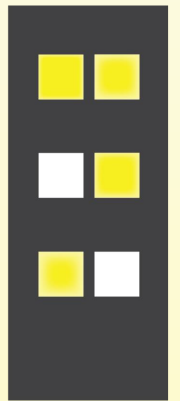
**Total:** 51 experts

**Variety of sectors they work in:** business management, IT, public & non-profits, education & training, etc.

**Needs & challenges (regarding economy & entrepreneurship):** Lack of job opportunities, need for more innovation, braindrain and depopulation, structural issues such as the unemployment rate, need for more flexible laws and tax systems.

**More CW spaces, are they needed?** It depends, in general terms, it is agreed that there is no need in the most developed regions and cities, but CW spaces are needed in less developed and rural areas.

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## Experts Feedback (2)

**Skills needed to manage a CW space:** base knowledge of CW concept, business skills (managerial, social media, organizational, marketing), motivation, social skills, teamwork, conflict resolution, creativity, cooperation building, etc.

**Challenges for the opening of CW spaces:** funding, bureaucracy, lack of specific training, market saturation in some of the study regions, lack of potential users, etc.

**How can CW spaces encourage local development?** As drivers for business development, synergies and networking; boosting talents potential; creating lobbies or strong networks able to fight against specific territorial challenges; improving working conditions for local communities, etc.

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