PROJECT SHEET

1. Proposed project name

Project title: Collaborative Ecosystem for the Attraction of Digital Nomads and Global Business

Acronym: NomadNet

2. Lead entity.

ACIF -CCIM - Associação Comercial e Industrial do Funchal (Madeira, Portugal).

3. Project description and objectives.

Smarter Europe (policy objective 1) - SME competitiveness.

The digital nomad lifestyle has become increasingly popular around the world. A digital nomad is someone who uses technology to be able to work and travel simultaneously, a trend that is prevalent and gaining importance, as it has benefits for the economy and local communities.

According to the Inter-American Development Bank (IDB), there are more than 100 million digital nomads in the world, equivalent to approximately more than 2% of the global working population, and it is estimated that the figure will reach 1 billion by 2050.

The project aims to create a collaborative ecosystem for attracting digital nomads and businesses globally. Territories and collaborative spaces will work together on promotional and marketing campaigns to highlight the benefits of an inclusive offer that increases visibility and the ability to attract more visitors and professionals. In addition, project partners can provide mutual support to each other, either through training programmes, access to shared resources or the organisation of joint events. The actions of the project are aimed at the creation of a network of nomad destinations through:

- **The creation of a Network of Collaborative Spaces.** Definition of the collaborative architecture at a transnational level. Once the outline and hierarchies of the ecosystem have been defined, a network of collaborative spaces will be created in the identified locations.
- **Research.** 1) Market research to understand the needs and preferences of businesses, entrepreneurs, and digital nomads, to adapt the offer to market demands, 2) Economic impact study to assess how the network of collaborative spaces has affected the economic growth of European cities, and 3) Member satisfaction study.
- **Support for capacity building and business development.**
- **Development of a joint corporate identity** and of original and adapted informative elements adapted to the needs of the targets.
- **Promotion and marketing through campaigns to attract companies and nomads.**
- **Organisation of joint events and networking.**
- **Collaboration with Educational Institutions:** Establish partnerships with educational institutions to foster collaboration and knowledge transfer between students, teachers, and professionals.
- **Promotion of good practices in the collaborative spaces of the network.**
- **Monitoring and Evaluation:** Implement a monitoring and evaluation system to measure the impact of the project in terms of economic growth, employment generated, innovation, diversity, and sustainability.

The general objective of the project is to foster economic growth, innovation, and diversity in the different regions of Europe, making it an attractive destination for businesses, entrepreneurs and digital nomads. The specific objectives of the project are detailed below:

- Economic stimulus: digital nomads spend money on accommodation, food, entertainment, and other local services.
- Job creation: the creation of coworking spaces and services targeted at digital nomads can generate employment opportunities for residents.
- Fostering innovation: digital nomads often work in fields related to technology, creativity, and entrepreneurship, which can boost innovation and collaboration in the city.
- Improving digital infrastructure: the arrival of digital nomads can encourage investment in digital infrastructure, such as high-speed internet connections and advanced technology services, benefiting both residents and visitors.
- Promoting sustainable tourism and demographic challenge: Digital nomads often seek attractive places to settle temporarily. This can promote sustainable tourism and reduce the seasonality of tourism in certain areas.
- Collaboration and learning: digital nomads are often willing to share their knowledge and experiences, which can enrich the local community and foster collaboration in various fields.
- Generating local opportunities and improving quality of life: the project could help fight irregular immigration and promote inclusion and diversity in the region could foster a more welcoming and supportive community for all people, regardless of their origin.

Approach and structure.

The project pursues an integrated approach, combining work at transnational and at local level. The project phases are as follows:

Core phase "Exchange of experience". Semester 1 – Semester 6.

<u>Transnational level work</u>

- **Kick off meeting – 1st transnational meeting.** During the first month after the approval and activation of the project, the kick off meeting will take place in Funchal, Madeira, municipality of the Lead Partner (LP) of the project. This kick off meeting will celebrate to give input and adjust the work programme at hand, exchange and select knowledge and ideas, discuss challenges at hand, carry out learning activities for the upcoming ones and supply relevant tools for this.
- **Preliminary report about the cities strategies to become nomad destinations.** One of the main outcomes of the kick off meeting will be a preliminary report, which will be based on the discussions and analysis carried out both for participants and partner experts, and the visits.
- **1st, 2nd, 3rd, 4th, 5th, 6th Transnational meetings.**
- **Transnational Workshop: Work From Home "Strategies to attract digital nomads and teleworkers".** This workshop brings together stakeholders and policymakers from different regions to delve into developing a strategy for the attraction of digital nomads. This workshop could be celebrated in the framework of a transnational event, or as a stand-alone action.
- **Joint assessment mechanism.** To complement the works put into practice in this phase, partners will undertake a joint thematic survey.
- **Baseline study.** The theme of the baseline study will be "Common Diagnosis of Common diagnosis on nomad destinations in Europe.
- **Benchmark study.** This benchmark study will identify the good practices and solutions that are already functioning in other territories already established and with a track record as nomad destinations.
- **Policymakers Exchange Program in Nomad Destinations.** Technicians from each participant institution will engage in an interregional exchange which aims at facilitating cross-team learning, skill development and professional networking among project members
- **2 interregional peer reviews.**

- **Study visit**. The project employs the option of participating to one study visit for each of the cities. The purpose of the site visits is to deepen the understanding of good practise solutions in proven Champion Cities.
- **3 thematic webinars.** The network will organise thematic webinars according to the topic of the project.
- **Creation of a network of collaborative spaces.** The goal of the network of collaborative spaces is to provide solutions that are functional and design oriented so the nomads, entrepreneurs and small businesses can work comfortably and effectively in a common space.
- **Stakeholders Exchange Program.** The purpose of this program is to enhance the participation of stakeholders in policymaking processes, while it fosters cross-sector collaboration and contributes to the competitiveness of the local trade in the historic centres by increasing knowledge and transnational capacity of economic actors.

<u>Local level work</u>

- **Creation of the local action committees.** Local groups will be created and consolidated in each of the cities that make up the project partnership. Local groups bring together various stakeholders to frame problems, agree on priorities and design concrete solutions to address project challenges and activities in the most efficient way.
- **7 local action committees.**
- **Individualised diagnosis of the city as a nomad destination.** The project will make use of the joint assessment mechanism which has its strength in the co-creative assessment of the current state of play by an assessment group of politicians, administration as well as the stakeholders mentioned to elaborate this individualised diagnosis of the city as a nomad destination.
- **Research about digital nomads and teleworkers.** Research will be carried out at network level using the following methodology: market research, economic impact study, member satisfaction study.
- **Training and Business Development online workshops.** Organisation of training programmes and on-line workshops to promote learning, business development and innovation.
- **Local collaborative spaces directory.** Each city should prepare an individualised directory of the local collaborative spaces available to host digital nomads. Include: name, location, contact details, services offered, opening hours, etc.
- **Collaboration with Educational Institutions.** Establish partnerships with local educational institutions to foster collaboration and knowledge transfer between students, teachers, and professionals.
- **Pilot action.** NomadNet Platform" - Online platform for nomadic destinations in Europe.

Follow-up phase. Semester 7 – Semester 8.

- **Enhancing policy instruments.** Territorial policymakers will engage in a phase aimed at improving their respective policy instruments related to the creation of a collaborative ecosystem for the attraction of digital nomads and global business and internationalisation.
- **Policy Implementation Interregional on-line workshops.** These workshops will focus on translating the policy recommendations from the exchange of experience activities into actionable strategies and initiatives.
- **Interregional monitoring results on-line meeting.** Partners will convey with information about the results achieved in the improvement of their policy instruments. The meeting will serve to present the outcomes each partner has achieved.
- **Impact Assessment Surveys.** Each partner will conduct impact assessment surveys to evaluate the short-term and long-term impacts of the improvement of new policies according to the creation of a collaborative ecosystem for the attraction of digital nomads and global business and internationalisation.

- **Case Studies and Success Stories.** Develop case studies and success stories highlighting the impacts and outcomes of specific initiatives implemented during the main phase.
- **Policy Learning Workshop.** A final policy learning workshop will be hosted to share insights, lessons learned and best practices from attraction of digital nomads and global business and internationalisation.
- **Closure transnational meeting.** During the last month after the finalisation of the project, the closure meeting will take place in Santa Cruz de Tenerife. The purpose of this transnational event is to close the project, verifying that all activities foreseen in the application form have been implemented, and that the outcomes and indicators have been met.

4. What are we looking for?

a) At least 1 Entity from each European region

North: Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Norway, and Sweden.
East: Austria, Bulgaria, Czech Republic, Hungary, Poland, Romania, Slovakia, and Slovenia.
South: Croatia, Cyprus, Greece, Italy, Malta, Portugal, Spain.
West: Belgium, France, Ireland, Luxembourg, the Netherlands, and Switzerland.
EU candidate countries.

b) Entities with a policy instrument related to the thematic area.

A policy instrument is a strategy, program, legislation, plan, etc., developed by a public authority implemented to improve a specific territorial situation To which financial resources have been allocated (in most cases).

c) At least 1 Entity responsible for an Operational Programme

Development of a Structural Fund (ERDF, SDF+...)

5. How to apply?

Send an e-mail to smartecomac@gmail.com:

- Full name of the entity.
- Country of the organisation and region in which it is located.
- Name of the policy instrument + attach the dossier policy instrument.
- Name of the operational programme for which you are responsible (if applicable).
- Complete partner sheet.

The deadline for submission is 28TH May at 23:59 H. CET.