Remote-IT

Brindisi, Italy
81 313 inhabitants

Challenge

The challenge for Brindisi has been to bring together existing policies, projects and local actors, overcoming fragmentation and the lack of an integrated remote work strategy, in order to build a coherent urban vision capable of attracting talent and generating local benefits

Local heroes

The action is based on a collaborative governance model led by the Municipality of Brindisi and the URBACT Local Group, involving the university, ICT companies, third-sector organisations, coworking managers and active citizens. Beyond co-designing the pilot project, these actors play a key role in ensuring continuity, by embedding the actions into urban policies and future funding programmes.

Lessons learnt

Remote work becomes a true urban lever only when it is integrated into local policies. Experimentation helps steer investment, while clear access to services and co-design strengthen effectiveness and continuity. Every city can build its own pathway, turning external attractiveness into tangible benefits for local residents.

Solution

Ninja Nomads

In 2025, Brindisi launched the "Ninja Nomads" pilot project to better understand how the city could respond to the needs of remote workers and digital nomads. Through a targeted communication campaign and activities involving nomads already present in the city, the municipality worked together with coworking spaces and local stakeholders. The experience highlighted the need for a more integrated digital ecosystem, clearer access to information, stronger promotion and integration actions, as well as flexible housing solutions and suitable workspaces. These elements helped shape policy guidelines and possible urban interventions, turning a focused experiment into a strategic learning process for the city.



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Remote-IT

Bucharest - District 6, Romania
390.000 inhabitants

Challenge

The challenge is related to the poor development of suitable infrastructure for remote workers and digital nomads who are interested in working in the district.

Local heroes

Private actors (such as Impact Hub Bucharest) and NGOs (such as EFdeN) provide strong examples of how co-working spaces can foster a "feels like home" atmosphere while actively managing and nurturing communities both within and beyond the co-working space. Moreover, such workspaces can integrate living lab areas and complementary amenities, enabling deeper interaction and integration with the educational ecosystem.

Lessons learnt

1. Start with reuse: repurposed buildings reduce costs, preserve identity, and accelerate community acceptance.
2. Invest early in quality digital infrastructure—it is foundational, not optional.
3.Treat community management as a core function, not an add-on.
4. Integrate living lab and educational partnerships to anchor innovation locally.

Solution

Your Favorit Hotspot

The action aims to create a central coworking and community hub by securing and activating a repurposed, integrated building designed to support collaboration, innovation, and community life. Inclusive and flexible spaces will accommodate coworking, events, networking, informal interaction, and a dedicated living lab area for experimentation and learning. These functions will be supported by digital infrastructure and modern work amenities. The hub will be launched through targeted promotional events. Continuous digital and offline community management will ensure active engagement, strengthen relationships among remote workers, freelancers, and startups, and foster a resilient, connected community with long-term social and economic impact.



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PRIMĂRIA SECTORULUI 6

Remote-IT

Câmara de Lobos, Portugal
32 175 inhabitants

Challenge

When joining URBACT, Câmara de Lobos faced a critical lack of coworking spaces and poorly adapted local services for remote work in a municipality of around 35,000 inhabitants, limiting its capacity to attract and retain remote workers.

Local heroes

The implementation of this action is driven by the Municipality of Câmara de Lobos, supported by key local partners such as Aberta University, StartUP Madeira and local media company NaminhaterraTV. Together, they play a crucial role in coordinating stakeholders, training local businesses, promoting remote work culture, and ensuring effective integration of remote workers into the local community.

Lessons learnt

Focus on practical, low-cost actions first, such as certifying remote-work-friendly services and repurposing existing buildings.
Test solutions at small scale, gather feedback, and scale up gradually while securing diversified funding sources.

Solution

Improving Local Conditions to Welcome and Integrate Remote Workers

Câmara de Lobos implemented a set of integrated actions that go beyond coworking spaces to overcome barriers to remote work. In a municipality of around 35,000 inhabitants, key challenges included limited digital-ready infrastructure, a lack of suitable work environments, and services not adapted to remote professionals. The action includes making available two dedicated coworking spaces by 2026, with capacity for around 20 users, alongside the certification of at least 15 local businesses as "Remote Work Friendly." Additional measures address housing and service adaptation. Expected impacts include attracting around 50 remote workers by 2026, diversifying the local economy, and strengthening integration between remote workers and the local community.



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CÂMARA DE LOBOS

Remote-IT

Dubrovnik, Croatia
41 562 inhabitants

Challenge

Although Dubrovnik attracted increasing numbers of digital nomads, its offer remained seasonal, fragmented, and tourist-oriented. The challenge was to convert short stays into year-round living by providing visibility, workspaces, and community conditions that support remote workers.

Local heroes

A core ULG members actively co-created and implemented all project activities and pilot actions, guided by a shared vision of Dubrovnik as a year-round digital nomad destination. They represented key public institutions, tourism bodies, coworking operators, and local businesses, while engaging a wider circle of stakeholders as contributors and supporters.



Lessons learnt

Start with pilot actions to test ideas quickly and build trust.

Combine promotion with physical spaces to turn visibility into real engagement.

Involve local stakeholders early, focus on low-barrier solutions, and use data and feedback from users to shape long-term strategies.

Solution

Co-working and Offline spaces

To address seasonality and diversify its economy, Dubrovnik piloted a targeted digital nomad marketing campaign and opened a free co-working and community space at the TUP Factory, offering fast Wi-Fi and a relaxed working environment. The campaign reached over 237,000 users and generated more than 1.5 million impressions, validating Dubrovnik's appeal as a remote-work destination. The "Offline Space" at TUP created opportunities for social interaction between locals and nomads. Together, these actions increased visibility, tested low-barrier coworking models, strengthened community integration, and laid the foundation for year-round economic activity and sustainable urban development.



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DURA
Dubrovačka razvojna agencija
Dubrovnik Development Agency

Remote-IT

Heraklion, Greece
177 000 inhabitants

Challenge

Although Heraklion is an established tourism destination, it has not yet become particularly attractive to digital nomads. Among other factors, there is a lack of co-working spaces and remote-worker friendly facilities.

Solution

Creation of remote worker -friendly municipal facilities

In 2025, we created, for the first time, the conditions for a municipal infrastructure in Greece that welcomes digital nomads. As part of the Remote-IT project, we installed a soundproof booth in a municipal café in central Heraklion, making this beautiful café more suitable for digital workers and nomads. This initiative now serves as a showcase for private and public sector stakeholders interested in appropriately accommodating digital nomads.

Local heroes

This would not have happened without the implication of the Directorate of Programming, Planning and ICT, Municipality of Heraklion, the Municipal Corporation of the of Heraklion – DEPANAL S.A, and of course the URBACT Local Group (ULG) members.



Lessons learnt

A few things to keep in mind for this action:
- Analyze and adopt similar good practices from partners in your transnational project
- Mobilize many parts of your organization to work together on implementation
- Connect the action with the local community by finding groups of direct beneficiaries (e.g., students, local workers)
- Disseminate the good practice to and from all interested stakeholders



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HERAKLION
where Crete begins!

MUNICIPALITY OF HERAKLION

Remote-IT

Murcia, Spain
485 000 inhabitants

Challenge

Murcia had a two-part vision when joining this network: after receiving large-scale funding for infrastructure for the audiovisual sector, Murcia saw an opportunity to become a sector-specific key destination for remote workers; also, the municipality wanted to embrace the rise of hybrid work within public administration, tackling policy & training.

Local heroes

Implementation has relied on a coalition led by interdepartmental collaboration within Murcia Municipality (EU Programmes, Culture IT, Personnel), conforming what is now the Audiovisual Hub team. Groundwork and face to face coordination with local entities like universities, businesses and sector representatives, and their time-giving has been key for shaping the values, credibility and outreach of the project, connected to real services and needs.

Lessons learnt

Integrating the proposal into the city's broader strategy and wider funding has been key to long term success. As mentioned, Murcia began with a two-part vision, however as the internal hybrid work model was not fully integrated within the cities broader interests, it's chance at long term success decreased.

Solution

Murcia's Audiovisual Hub Remote work programme

Taking advantage of the nature of the audiovisual sector, which frequently requires large teams to work on location for months at a time, and the Next Generation funding investment of 5.6 million euros, Murcia developed a bilingual Digital Nomad Portal as a “front door” for remote workers and digital nomads, integrated with the city’s audiovisual ecosystem. The portal will provide practical information on coworking/hub spaces, equipment and venue reservations, services and events, making it easy to choose Murcia and settle in. Launching by June 2025, success will be tracked through user feedback and monitoring, and has been used/is in use by over 60 digital nomads.



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MURCIA 1200
Ayuntamiento de Murcia

Remote-IT

Tartu, Estonia
97 456 inhabitants

Challenge

Developing and rethinking the processes of remote work/hybrid work in Tartu City Government (380 employees) in such a way that work would be safe regardless of location and the effectiveness and quality of work would not suffer.

Local heroes

The testing action was carried through by our local heroes: Head of Digital Development and Information Security, Employee Experience Manager, Data Protection Officer, HR Service, Internal Audit Departmet, Cloud Services Manager.
They had and will have an integral part in implementing the LMS and creating future training materials and other necessary contents. Testing was carried out in three departments inside our city government (IT Department, City Office incl. HR Department, Public Relations Department).

Lessons learnt

- Start with a needs assessment (consider and ask your target group)
- Find a compentent partner for training material development
- Do your research about LMS platforms available
- Analyze your funds and go ahead with testing

Solution

Sharepoint and online training

We tested the training environment Sharepoint and online training materials. An online training course, "Conducting and Participating in Hybrid and Virtual Meetings," was developed with the NGO Smart Work Association and adapted to Microsoft SharePoint to test the platform's suitability and the material's format and content. Participants self-assessed knowledge increased from 3.25 to 4.08 after the training, 92% reported they can apply the learning in the future, and the material quality was rated 4.08 on a 1–5 scale. Independent e-learning is the preferred training format. Feedback highlighted the need for more interactivity, self-control questions, and a good balance between scientific theory and practical tasks, while SharePoint requires further evaluation as a training platform.



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TARTU

Remote-IT

Tirana, Albania
759 981 inhabitants

Challenge

Tirana faces persistent youth emigration caused by limited local career pathways and weak integration into global labour markets. While many skilled young people leave the city, Tirana has strong assets that remain underused to create remote work opportunities locally.

Local heroes

The Municipality of Tirana leads the implementation through the URBACT Local Group, ensuring alignment with city strategies and coherence between objectives, actions, and monitoring. Local IT communities, young professionals, festival organisers, and strategic partners actively contribute to testing, feedback, and adaptive implementation.



Lessons learnt

Integrated action plans require a clear causal logic linking challenges to impact. Testing actions improves policy design, but prioritization, simplification, and strong coordination are essential. Cities should balance attracting digital nomads with creating concrete pathways for local youth to access remote work opportunities, including through events like the Digital Nomad Festival.

Solution

Tirana Digital Nomad Festival

The Tirana Digital Nomad Festival, implemented within the framework of the URBACT Remote IT project, tested the relevance, feasibility, and added value of hosting such an event in Tirana. Inspired by the Bansko Digital Nomad Festival, it was adapted to the local context to support sustainable development objectives of the Municipality of Tirana. The festival gathered over 650 participants, 32% international, and featured 37 speakers from multiple countries. It fostered collaboration, knowledge exchange, and stakeholder engagement, successfully highlighting Tirana's potential as a digital nomad hub and informing future actions within the Integrated Action Plan.

TIRANA DIGITAL NOMAD FESTIVAL

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BASHKIA TIRANË