



EUROPEAN WEEK OF
REGIONS & CITIES

2003 - 2022

**New Challenges for
Europe's Cohesion**

Remote work and the new geography of jobs in the EU: an opportunity for intermediary cities?

Tuesday 11 October 2022, 14:30-16:00 CET

#EURegionsWeek



GRAN SASSO
SCIENCE INSTITUTE
SCHOOL OF ADVANCED STUDIES
Scuola Universitaria Superiore



Big enough to cope, small enough to care!





EUROPEAN WEEK OF
REGIONS & CITIES

2023 - 2022

Join our interactive poll!

New Challenges for
Europe's Cohesion



Remote work and the new geography ... T

Q&A | **Polls**

Did remote work enable you to change your working location? 0

- Yes, I changed my main living place
- Yes, I spend more time in another location but my main living place is the same
- No, but I would be interested to
- No, and I have no interest to

Send

All Questions and Polls in this event are sent using your name.

Join at
slido.com
#11WS22339

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Remote work and the new geography of jobs in the EU: an opportunity for intermediary cities?

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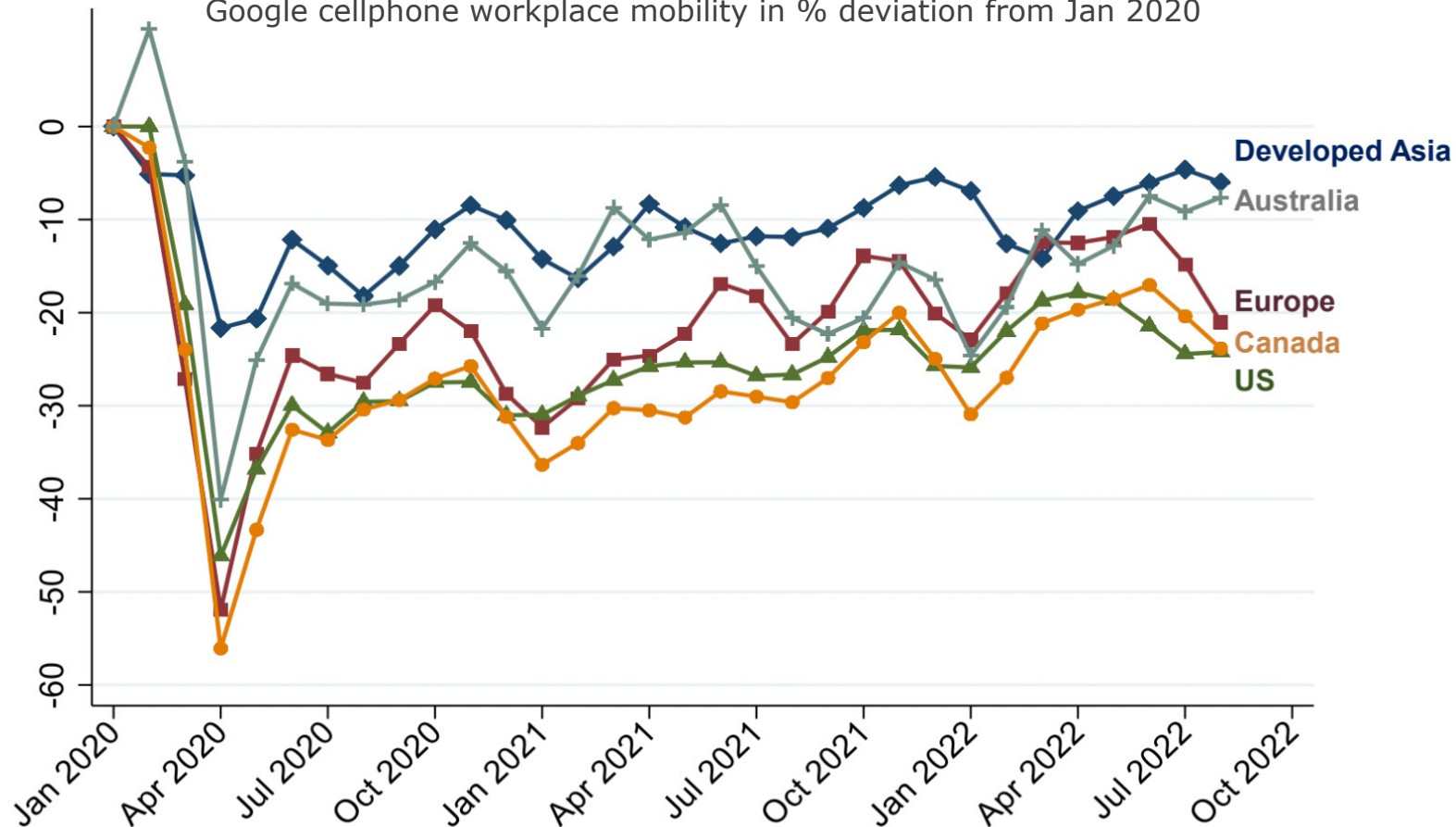
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Remote work seems here to stay (to some degree)

Commutes to the workplace

Google cellphone workplace mobility in % deviation from Jan 2020



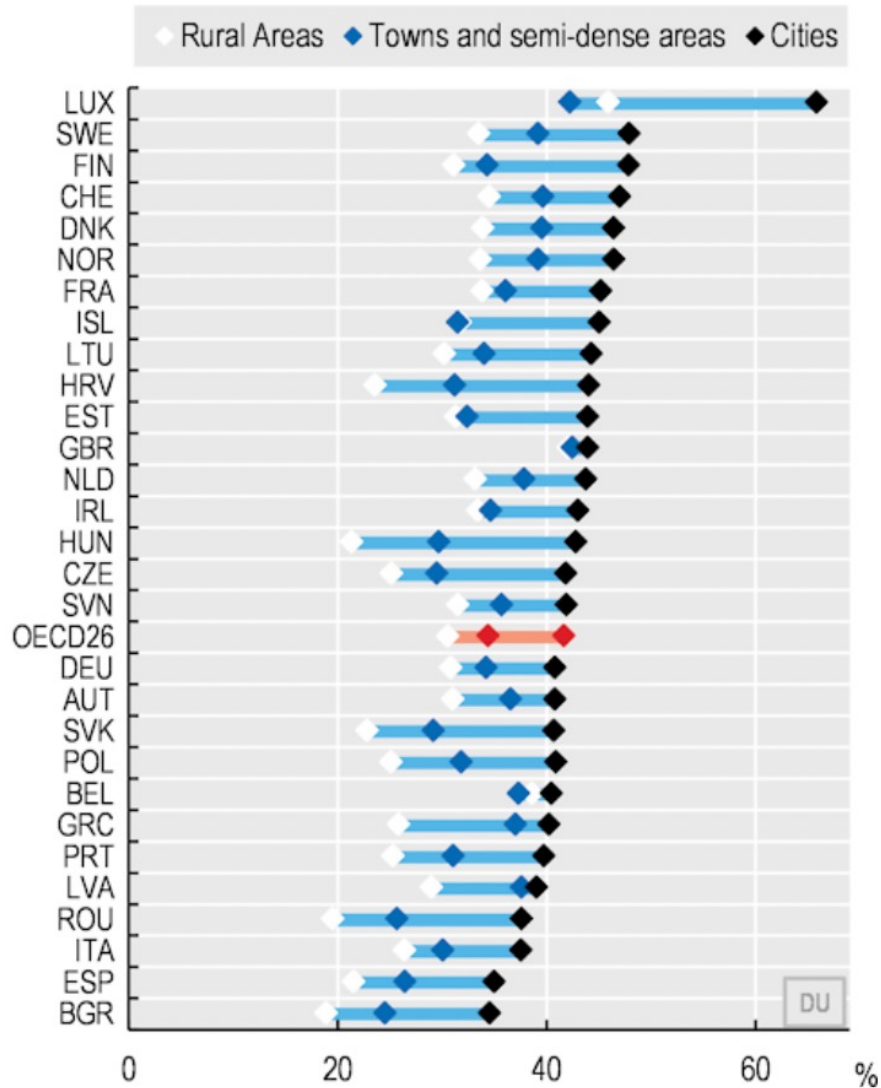
- Commutes to the workplace increased since the pandemic's acute phases, but **did not return to pre-pandemic levels**
- Similar across the developed world: larger reduction for Europe, the US and Canada; lower reduction for Australia and developed Asia
- In **Europe, workplace commuting is about 20% lower** than before COVID-19

Source: Barrero, Jose Maria, Nicholas Bloom, and Steven J. Davis, 2021. "Why working from home will stick," National Bureau of Economic Research Working Paper 28731.

Many city dwellers could work remotely from any location

Jobs amenable to remote work in selected OECD countries

Share of jobs by degree of urbanization (2018)



The “City paradox” (Althoff et al., 2022):

- Large cities are the **most expensive places to live.**
- They also have the highest rates of **knowledge-workers**, who could work remotely and live anywhere!



Did the increase in remote work lead more people to move from large cities to areas with a **lower cost of living** and a **higher quality of life**?

Evidence on moves to smaller cities and non-central areas in Europe is still mostly anecdotal

How Remote Work Is Reshaping America's Urban Geography

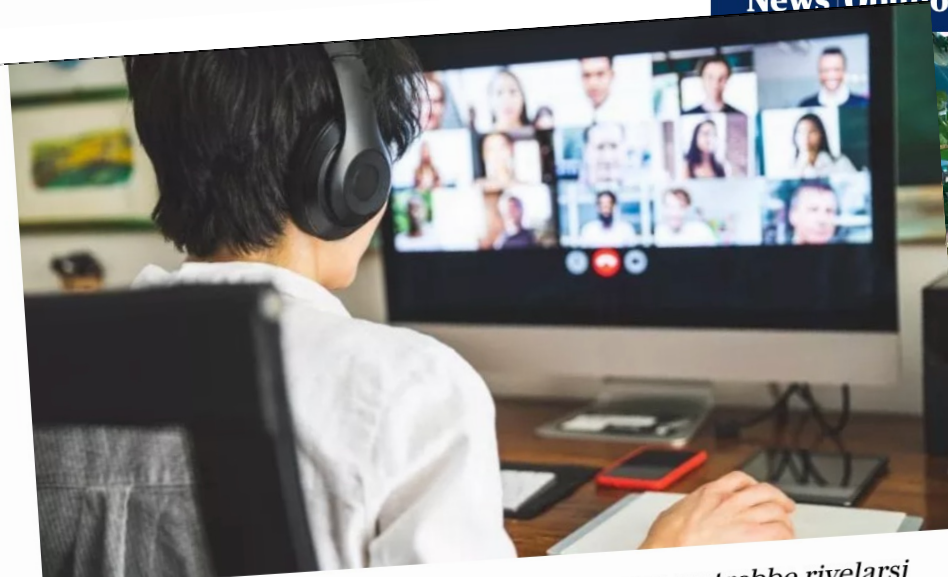
Smaller cities and communities are turning into 'Zoom towns' and competing with coastal hubs as workers move to find more space and lower costs

The Guardian
News website of the year

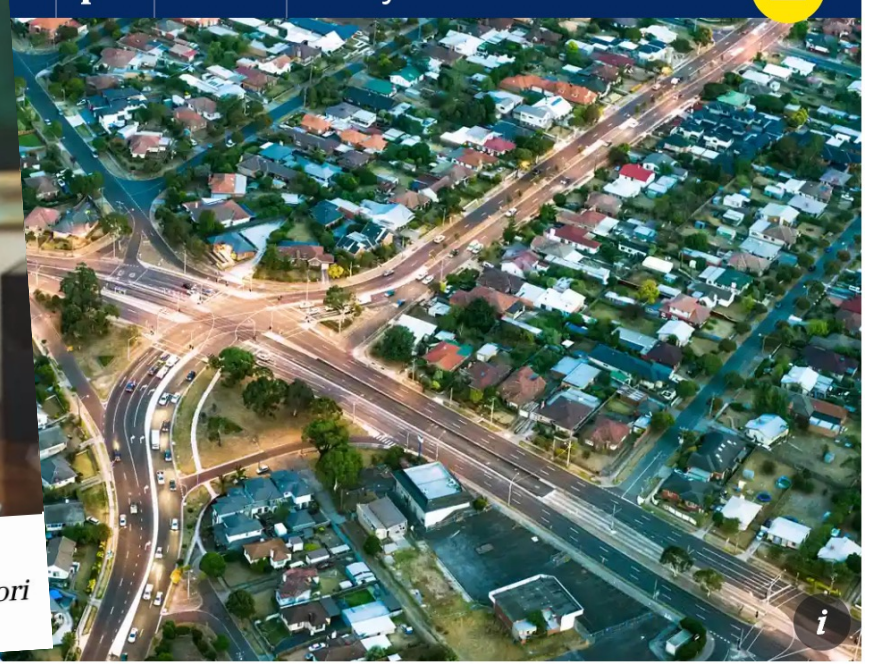
News Opinion Sport Culture Lifestyle

South Working, in 100 mila tornati nel Mezzogiorno. Svimez: "Urge un piano per farli rimanere"

di Rosaria Amato



Il rientro improvvisato, dovuto alla pandemia e favorito dal massiccio utilizzo dello smartworking, potrebbe rivelarsi una opportunità di frenare il processo di decadenza che ha investito il Sud. Negli ultimi 20 anni un milione di lavoratori si è spostato nel Centro Nord per trovare maggiori opportunità



Cities

The great rebalancing: working from home fuels rise of the 'secondary city'

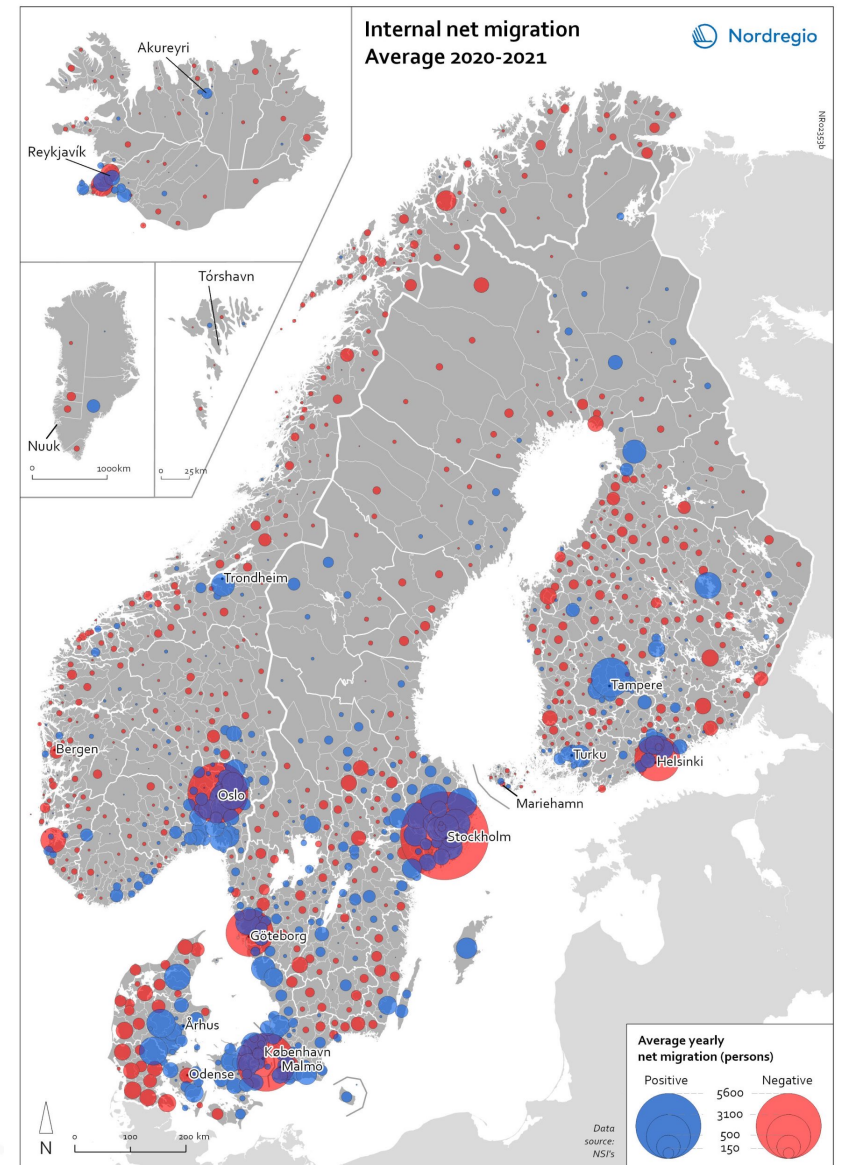
A fall in commuting due to the pandemic is already prompting workers to move out of the major metropolises

Preliminary evidence of changing locational trends



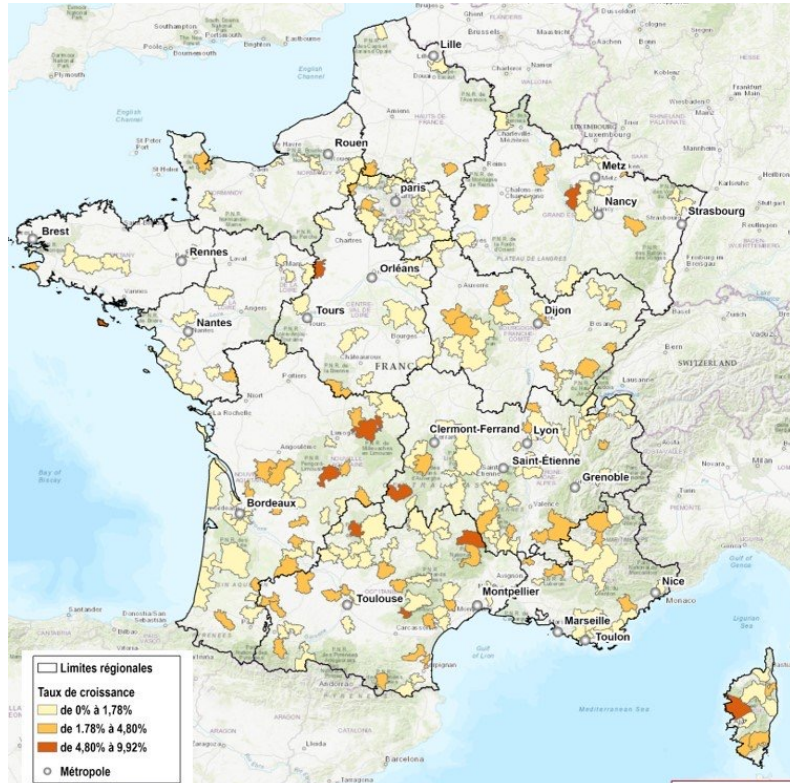
1. Large metropolises saw **decreased inflows** and **increased outflows**
2. Within cities, **suburbanisation** strengthened alongside a “**re-sorting**” of residents
3. **Intermediary** and **smaller cities** are gaining attractiveness
4. Increase in **multi-locality** patterns

Internal net migration in 2020 and 2021 for Nordic municipalities



Large metropolises saw decreased inflows and increased outflows

French inter-municipalities where primary school enrolments increased Comparison 2020 and 2021 start-of-year



Source: Bouba-Olga, O. (2022), Géographie du monde d'après : assiste-t-on à un "exode urbain" ?, Blog Université de Poitiers.

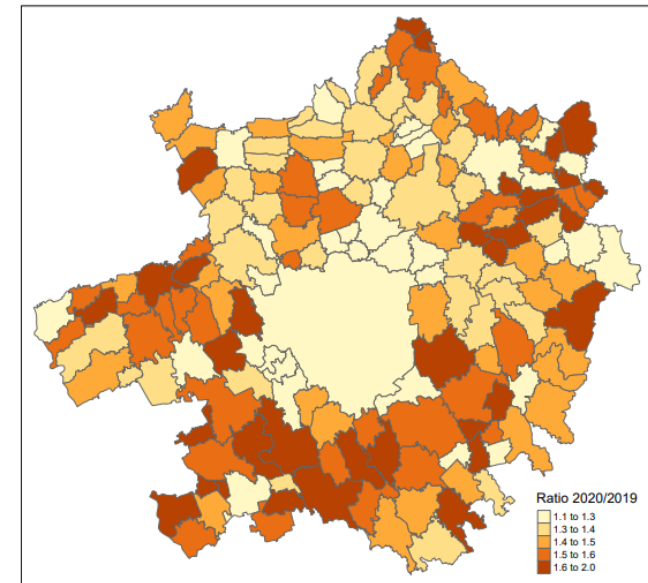
- In France, **primary school enrolments in metropolitan areas dropped by -1.7%** between 2020 and 2021.
 - Before the pandemic: the larger the city, the larger the increase!
- In Ireland **nearly 10% of workers relocated within the country** since the onset of the pandemic, with nearly two-thirds leaving Dublin (The Whitaker Institute, 2022).

Suburbanisation strengthened alongside a “re-sorting” of residents

- **Suburbanisation seems to have strengthened** particularly in cities where it was already present before the pandemic.
- At the same time, an urban “re-sorting” of residents is taking place, with more **mature residents moving to the suburbs and younger dwellers to centres.**
- In Milan there was an increase in **search activity for houses in lower-density areas**, mainly driven by a significant shift in preferences towards larger, single-family housing properties, with outdoor space.

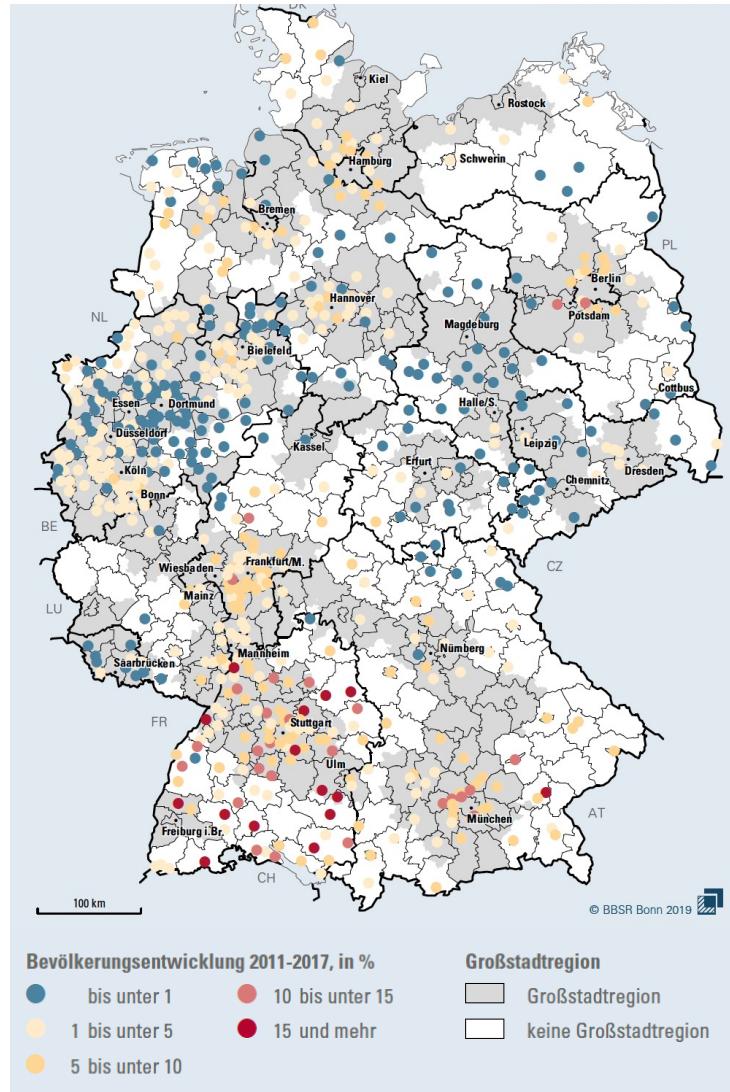
Ratio of daily housing search clicks in 2020 and 2019

Housing search data



Source: Guglielminetti, Elisa and Loberto, Michele and Zevi, Giordano and Zizza, Roberta, Living on my Own: The Impact of the Covid-19 Pandemic on Housing Preferences (June 25, 2021). Bank of Italy Occasional Paper No. 627.

Intermediary and smaller cities are gaining attractiveness



- In Germany, intermediary cities saw a dynamic development, an **already present trend** that was reinforced by the pandemic.
 - **Best performing: in the belts of metropolitan areas** such as Berlin, Munich, Frankfurt am Main and Hamburg. Baden-Württemberg and Bavaria.
- In the UK, **second-tier cities** such as Manchester and Liverpool **saw their population increase** and housing prices increased in selected villages (De Fraja, Matheson and Rockey, 2020)
- In Ireland, **coastal intermediary cities** are the preferred location for those considering relocation, with Galway and Cork being the most attractive (The Whitaker Institute, 2022).

Population development 2011-2017, in %

Source: Adam, B. and N. Blätgen (2019), Bevölkerungsdynamik und Innenentwicklung in Mittelstädten.

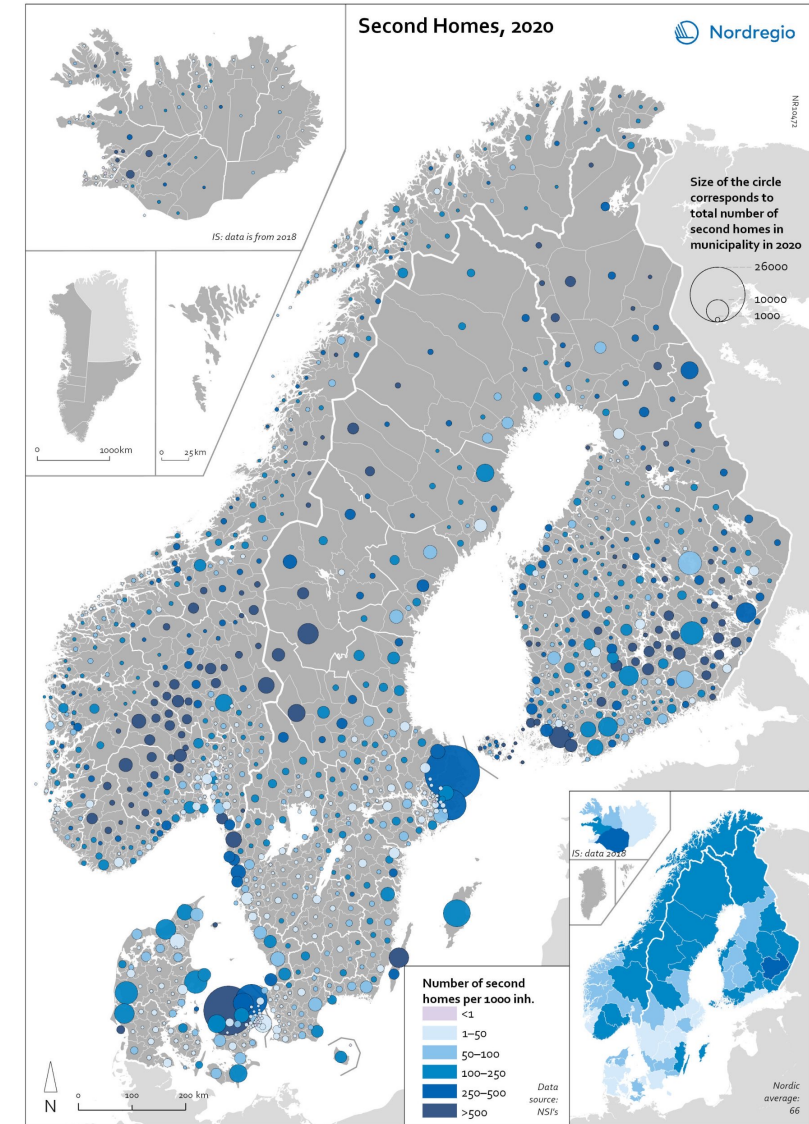
Multi-locality and the use of second homes increased

- **Multi-locality**, i.e. living and working from more than one location during the course of the year increased.
- The phenomenon increased the most in countries with a high share of **second home owners**, such as Denmark, Sweden, Finland and Norway.

Number of second homes in Nordin Countries, 2020

The size of the circle represents the number of second homes in each municipality, while the colour highlights this number in the context of the permanent population, with darker colours representing a larger number of second homes per 1 000 inhabitants.

Source: Nordregio (2022)





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New Challenges for
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Thank you for your attention!

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 **OECD**
BETTER POLICIES FOR BETTER LIVES

eurotowns 
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REMOTE WORK: OPPORTUNITIES, CHALLENGES AND POLICY OPTIONS FOR INTERMEDIARY CITIES

European Week of Regions and Cities

11 October 2022

David Burgalassi

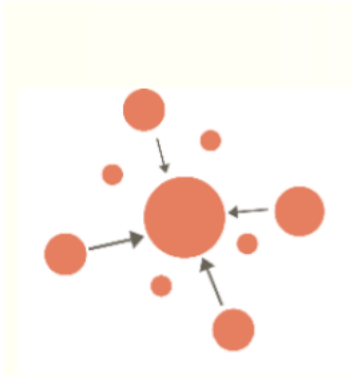
Centre for Entrepreneurship, SMEs, Regions and Cities

 @OECD_local

 www.linkedin.com/company/oecd-local

 www.oecd.org/cfe

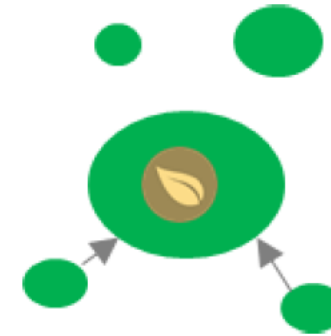
Post-pandemic scenarios of settlement patterns



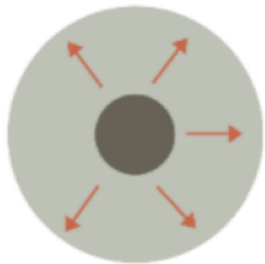
Business as usual



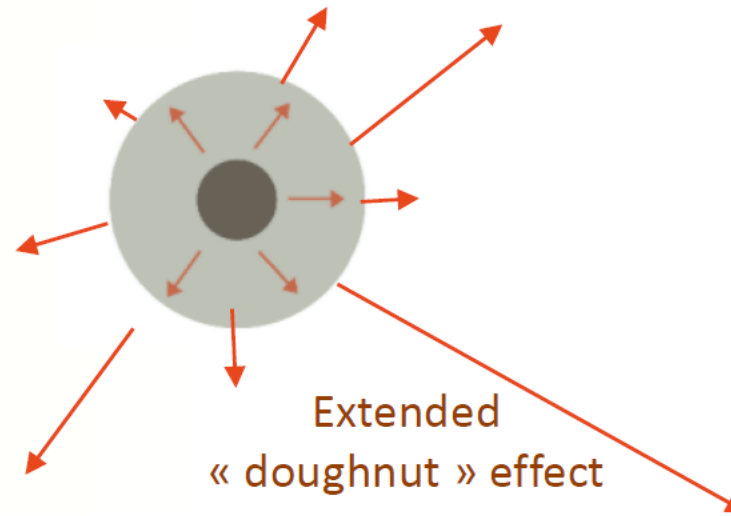
Widespread rise of rural



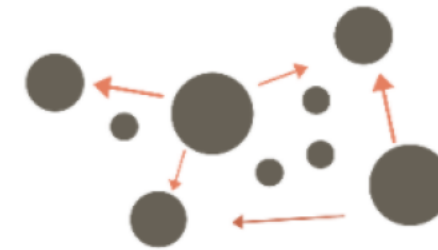
Renewal of city growth



Doughnut effect



Extended «doughnut» effect



Rise of intermediary cities

Source: Enlarged from OECD, 2021, Implications of Remote Working Adoption on Place Based Policies: A Focus on G7 Countries. <https://doi.org/10.1787/b12f6b85-en>



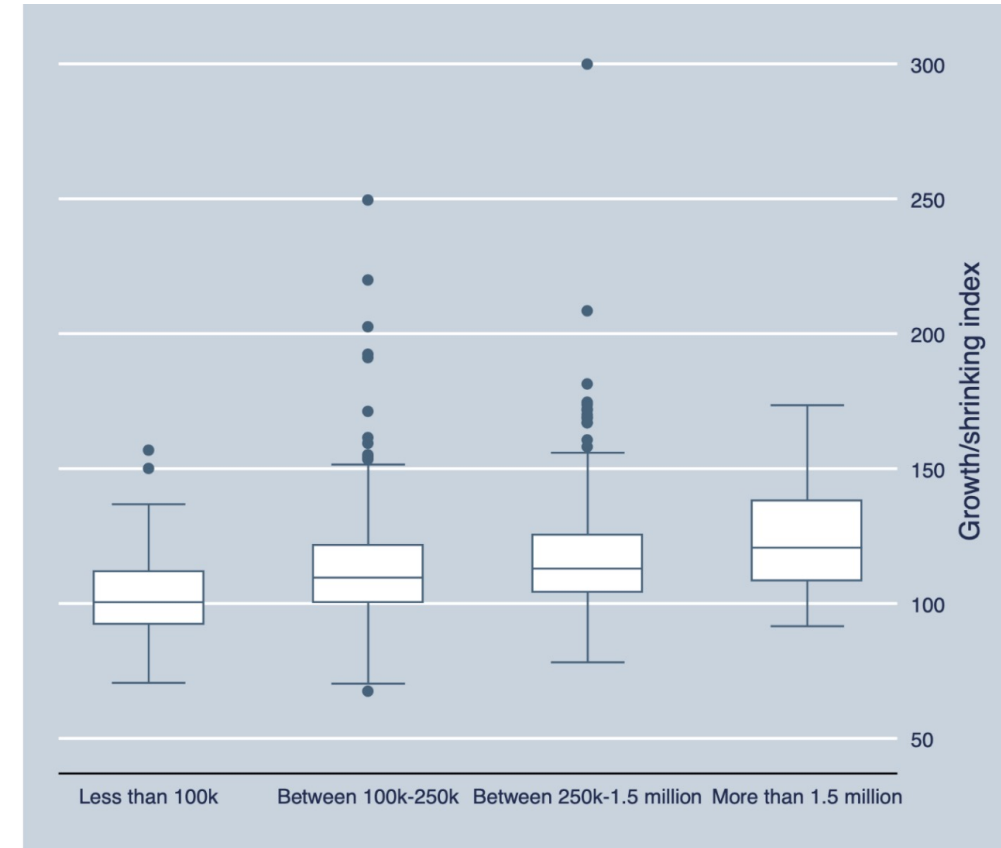
Intermediary cities as “regional hubs”

- Small and medium-sized cities....
....playing a “bridge” role: connecting metro, urban and rural areas
- On average, they can be attractive, providing a balance between living costs and benefits
- A role to provide a more balanced regional and national development and to reduce metropolitan congestion



Intermediary cities are impacted by the effects of remote work and policies need to support their adaptation

- **Highly selective relocations:** opportunities to cities with higher quality of life, accessibility and public services, while others will risk to fall further behind.
- **Risk: territorial inequalities may remain** (even widen?)
- Several countries are implementing/discussing remote work policies, but **few consider its spatial implications and the opportunities it brings to non-metropolitan areas**
- **Few “place-based” policies target intermediary and small cities specifically**



Growth/shrinking index by city size

All OECD countries, year 2020 (2001=100)

Source: Own elaboration on OECD Metropolitan database



Unlocking the potential of intermediary cities for regional development

1) Identifying functions beyond the size

- For citizens, firms, ...
- Across space (e.g. urban-rural linkages)

2) Analysing and comparing the structure and trends of intermediary cities, and their contribution to balanced regional development

3) Analysing the assets of development and well-being of intermediary cities and their urban systems, including remote working

what are the “local multipliers” of remote working adoption for cities?

Thank you!

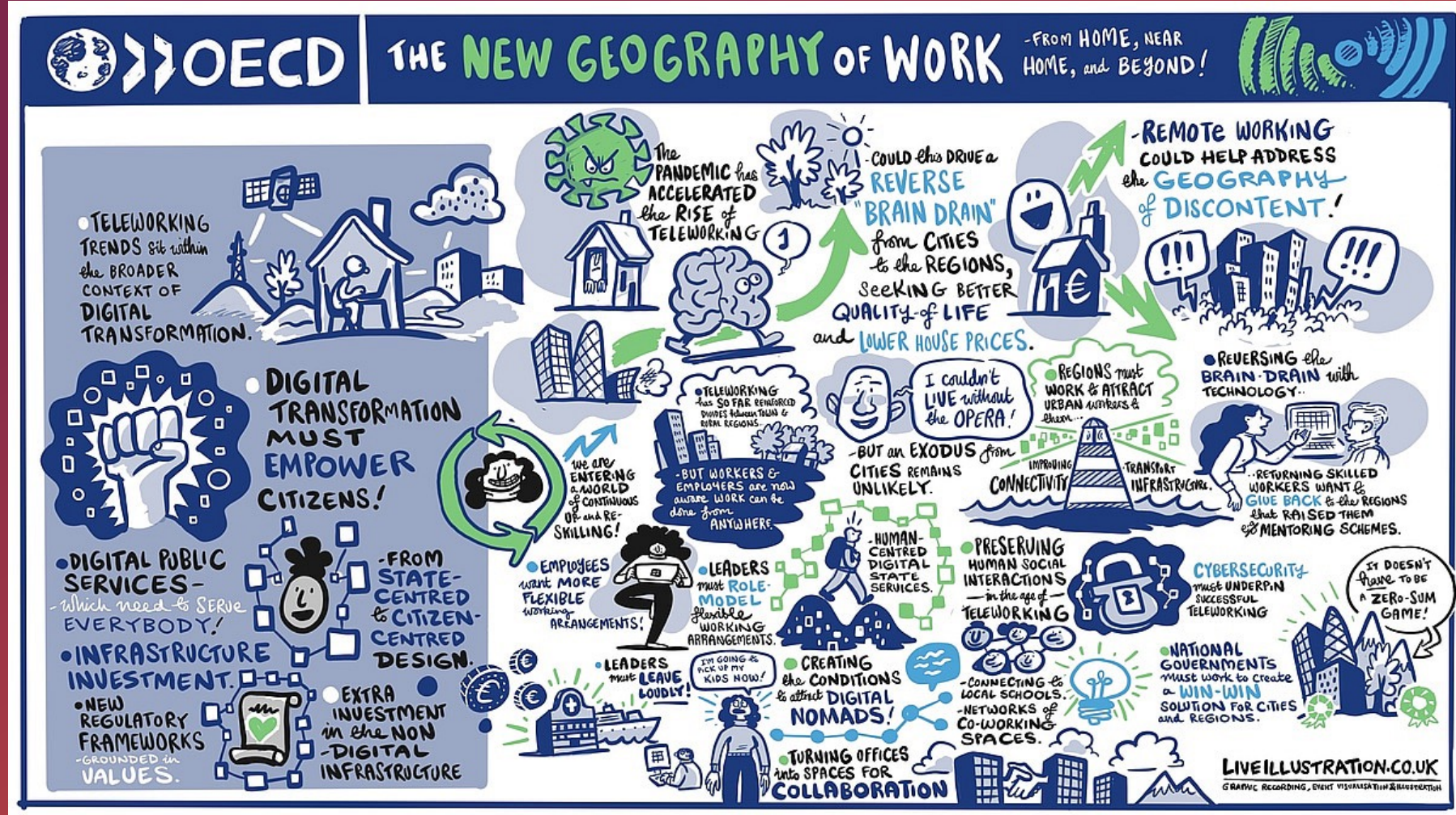


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Website: www.oecd.org/cfe



The perspectives of local administrations on opportunities and challenges of intermediary cities

Presentation by
Julian Schahl



What about medium-sized cities in Europe?

- The biggest share of the EU 27 population lives in cities (40 %, Eurostat regional yearbook, 2019)
 - Cities with **less than 250 000** inhabitants account for more than **30 %** of city residents in Europe (State of EU Cities 2016)
- Medium-sized cities represent a significant part of the EU Urban Agenda.

What about of the heterogeneity of medium-sized cities in Europe?

- Different characteristics in terms of location, dimensions and resources
- Specific approaches are necessary

What is Eurotowns?

- European network especially designed for medium-sized cities between 50.000 – 250.000 inhabitants
- 20 cities from 8 different European countries
- Established in 1991

What does Eurotowns?

- Enables best practice and knowledge transfer through thematic Task Teams → TT Innovation
 - Fosters the access to EU funding programmes and European partnerships → Focus on Smart Cities
 - Supports the development of stronger linkages in European Multi-Level Governance
- Promotes the interests of medium-sized cities at the European level

Aufzeichnung läuft ...

Die Live-Transkription (Untertitelung) ist aktiviert

Wer kann diese Transkription sehen?

19th EUROPEAN WEEK of REGIONS and CITIES 11 - 14 OCT 2021

Together for Recovery

Smaller and Medium-sized Cities - Challenges and solutions up the digital transformation

Session moderator:
Carol Thomas, Policy Advisor – Governance and Institutional Relations, Council of European Municipalities and Regions

Speakers:

- **Marie-Claire Neill-Cowper**, Head of Unit, ECON commission, European Committee of the Regions
- **Eddy Hartog**, Head of Unit, European Commission, DG CNECT, Unit C3: Technologies for Smart Cities
- **Kieran McCarthy**, President of the European Alliance Group, European Committee of the Regions
- **Andreja Lampe**, Head of ICT innovation network cluster, Slovenian Chamber of Commerce
- **Eva Älander**, Vice-President of Eurotowns and Chairperson of the Gävle City Council, Eurotowns
- **Alexandre Chafotte**, Innovation and Smart City Manager, City of Saint-Quentin
- **Paco Berta**, Head of Digital Affairs, City of Girona
- **Mika Kataikko**, Project Manager, Digital Platforms, Ecosystem & Smart City Solutions, City of Jyväskylä

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Julian Schahl - E...

Julian Schahl - Eurotowns

Eddy Hartog

Live from CoR

Mika Kataikko

#EURegionsWeek Secretariat

Noirin Ni Earcain



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Thank you for your attention!

www.eurotowns.org

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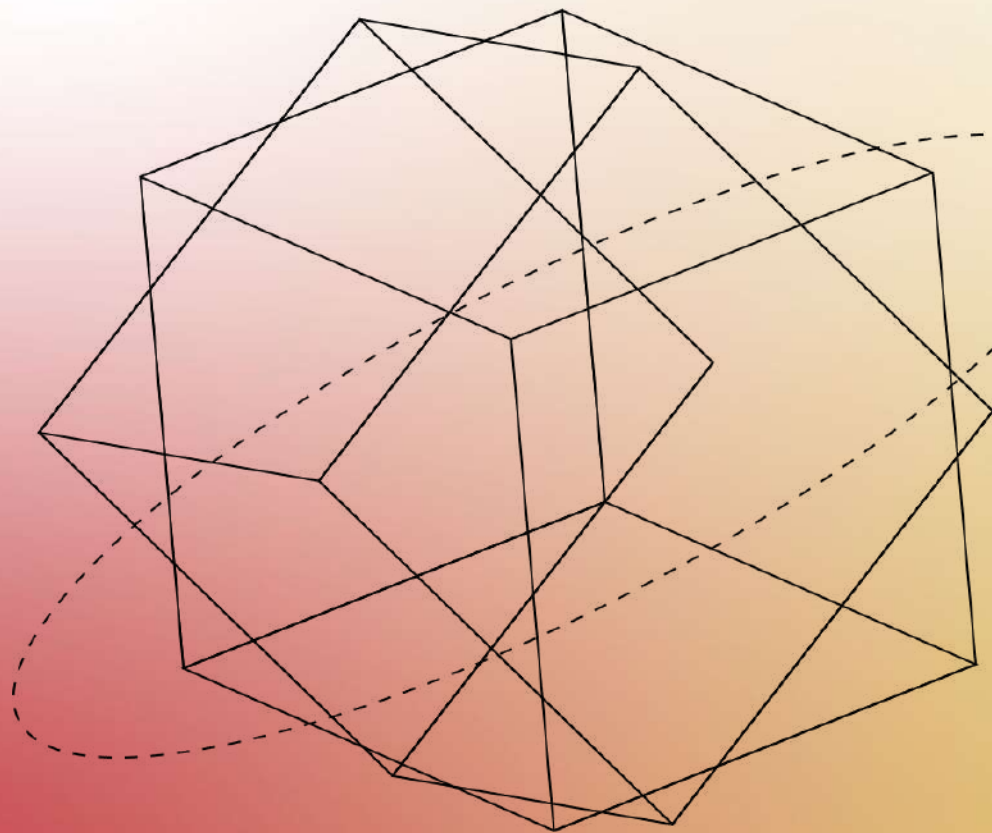
New Challenges for Europe's Cohesion

10
13 OCT.
2022



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SOUTH WORKING®

in collaborazione con



MARIO MIRABILE

SOUTH WORKING - LAVORARE DAL SUD A.P.S.
FOUNDER, VICE-PRESIDENT AND PM

Remote work and the new geography of jobs in the EU: an opportunity for intermediary cities?

Mario Mirabile

The new geography of remote work.

Changing the face of Southern Italian regions and inner areas?

La mia terra è dove poggio i miei piedi



«SOUTH WORKING» AS MULTIDIMENSIONAL TOOL TO REDUCE TERRITORIAL GAPS.

1.

Voluntary remote working in the South or in marginalized areas for companies based in the North (or in Italy)

2.

Remote workers may reinvest their salaries in Southern/marginalized economies

3.

Investments in real estate, financial investments, start-ups, volunteering...

4.

Reactivation of the economy in the South and in marginalized areas

➔ ACTIVITIES



Observatory
- research
center



Advocacy



Creation of network
and new alliances

➔ A SPOTLIGHT ON SOUTH WORKERS' PROFILE

100,000
people
remote
working
from the
South.**

25-40
years old
and highly
qualified.*

58% of
respondents
said they do
not live
where they
want.*

85% of
respondents said
they would move
to Southern Italy to
work remotely
having the
opportunity to
keep their jobs.*

1.850 respondents in the first survey results.

*(Mirabile & Militello, 2020; 2022)

**{SVIMEZ, 2020}

Trova lavoro
come south worker
con Randstad!



Vuoi lavorare dal Sud o da una località a tua scelta? Vuoi migliorare la tua qualità di vita? Scorri le immagini e scopri come fare, grazie alla collaborazione tra South Working® e Randstad Italia.

SOUTH WORKING × randstad

Collaboration between South Working and Randstad Italy

- **Over 700 requests** to work in South Working mode
- **Over 40 projects** submitted
- **61% of the Central-Northern Italy firms** would like to open an office in the Southern regions.*

*(Randstad, 2022)

MAIN TAKEAWAYS

- NO **full remotization** of workers
- NO **work-from-home**

Proposals to overcome the critical issues include:

1. the stimulus to work from **community hubs** for greater socialization and the exchange of ideas;
2. the enhancement and creation of **sustainable development projects** through the definition of a territorial governance and actions;
3. the definition of the **needs of the territory**, providing for a grassroot reconnaissance

→ COMMUNITY HUBS

9% of community hubs are located in municipalities with **less than 10 thousand inhabitants**. **64%** of those who shared information about the CHs are **coworking space managers**.

+230 CHs mapped

Legenda:

-  — Presidi che fanno parte del circuito South Working® eCard.
-  — Comuni che hanno aderito alla rete del South Working®
-  — Spazi segnalati dalla community



Elaboration by Mario Mirabile: “La Rete dei Presidi di Comunità per il South Working”.



Beehive - Valore Sud, Trapani (TP)



Casa Netural, Matera (MT)



Castelbuono (PA)



Museo Civico - Castelbuono (PA)



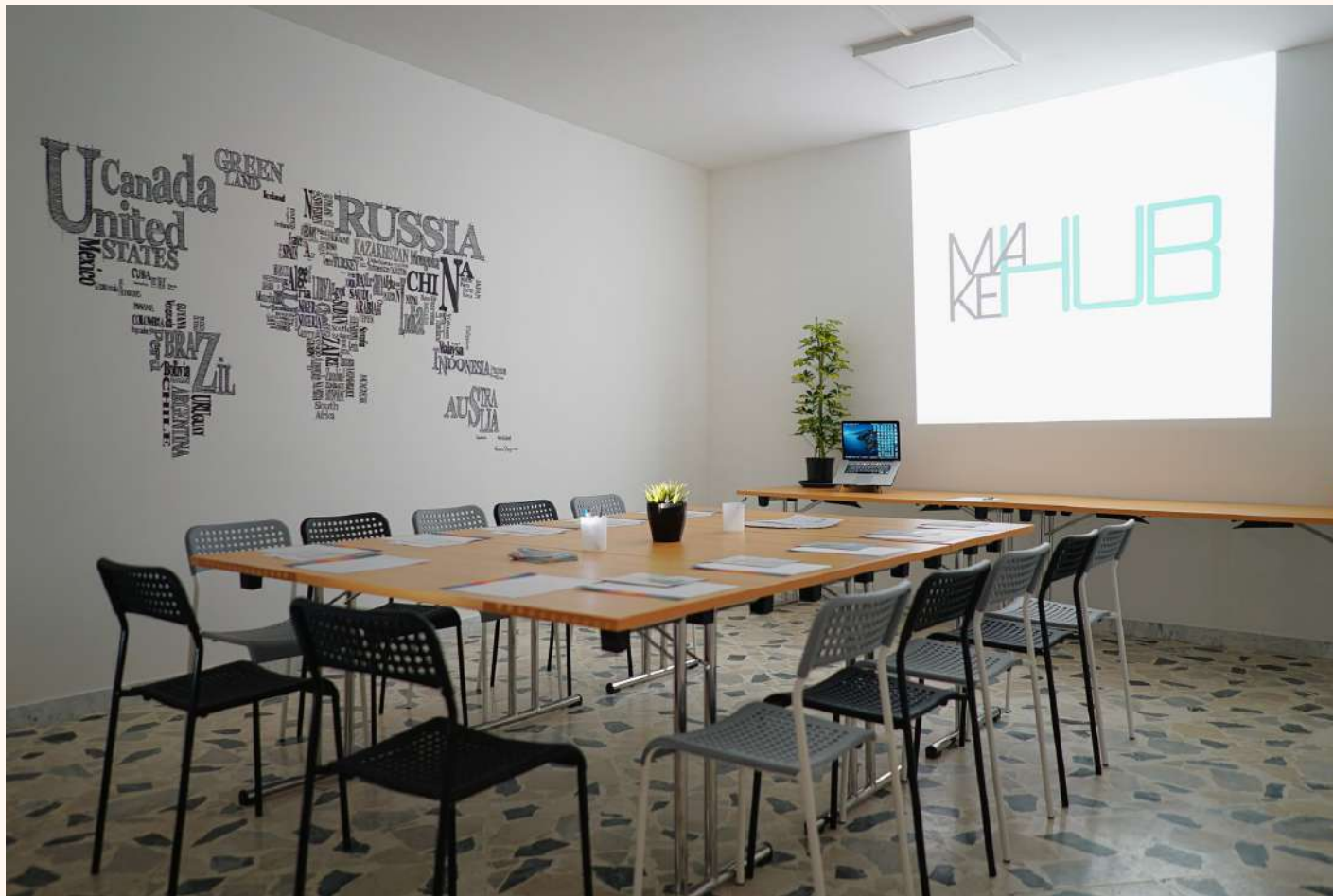
Chostro di San Francesco – Castelbuono (PA)



Casa Speciale – Castelbuono (PA)



Talent Garden - Cosenza/Rende
(CS)



Make Hub – Licata (AG)



Ente Parco delle Madonie – Petralia Sottana (PA)

THREE MAIN CRITICAL ISSUES FOR THE SOUTH WORKING ASSOCIATION

1. Long term sustainability of local development projects VS. volunteering.
2. Managing multi-actorial networks.
3. Controversial political perspective on the future of remote work.

➔ POLICY PROPOSALS & RECOMMENDATIONS

1.

infrastructures for South Working® (digital, mobility, meeting spaces).

2.

enhancement of marginalized areas.

3.

Integration to the National / Regional Smart Specialization Strategy 21-27

4.

Creation of a bridge between the world of school and that of work.

5.

attraction of human capital from abroad.

6.

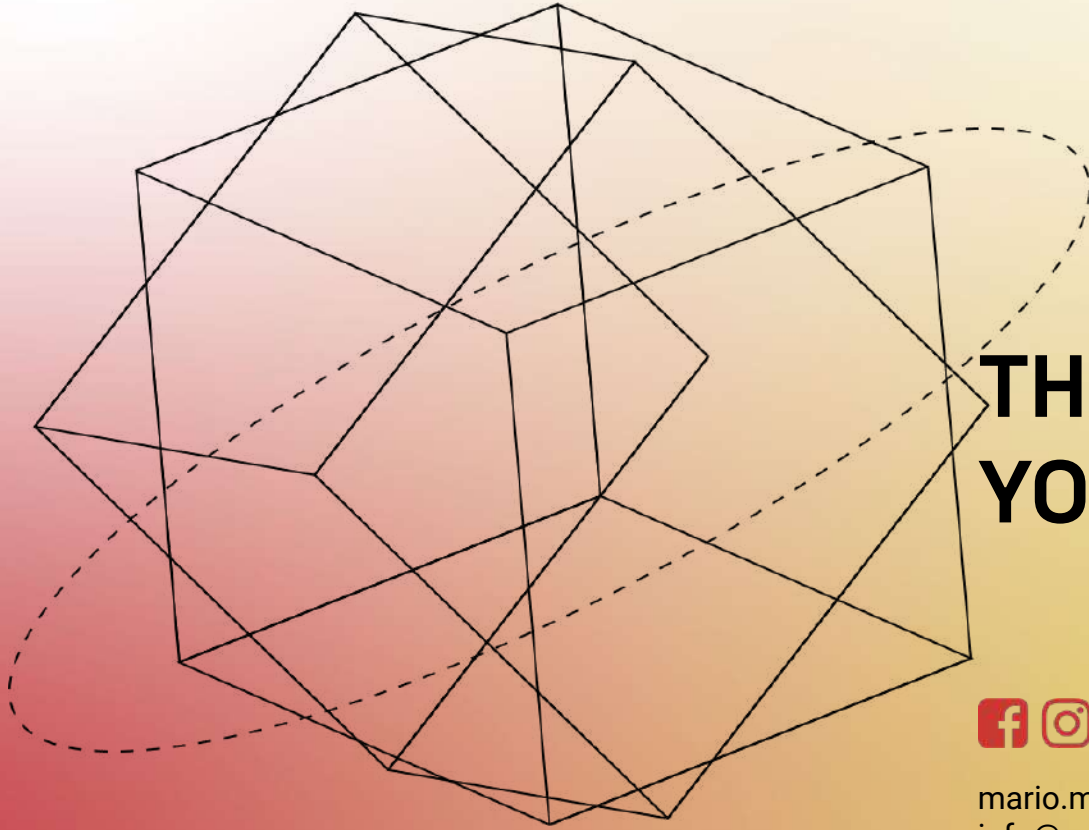
incentives for people and companies.

7.

circular mobility between the chosen workplace and the traditional one.

8.

new legislation on remote working.



**THANK YOU FOR
YOUR ATTENTION!**



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