Agenda

Promoting young digital nomads to protect nature and enhance sustainable tourism in vulnerable rural areas (PRODIGINET)

(ref. 302.5.2025.016)

Royal Queen Maria winery, Demir Kapija

23 May 2025

10:30 Welcome speech by NGO Stena Stenae

11 - 12

• Ministry of Environment and Physical Planning REPRESENTATIVE

• Mayor of Municipality of Demir Kapija, Mr. Lazar Petrov

• CEI representative for N.Macedonia-Olivera Cieva (MFA)

• Director of APPTRM (Agency for promotion of tourism of N. Macedonia) - TBD

12 - 13

Ecotourism in rural areas session

Vlado Srbinovski (NVO Balkanika, N. Macedonia)

Ugljesa Stankov (MindsEurope,Novi Sad, Serbia)

Guest speaker from Croatia (CRO Digital nomads Association)

13 -15 Lunch break

15-16

Session on ecotourism and digital tech- Next generation researchers

16 - 21

Digital nomad movies -Outdoor screening

Wreless Generation Documentary (2022)

Nomadland (2021)

Beach (2000)

<u>24 May 2025</u>

11am

- *Digital nomads and their role in protection of nature and sustainable tourism*

- *Igor Ristovski (MakGeopark Bord - Science committee, N. Macedonia)*
- *Davide Fiz (Founder of Smart Walking, Italy)*
- *Chris Cerra (RemoteBase), U.K*

  Winners of the short film competition presented.

12 - 13 Lunch break

13 - 16 (Vila Marija, Demir Kapija)

Workshop - "Attracting Digital Nomads to Natural and Rural Areas: Strategies for Local Growth", by Carmen Granito (Founder of NGO The Story Behind, Italy)

*see attachment for detailed Workshop agenda

16 - 17

Digital nomads & ecotourism benefits in Geopark Karavanke, Geopark Vis, Geopark Idrija

Closing

Object: *Technical and financial offer for a 3*-hour *workshop on how to attract digital nomads in depopulated rural areas and ignite local economy*

Workshop - "Attracting Digital Nomads to Natural and Rural Areas: Strategies for Local Growth"

Technical offer

Duration: 3 hours
Target Audience: Local governments, municipal representatives, ministries, regional office representatives, geoparks and other protected areas in the Balkans.
Concept:The workshop will be based on a combination of two elements: a) presentations of key aspects of digital nomad-led tourism and local growth and b) collaborative activities to reflect on opportunities and challenges for their own areas. During group work, participants will be guided in outlining digital nomad-based growth strategies for their areas.

Structure

0:00 – 0:15 | Welcome & Introduction
- Brief introduction
- Rural depopulation in Europe (and the Balkans).
- Importance of digital nomads as a solution to revitalising rural economies.
- Participant introductions (if the group is small) or a quick interactive poll to gauge familiarity with digital nomadism.

0:15 – 0:45 | Understanding Digital Nomads: Who They Are and What They Need
- Profile of digital nomads
- Key needs for digital nomads
- Case studies of successful rural digital nomad destinations (Madeira, Estonia, Spain & Italy)
  Group discussion: What elements of these case studies can be replicated in your area/region?

0:45 - 1:15 | Legal and Administrative Requirements
- Visa and residence permit options
- Tax policies and incentives
- Regulations around co-living and co-working spaces
  Activity: Policy Puzzle - Participants receive different policy components and must collaborate to design an ideal digital nomad visa framework.

1:15 – 1:30 | Coffee Break & Networking

1:30 - 2:00 | Creating the Right Infrastructure and Environment
- Digital infrastructure
- Housing and accommodation solutions:
- Enhancing quality of life
- Role of local businesses in supporting remote workers

Discussion in groups: Infrastructures: What are the opportunities and gaps in your areas, and how can they be addressed?

2:00 - 2:15 | Marketing and Community-Building Strategies
- How to brand rural areas as attractive digital nomad destinations:
- Using storytelling, testimonials, and targeted campaigns
- The role of local communities in fostering engagement
- Cooperation with international platforms and digital nomad networks

2:15 – 2:50 | Interactive Session: Action Plan for Local Governments & Institutions
Group work: create a 12-month roadmap for a region/area to attract digital nomads. Presentation of key takeaways from each group.

2:50 – 3:00 | Conclusion & Next Steps
- Summary of key insights and takeaways.
- Next steps for participants: follow-up actions, collaborations, and pilot initiatives.
- Final Q&A and closing remarks.

TASK
Workshop: "Attracting Digital Nomads to Natural and Rural Areas: Strategies for Local Growth"
- Development of a 3-hour workshop: content creation and design of materials.
- Delivery of the training on site and group facilitation.
- Follow-up support (on-demand): feedback sessions and additional resources.

Thank you for your interest in our work.

Carmen Granito, PhD
Director