

Digital Nomads - Opportunity for Rural Areas

Attracting digital talent and remote workers to rural
areas through digital nomad initiatives: the
Nomadland project (EU)

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| The Rural Opportunity

35M

Global Digital Nomads

Bridging the Gap

Rural Europe faces a demographic crisis: **youth outmigration** and **aging populations**. On the other side, many of digital professionals prefer nature-based working environments, escaping from cities.

Nomadland transforms this "paradox" into a revitalization strategy, turning quiet villages into high-value professional hubs.

Who is a digital nomad?



The Nomadland Project



Partnership

Co-funded by Erasmus+, connecting ID20 (Slovenia), Atperson (Spain), Udruga Prizma (Croatia), and INI-Novation (Germany).



The Nomazine

A flagship publication documenting over 20 good practices and 10 deep-dive interviews with remote talent.



The Methodology

A modular toolkit designed to analyze regional assets and build "nomad-ready" sustainable environments.

Good practices

SOIL



COCONAT (Germany)

A social catalyst hub. Proved that rural quiet + high-speed connectivity creates a "collaborative energy" for village life.

SOIL



Summer of Pioneers (Germany)

A temporary, multi-month program inviting city professionals to live and work in a rural town for free or subsidized rent.

Good practices

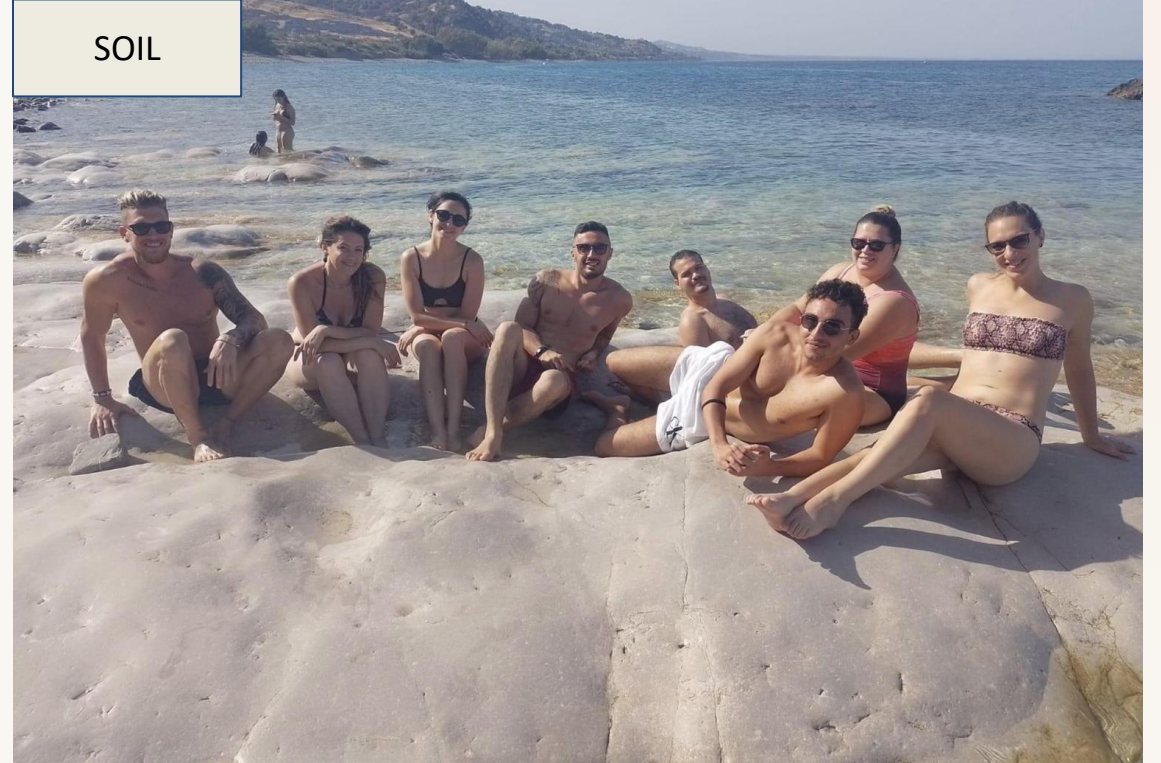
SEA



BURGAS (BULGARIA)

Utilizing existing seaside infrastructure to attract remote workers outside the traditional summer tourist season.

SOIL



TURSI

Implementing the Albergo Diffuso (distributed hotel) model, turning empty historical dwellings into interconnected workspaces.

The Mentorship Loop: Youth Work

The Digital Nomad

Brings global networks, e-commerce expertise, digital marketing tools, and modern UX design perspectives to the village.

The Local Elder

Provides deep heritage knowledge, traditional craftsmanship, local networking, and historical context for innovation.

This synergy ensures Generational Renewal by empowering local youth with global skills at home.

FOLLOW UP: SECRETOUR

Horizon Europe Project

Sustainable, engaging and creative tourism as a driver for a better future in rural and remote areas

The SECreTour pilot develops a rural heritage hub and sustainable business models to train local providers and integrate digital nomads into the community, directly countering youth outmigration by merging location-independent work with cultural preservation.





Heritage Inspired

2-WEEKS RETREAT IN SLOVENIA

for digital nomads

from 590 €

September 9 - September 26, 2026

EXPERIENCE UNIQUE UNESCO HERITAGE | IDRİJA, SLOVENIA

ID20 /



Idrija.

Questions?

Let's build a creative, connected countryside
together.

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