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# NATworking

The first network of spaces  
dedicated to work and study  
immersed in nature



# problems

## WORK & STUDY

**25%**

WORKERS IN A  
STRESSFUL SITUATION  
[SOURCE](#)

**10%**

SUFFERING YOUNG PEOPLE (12-  
25 YEARS) DEPRESSION OR  
ANXIETY  
[SOURCE](#)

## SPACES

**3,5%**

COWORKING IN INTERNAL  
AREAS (11% NORTH WEST ITALY)  
[SOURCE](#)

**22%**

YOUNG PEOPLE (6-17 YEARS)  
WITHOUT BROADBAND  
CONNECTION  
[SOURCE](#)

## INTERNAL AEREAS

**51%**

italian municipalities  
in the process of  
depopulation  
[SOURCE](#)

**60%**

UNDERUSED OR  
ABANDONED ASSETS  
[SOURCE](#)



(Sources: ISTAT (2020), SNAI, Agenzia europea per la sicurezza e la salute sul lavoro, Centro nazionale di studi per le politiche urbane)



# — positive trends

## POLITICAL FACTORS

National strategy for  
Internal Areas (SNAI)

Italian strategy for ultra-  
broadband (BUL)

Goals Agenda 2030 (UE)

National strategy for  
sustainable  
development

## ECONOMIC FACTORS

Smartworking

Sharing economy

Corporate welfare

Slow tourism

Buying properties  
outside the cities

## SOCIAL FACTORS

YOLO generation  
(You only live once)

Workation

Southworking

Work / life balance

Productivity

## TECHNOLOGICAL FACTORS

Satellite Internet (TIM)

Virtual Reality (VR)

Acceleration in  
digitization

# — solution

THE FIRST  
PLATFORM  
TO **WORK**  
**IMMERSED**  
IN NATURE



## NATworking

#network of spaces

work or study in places  
**surrounded by nature and  
comfortable**

## NETworking

#community

meet **professionals** with whom  
to **share** experiences, paths and  
**skills** in the area

## NOTworking

#wellness

**access immersive experiences**  
in nature to discover new places  
and **psychological support**



# how

PLATFORM **NATworking**  
beta version **AUTUMN 2021**

## booking // NAT

**LOCAL USER** >  
dedicated workstation  
**TOURIST** >  
overnight packages

## showcase // NET e NOT

. **leisure activities** in the area  
(culture, sport, cousine...)  
.care and support for **psycho-physical wellbeing** (counters, courses...)  
.map of the **community** of service users



NATworking NETworking NOTworking Chi siamo | Sign in



ORA BASTA LAVORARE!

CALENDARIO

Settembre	L	M	M	G	V	S	D
				1	2	3	4
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	

TUTTI GLI EVENTI

LA MUSICA DELLA RIPARTENZA

3-4-5 settembre



UNA RETE DI MENTI CURIOSI

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CONDIVIDI LA TUA ESPERIENZA



NEWS  
I racconti degli utenti

<p>IL RACCONTO DELLA NOSTRA GITA IN MOTOSCAFO</p> <p>Giulia Cerrato</p>	<p>LEZIONI DI PASTA FRESCA</p> <p>Miriam Pepe</p>	<p>UNA VISITA IN UNA CANTINA SPECIALE</p> <p>Cecilia Piazza</p>
<p>ALL'ALPEGGIOI</p> <p>Arianna Di Betta</p>	<p>VI CONSIGLIO UNA LETTURA</p> <p>Elenora De Biasi</p>	<p>BELLISSIMO APERITIVO SUL LAGO</p> <p>Chiara Guidarelli</p>



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Tutti i diritti riservati  
info@natworking.eu

SEGUICI SUI NOSTRI CANALI

ISCRIVITI ALLA NOSTRA NEWSLETTER!  
email

# — impacts

## WORK & STUDY

- reduce **work-related stress syndrome** in young people and workers

## SPACES

- decrease **committing and pollution**
- stimulate the reduction of the **digital divide**

## INTERNAL AEREAS

- curb **depopulation**
- reactivating and enhancing **public heritage**
- increase the **local economy**

# the best of

2019

winner of the call for ideas  
**Mind Club**

2020

winner of the call **GxG**  
and **NATworking**  
**APS foundation**

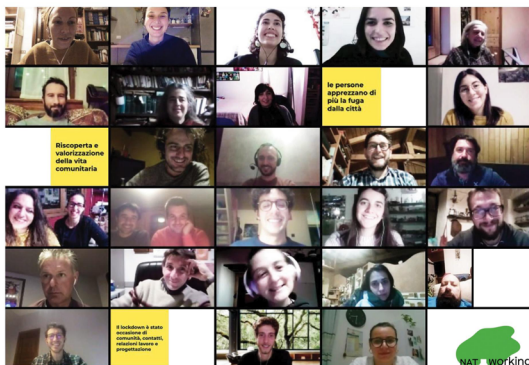


**fondazione**  
CARIGE

2021

## January - March

**.participatory path**  
online meetings with the **24 structures of private managers and public sector** in Liguria, Piemonte e Valle d'Aosta, to define the service.



## April - June

**.on-site inspections**  
meetings (finally) in presence with the managers of the 11 structures participation in the **Pilot Project** starting in autumn 2021.



## July - September

**.communication**  
narration of NATworking spaces through videos, photos and interviews.

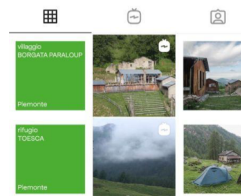
← [networking.eu](#) 🔔 ⋮



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**NATworking**  
La prima rete di spazi per il lavoro e lo studio completamente immersi nella natura 🌿  
[urismaster.org/2021/06/23/natworking-lavorare-e-...](#)  
Account seguito da [\\_\\_stefi](#), [ale.las](#) e altre 46 persone

Segui già ▼ Messaggio ▼



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# pilot project

Active

Inactive



Mountain refuge



Public administration



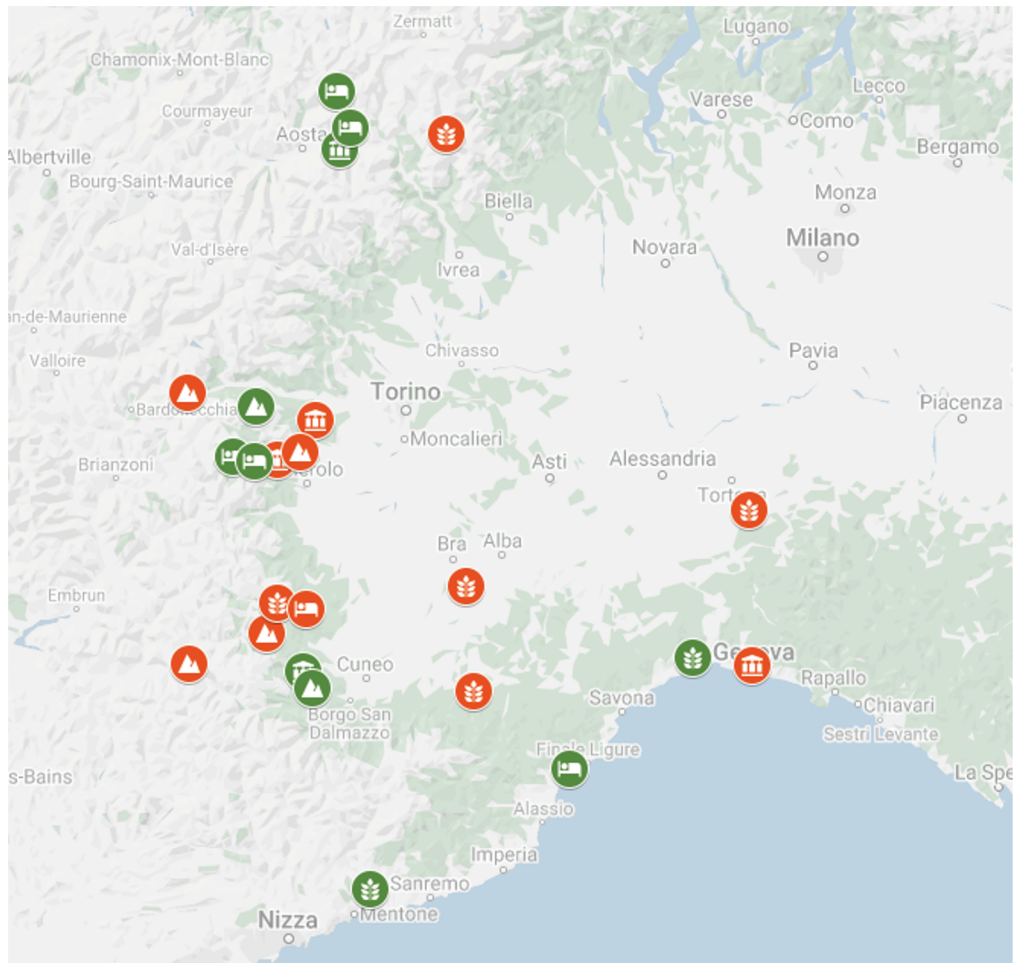
Agriturismo & farm



Guest house & hostel

11

13

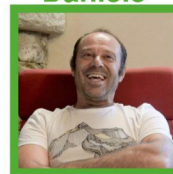




# pilot project



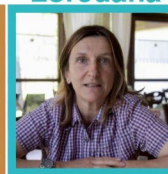
Daniele



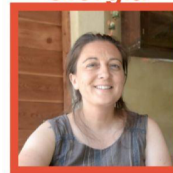
Luca



Loredana



Giorgia



Andrea



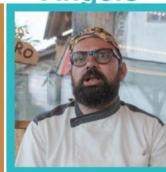
Marco



Alex



Angelo



Alessandro



Barbara



Cristina e Massimo



—  
**pilot** project / **municipality** of Saint Marcel (AO)



Keeper's house and library



Multipurpose center



Youth center



# keeper's house and library



## Where

City Hall

## Why

Unused keeper's house

## Utilities

Free WiFi

Library for children and adults

## What

Exhibition space

Co-working

## Benefits

New revenues for the PA

New services for residents



# — multipurpose center



## Where

Elderly facility

## Why

Underutilization

## Utilities

Free WiFi

Space for children

Pc workstations

## What

Multipurpose space

Co-working

## Benefits

New revenues for the PA

New services for residents



# youth center



## Where

Youth center

## Why

New services for young users

## Utilities

Free WiFi

Fridge

Relax and entertainment area

## What

Study room

Co-working

## Benefits

Attract young people

New services for residents







SAINT MARCEL  
VALLE D'AOSTA



—  
**thank you!**

**Project of**  
**NATworking APS**

*Project partner*  
*Ass. Dislivelli*  
*Coop. NEMO*  
*Alle Ortiche APS*

*with the support of*



Fondazione  
Compagnia  
di San Paolo



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