



inesto

**WE ARE A NETWORK OF  
CHANGEMAKERS**

**WHO CREATE CREATIVE EXPERIENCES  
TO GENERATE IMPACT ON PEOPLE,  
TERRITORIES AND SOCIETY**

**IN REMOTE AND BEAUTIFUL PLACES**

There will be  
**1 Billion**  
digital nomads  
by **2035**



*\* References : levels.io - Pieter Levels - nomadlist*



**+ 5.000**  
**abandoned**  
**villages just**  
**in Italy**  
**+ 65.000**  
**unused cultural**  
**heritage**

**IN USA**

# SCENARIO

**70%**

**Employees who will work remotely at least 5 days/month by 2025**

**68%**

**More attention to the mental and personal well-being of employees**

**70%**

**They would like to continue to work remotely**

**25%**

**They are changing job positions because they don't want to work in the office**

**53%**

**They would like to work from different locations despite a decrease in salary**

**40%**

**He is planning to leave his job within the next three to six months**

\*Fonti:  
• *The Great Resignation* - Texas A&M University's Mays Business School - Anthony Klotz  
• *Harvard Business Review: The Uncertain Future of Corporate HQs* - Richard Florida

**PROBLEM**

# ineffective long-term policies

**1**

**sociological  
and urbanism  
expertises**

**2**

**short-term  
impactful  
programs**

**3**

**test  
long-term  
solutions**



**SOLUTION**

**Inesto creates**  
**impact**  
**and regenerates**  
**territories**  
**through**  
**cultural and**  
**CSRD projects**



With a platform and software to measure the impact of our services on individuals and communities, delivering data-driven insights for sustainable development.

## START-UP DESCRIPTION

Inesto is an innovative social benefit start-up that develops CSRD projects and measures their impact. Its mission is to develop a proprietary digital platform to quantify and certify the impacts generated by territorial and social regeneration projects, especially in marginal and rural areas.

It is aimed at companies, public bodies and investors interested in valorizing their sustainability and social responsibility initiatives through projects and reports. Thanks to metrics and algorithms under development with academic partners, it is able to measure impacts, particularly cultural ones, generating certificates according to international standards.

The team has multidisciplinary expertise in regenerative experience design, cultural hub management, placemaking and sustainable tourism for rural areas. It promotes remote work with a view to the revitalization of small villages, offering concrete solutions to local administrations and communities.

The model places local communities at the center, actively involving them in all project phases. Participatory workshops are organized to map resources, and stakeholders and co-design the destination vision. Communities take the lead in providing authentic services and experiences, cultural visits, craft workshops and food and wine tours. Residents are involved in urban regeneration activities, such as the recovery of disused public spaces. The governance of the organization involves constant dialogue with local administrations to ensure sustainability

Inesto has already successfully replicated its territorial regeneration model in several locations in Italy, Spain, Portugal, France and Switzerland. There are currently 4 co-living hubs in Sicilian villages, 1 in Sardinia, 1 in Liguria, 2 in Spain and 1 in Portugal. This proven ability to replicate in different rural areas demonstrates the robustness of Inesto's approach and its adaptability to heterogeneous territorial contexts.





**CHOOSE  
YOUR  
EVENT**

**Retreats**  
*3-14 days*

**Workation**  
*1-3 months*

**CSR packages**  
*1-3 months*

**Consultancy**  
*3-6 months*

**Creative  
residency**  
*1-4 weeks*

**MEASURE  
YOUR  
IMPACT**

**REPEAT**





Destination design e  
Strategy planning per The  
Break Fellowship in Galizia

## PROJECT DESCRIPTION

As an innovative digital platform, it aims to regenerate Europe's rural and marginal areas in a sustainable way, combating phenomena such as depopulation and abandonment. The objective is to stimulate the socio-economic development of these territories through a regenerative tourism model based on remote work and the active involvement of local communities.

Prevalent activities include:

- Booking of coworking stays, coliving and experiential retreats in regenerated villages and structures;
- Advising organizations and companies on measuring and reporting on social, environmental and economic impacts;
- Designing and managing residential programs aimed at redeveloping disused cultural heritage and public spaces, generating employment and social inclusion.

The proprietary digital platform, accessible via web and mobile app, integrates several key functionalities: online booking, operational management, data collection, and impact reporting certified according to international standards. This makes it possible to objectively quantify and communicate the effects of activities on communities, the territory and the environment, thanks to innovative metrics developed with academic partners and Artificial Intelligence algorithms.

Inesto intends to address the critical issues of depopulation, degradation and abandonment that afflict many rural and marginal areas in Italy and Europe. These phenomena trigger a vicious circle of socio-economic impoverishment and loss of cultural and environmental heritage. Inesto aims to reverse this trend, creating job opportunities and sustainable development through regenerative experiential tourism, with the active involvement of local communities that are too often marginalised. The aim is to rebalance the anthropisation of the territory and preserve its biodiversity, while protecting the traditions and knowledge of rural populations.

# TRACK YOUR IMPACT

WE MEASURE THE IMPACT OF ALL OUR PROJECTS AND EVENTS.  
AND WE HELP YOU WRITE YOUR ANNUAL REPORT,

OUR REPORTS ARE DESIGNED TO BE ATTACHED TO YOUR  
MARKETING COMMUNICATIONS. ALL YOU HAVE TO DO IS INCLUDE  
THEM IN YOUR SOCIAL REPORT AND LET THE WORLD KNOW  
ABOUT YOUR COMMITMENT.

WE SUPPORT YOU ON YOUR CHANGE PATH, HELPING YOU  
IMPLEMENT CONCRETE PROJECTS FOR YOUR BUSINESS, ACTING  
MEASURABLE ACTIONS AND PROVIDING YOU WITH THE TOOLS TO  
COMMUNICATE THEM IN THE BEST POSSIBLE WAY,

DRIVEN BY THE DESIRE TO CREATE PATHS OF COLLECTIVE  
REGENERATION, KINDNESS AND HAPPINESS

[READ OUR MANIFESTO](#)

4 BUDGET IN 1



## + 8 VILLAGES

We work permanently with more than 8 villages and hamlets in Europe to create widespread coliving and creative hubs

## + 60 NESTS

We carefully select structures with which we jointly create paths of social innovation and regeneration

## + EXPERIENCES

Ecovillages, Boutique resorts, Social farmhouses, Glamping, Vintage boats  
We value diversity by making it inclusive

\*analisi sui principali competitor del settore



# WHAT MAKE US DIFFERENT

**+ Impact**  
**+ Sustainability**  
**+ Urban and social regeneration**

# STRATEGY



## Customers

Solutions for groups

Repeatable events

Loyalty

1 Membership + Locations

## Community network

Sustainable tourist destination design

Number of hours of corporate  
volunteering

Long-term local projects

## LOCATION INDEPENDENT

## RURAL AREAS

**Companies**

**~ 30% margin**

**B2B**

**Customers**

**~ 20% margin**

**B2C**

**Consulting  
design**

**per project**

**B2B + PA**

**Commission  
venues**

**3-5% affiliation**

**B2B**



**WHAT WE  
GIVE BACK**

**~5%  
REVENUES  
Social Benefit**

**for regeneration projects  
and creative residences**

# FROM CONNECTION TO RELATIONSHIP

Meditation trekking  
Gran Canaria  
Autumn 22



Surfing  
Team building  
Gran Canaria  
Autumn 22



Team empowerment  
Sicily  
Summer 2021



Paillettes Fiesta  
Galizia  
Spring 22



Community  
Social Dinner  
Galizia  
Autumn 22



Nature POV  
Team building  
Gran Canaria  
Autumn 22



Thai massage  
Piemonte  
Autumn 21



Lacework  
Embroidery  
Workshop  
Galizia  
Summer 22



## WORKATION

Coliving e coworking in luoghi unici e autentici. Unisciti ai nests per la tua workstation di lavoro e fatti coinvolgere dalla comunità locale per creare un impatto.

## RETREATS + TEAM BUILDING

Il tempo che ti serve per ricaricarti e scoprire nuove realtà. Perfetto anche per il tuo team building aziendale o creativo.

## CSR

Coinvolgi attivamente i tuoi stakeholder e condivi il tuo impegno con i nostri percorsi e progetti di rigenerazione urbana e innovazione sociale.

## WELFARE

Sostieni i tuoi dipendenti con un voucher per una delle nostre esperienze.

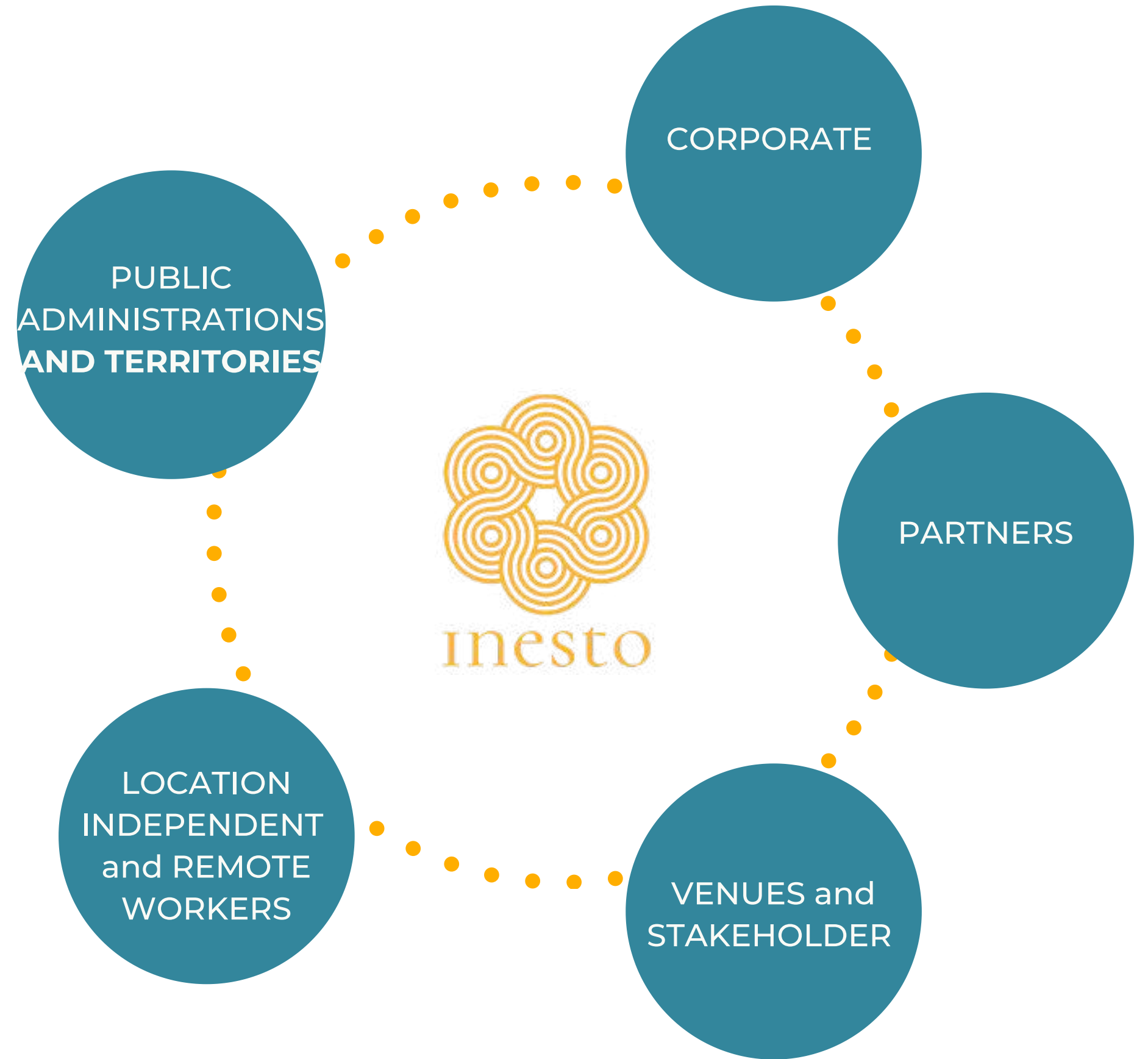
## TAILOR MADE

Parla insieme a noi dei tuoi obiettivi e costruisci un pacchetto su misura per le tue esigenze.

# Inesto's Blue Ocean



Inland and rural areas  
Italy and Europe





# Destinations

**Internal areas**

**Unique and remote places**  
**12 months non stop service**  
**Work life balance**  
**Community**



# Impact

**Benefit company - B Corp**  
**Urban regeneration**  
**Co-design**  
**Social regeneration**  
**Social impact**







Workshop di teatro e laboratorio di danza nell'area archeologica di Segesta

# NETWORKING

Inesto has a consolidated network of strategic partnerships in the territories where it operates. It actively collaborates with local administrations in 9 Italian (Sicily) and Spanish municipalities to create a new sustainable tourism destination. It also works closely with small associations, universities (e.g. PoliMI, San Raffaele University Rome, UNSW, ImpactHub), research institutions and start-ups throughout Europe to develop regenerative projects. This dense network of local actors is crucial for the involvement of communities and the realization of concrete social impact.

Inesto has already successfully replicated its territorial regeneration model in several locations in Italy, Spain, Portugal, France and Switzerland. There are currently 4 active co-living hubs in Sicilian villages, 1 in Sardinia, 1 in Liguria, 2 in Spain and 1 in Portugal. This proven ability to replicate in different rural areas demonstrates the robustness of Inesto's approach and its adaptability to heterogeneous territorial contexts.

The team has participated in various incubation programs such as the CLIC of the Polytechnic Foundation, POLIHUB and AFOL Metropolitana (18 months), a pathway with Tallin Inkubaator (4 months), one for social cooperatives COOPSTARTUP (4 months), a program of EOI and Impact Hub Madrid (6 months) with one month in Spain, four people from the team were selected for the EYE program, Erasums for young entrepreneurs (6 months) and was selected for an acceleration program at Station F in Paris.

Inesto has a strong interest and great potential to scale up further its socio-cultural regeneration project on a large scale, expanding into new European regions and countries. The strategic objective is to become the leading European reference point for hybrid/remote work in the revitalization of marginal areas. Over the next five years, Inesto aims to involve at least 50 municipalities and 5,000 companies/workers, regenerating 20 small villages across Europe.

# TRACTION

## 20 Partnership

With business and nonprofits in Europe

## 9 villages

in Europe

## 60 venues

Worldwide

## 24 freelancers

work with us

## 7 Public Administrations

work with us in Italy, Portugal, Switzerland and Spain

## 5 Universities

collaborate with us from Italy, Switzerland and Australia

## 1 Grant EU

To train village and inland area facilitators

## 10 Creative residencies

Funded by EU grants and CSR projects.

## 3 public grant PNRR

To create a HUB for location independent and digital nomads in rural areas

## 319 pre booking

with waiting list in 2022

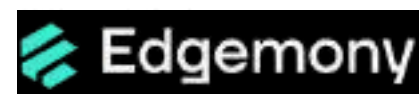
## 3 pilot events

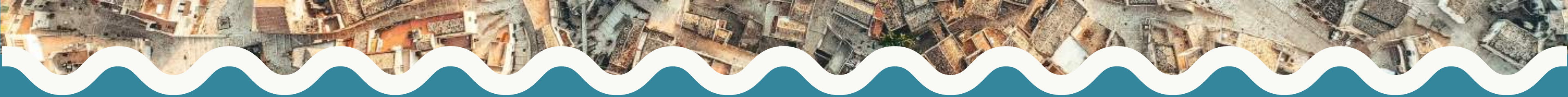
in 2023

## +30k presales

in 1Q - 2023

# COMMERCIAL e PUBLIC PARTENERSHIP





# PROJECTS

## DESTINATION DESIGN: COLIVING AND COWORKING IN RURAL AREAS

nesto is leading the regeneration of rural areas through the creation of widespread coliving and coworking for digital nomads.

Our holistic destination design approach improves the quality of life for both existing residents and remote workers.

The first pilot projects are villages in northern Spain and southern Italy, where we are converting underused buildings into sustainable living and working spaces.

Coliving residents will have access to shared services while contributing to community initiatives. The coworking areas will attract digital professionals to reside in the medium and long term, strengthening local economies.

## ART RESIDENCY LAB: URBAN AND RURAL CONNECTION

This exchange programme fosters cultural connections between towns and villages through artistic residencies. We match local and international creatives with small rural communities, facilitating residency stays of one month or more.

Artists live and work on-site, collaborating with residents on public art projects, workshops and exhibitions.

Residency programmes help diversify rural economies, as artists' visits result in additional spending on the land. Community surveys also indicate that residencies improve the quality of life through new cultural experiences and opportunities for intergenerational exchange.

## CAAS: CULTURE AS A SERVICE

The Caas model activates unused public spaces through temporary cultural and artistic programming. We transform underutilized assets into community hubs where local talent and creative enterprises can flourish.

In the municipality of Meaus, Galicia, an abandoned school was transformed into a cultural center thanks to a Caas partnership between Inesto and the municipality. The space has hosted art performances, handicraft markets and skills transfer workshops.

By bringing empty buildings back to cultural life, Caas helps counter urban decline by enriching social life. The results demonstrate how culture can play a public service role with significant impact, thanks to innovative strategies of place redevelopment that drive local development and nurture a sense of community.



## PAOLA BALDUZZI

Female Founder  
CEO Start up  
No Profit Association President  
Bachelor's Degree in Architecture  
Master in Design  
MBA in Ethical Business  
Business Strategist  
Digital Nomad since 2016



## STEFANO MANGIAROTTI

Mba - project manager



## ALESSANDRA SPANO

retreats coordinator



## VIRGINIA BAILON

retreats and impact  
coordinator



## STEFANO LADDOMADA

Project manager Sicily and  
Sardinia



## ANDREA BADALAMENTI

europrogettista - project manager



## JELA RAVNICK

HR specialist , europrogettista -  
project manager



### COLLABORATORS

5 MBA manager  
6 Project Manager  
3 European Projects Designer  
1 Creative Designer  
7 External Team Coordinator  
1 PhD Sociology for remote areas

### MENTORING:

Sergio Pirotta - PoliHub  
  
Nele Plutos - Tallin Creative  
Inkubaator  
  
Arianna Vignati - UNSW - San  
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### INCUBATIONS



### IN CONVERSATION WITH:

Public administrations  
International companies and  
incubators



**Remote is  
only the  
place.**



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