



REVITALIZING RURAL REGIONS:  
A COLLABORATIVE APPROACH TO  
CULTURAL AND SOCIAL  
REGENERATION





# CONNECTING COMMUNITIES AND CULTIVATING PLACES

INESTO'S MISSION IS TO REGENERATE COMMUNITIES BY CULTIVATING HUMAN AND SOCIAL CAPITAL.

We believe that bringing diverse creatives together through impactful experiences can drive rural renaissance.

Our vision is to breathe new life into undervalued places by co-designing initiatives with locals and public administrations that boost quality of life, opportunity, and connection to culture. Through **collaborative projects** like art residencies, coworking hubs, and coliving villages, we aim to **catalyze economic and social progress**. By fostering **cross-sector partnerships** and **measuring our impact**, we hope to establish **replicable models** of inclusive regeneration.

Working with engaged Stakeholders and forward-thinking administrations, we can help communities unlock their untapped creative potential and pave the way for sustainable prosperity.



Documentary realized  
under Culture Moves  
Europe mobility scheme -  
Stefano Laddomada

people

# SCENARIO

places

MONDO

There will be  
1 billion  
of digital nomads  
by  
2035



ITALIA

+ 5.000  
Villages in a state of  
of abandonment  
+ 65.000  
cultural properties  
in disuse



USA

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

+ 50-150%

Improving residents' sense of community and  
well-being by increasing the use of public spaces

70%

Attracts new residents, businesses and  
investment to the areas where it is implemented

+ 150-200%

time of visitors' stay

+ 50%

return rate

\*Fonti:

• Project for Public Spaces  
pps.or

• The Great Resignation - Texas A&M University's  
Mays Business School - Anthony Klotz  
• Legambiente - Riusiamo l'Italia

• levels.io - Pieter Levels - nomadlist  
• Harvard Business Review: The Uncertain Future of  
Corporate HQs - Richard Florida



Community  
volunteers  
Galizia  
Spring 22

Community  
exchange  
Gran Canaria  
Autumn 22

Corporate retreat  
Gran Canaria  
Autumn 22

Rural Festival  
Galizia  
Spring 22

Erasums TC  
Liguria  
Autumn 22

Cross-generation  
activities  
Galizia  
Spring 22

Destination design  
Galicia  
Summer 23



# DESTINATION DESIGN AND PLACEMAKING

Through our **destination design work**, Inesto aims to breathe new life into rural places.

We take a **holistic, community-centered approach to territorial regeneration and social innovation**. Through cultural initiatives that enhance local value and vibrancy, we aim to **revitalize destinations and empower residents**.

Some of our signature initiatives include **placemaking projects** that activate **underused public spaces, pop-up coworking and coliving hubs** that attract digital nomads, training courses, and cultural events showcasing local artisans and international artists.

Case studies from our work with municipalities across Italy and Europe demonstrate how these initiatives have **increased off-season tourism, boosted local pride, and brought economic opportunities** to residents..

Examples include the revival of an abandoned village in Galicia through an artist residency program and the transformation of another village in Sicily into a vibrant community hub hosting digital nomads and creative performances.

By leveraging the untapped potential of the cultural landscape, **Inesto helps communities develop sustainable models of social enterprise and inclusive growth**.





## COMMUNITY-CENTERED DESIGN

Through participatory workshops, we co-create solutions that empower locals, celebrate culture, and boost well-being

## CROSS-SECTOR COLLABORATION

By facilitating partnerships across public, private, and community sectors, we unlock new resources and opportunities for growth

## GLOBAL PERSPECTIVES, LOCAL IMPACT

Our international network of experts and partners enriches local initiatives with diverse ideas, while case studies share replicable models

# DATA-DRIVEN REGENERATION

## HOW WE EVALUATE AND OPTIMIZE OUTCOMES

Inesto rigorously quantifies the impact of our work through validated frameworks.

We measure contributions to jobs, sustainability, well-being, and UN Sustainable Development Goals. Customized assessments evaluate tangible outcomes like increased tourism revenue alongside intangible benefits to community well-being and engagement. Case studies show our holistic regeneration approach delivers real returns.

For example, our artist residency program in rural Galicia resulted in a 30% increase in cultural visitors and the establishment of a coworking space. Through participatory co-design workshops involving local stakeholders from the outset, we worked with communities to envision place-based solutions that harnessed their creativity and entrepreneurship.

we involve local stakeholders in envisioning place-based solutions from the outset. Impact data and stakeholder insights help refine our projects as well as our models of place-based codesign, strategic funding, and global connections - from reviving villages to enabling coworking hubs that energize spaces.





Youth exchange  
Gran Canaria  
Spring 22



Corporate  
Team building  
Gran Canaria  
Autumn 22



Youth team  
empowerment  
Sicily  
Summer 2021



Rural Festival  
Galizia  
Spring 22



# MANY VOICES, SHARED VISION

INESTO BELIEVES THAT COMMUNITY-  
LED INITIATIVES HAVE THE GREATEST  
CHANCE OF SUCCESS.

Our co-design process brings together diverse stakeholders—from local residents and business owners to public bodies and international partners—to envision how projects can best serve community needs and aspirations.

Through participatory workshops, projects, and strategies design, we collaboratively establish goals, identify resources, and develop action plans to ensure regenerative solutions are sustainable and have long-lasting impacts.

This inclusive approach builds local ownership and empowers communities to be drivers of their own development.

Community  
Social Dinner  
Galizia  
Autumn 22



Erasmus YE  
Team building  
Liguria  
Autumn 22



Cross sector  
meeting design  
Galizia  
Spring 23



Lacework  
Embroidery  
Workshop  
Galizia  
Summer 22







# CULTIVATING TALENT THROUGH CROSS-SECTOR TRAINING

INESTO IS COMMITTED TO EMPOWERING COMMUNITIES WITH IN-DEMAND SKILLS FOR THE FUTURE.

Through strategic partnerships, we develop need-based training programs, internships, and workshops focused on sustainability, hospitality, arts entrepreneurship, and other culturally rich industries. Our collaborative approach brings together public funding, private sector expertise, and grassroots insight to design an accessible, locally relevant curriculum.

By investing in human capital development, we aim to nurture livelihoods, attract new talent, and energize the social fabric of destinations for years to come.

Destination design and  
Strategy planning realized  
under The Break Fellowship  
in Galizia

# CURRENT IMPACT PROJECTS

## DESTINATION DESIGN FOR COLIVING & COWORKING VILLAGES

Inesto is leading the regeneration of remote rural areas through the establishment of distributed coliving and coworking hubs for digital nomads. Our holistic destination design approach enhances the quality of life for both existing residents and remote workers.

The first pilot locations are villages in Northern Spain and Southern Italy, where we will repurpose underused buildings into sustainable living and working spaces. Coliving residents will have access to shared amenities while contributing to community initiatives. Coworking areas will attract remote professionals to reside long-term, boosting local economies.

## ART RESIDENCY LAB: CONNECTING RURAL & URBAN

This exchange program fosters cultural connections between cities and villages through artist residencies. We match local and international creatives with rural communities, facilitating month-long residencies in vacant buildings.

Artists live and work onsite, collaborating with residents on public art, workshops, and exhibitions.

Residency programs help diversify rural economies, as artist visits translate to additional local spending. Community surveys also indicate residencies boost the quality of life through new cultural experiences and opportunities for intergenerational exchange.

## CAAS: CULTURE AS A SERVICE

Caas model activates vacant public spaces through temporary arts and cultural programming. We transform underutilized assets into community hubs where local talent and creative enterprises can thrive.

In the town of Meaus, Galizia, an abandoned school was transformed into an arts center through a Caas partnership between Inesto and the municipality. The space hosted art performances, artisan markets, and skills-sharing workshops.

By breathing new cultural life into empty buildings, Caas helps combat urban decline while enriching social life proving that culture can act as an impactful public service, with creative placemaking strategies driving local development and pride.



# CATALYZING CHANGE THROUGH COLLABORATIVE FINANCING

INESTO DESIGNS BESPOKE FINANCING SOLUTIONS  
TAILORED TO EACH COMMUNITY AND PROJECT CONTEXT.

Leveraging a diverse toolkit including EU and national funds, impact investments, CSR partnerships, crowdfunding, and more, our holistic strategies foster international exchange networks involving corporate sponsors, foundations, and public-private collaborations.

A core strength lies in our expertise in navigating complex funding landscapes to mobilize resources from the EU, national, and local levels. Recent work crafted a tailored strategy blending PNRR, European grants, and regional development funds supporting skills training, creative residencies, and regional development in rural Galicia.

Through action research exploring regenerative models like transitory urbanism, our growing body of work in France generates insights and case studies informing the strategic design of bespoke, blended funding solutions. By combining tools and cultivating cross-sector relationships, we enable sustainable long-term strategies empowering communities to thrive.

Destination design and  
murals realized under  
Culture Moves Europe  
mobility scheme



# CONNECT WITH INESTO

CONTACT US TO DISCUSS INITIAL PARTNERSHIP MODELS AND THE NEXT STEPS IN REALIZING SHARED VISIONS.

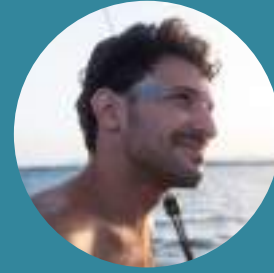
LET'S SCHEDULE AN EXPLORATORY MEETING TO SPARK IMPACTFUL COLLABORATION



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[Book a call](#)

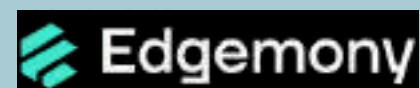


# Remote is only the place.



## WE CREATE IMPACT TOGETHER WITH

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REGIONE AUTONOMA DE SARDIGNA  
REGIONE AUTONOMA DELLA SARDEGNA

