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COWORKING I SVERIGE

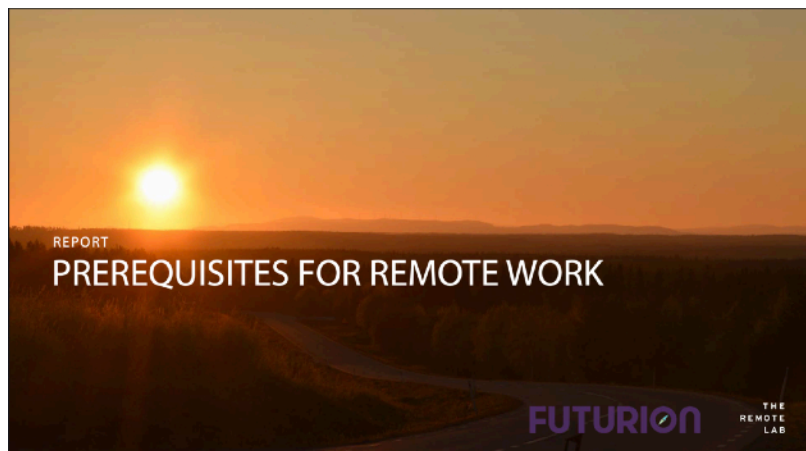
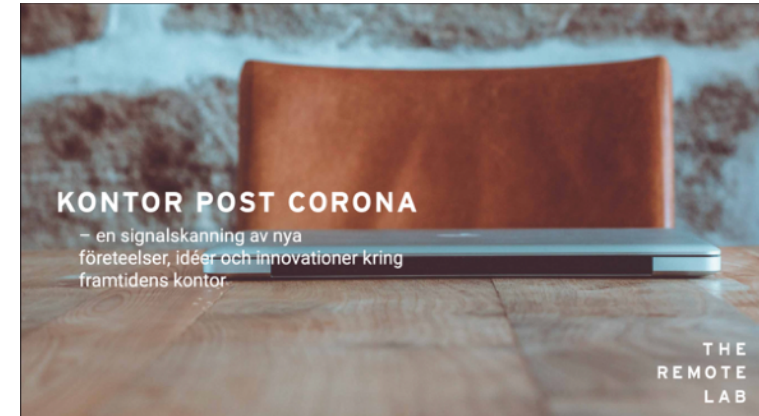


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SAM
VERKET



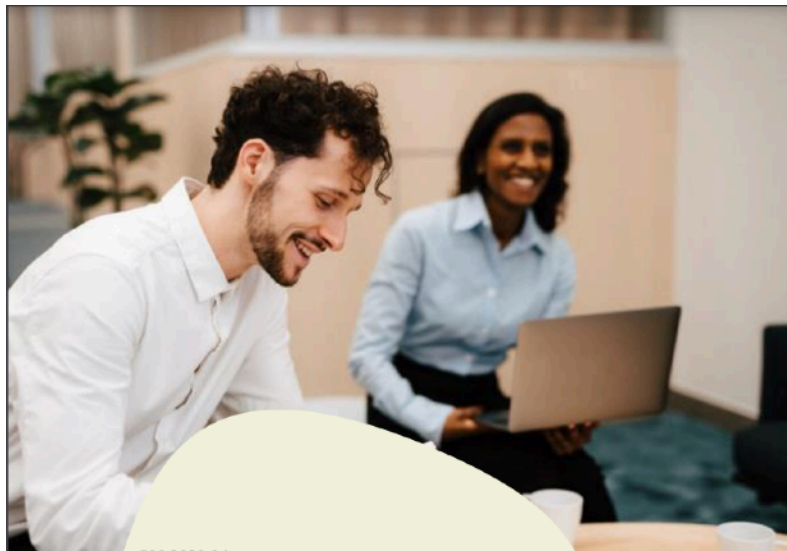
PUBLIKATIONER



PM 2022:09

Coworking och lokal utveckling utanför Sveriges storstadsregioner

Rapporten kartlägger omfattningen av coworkingverksamhet i Sverige på regional och kommunal nivå. Syftet är att ge en inledande bild av coworkingverksamhetens möjliga potential för lokal och regional utveckling utanför storstadsregionerna.




PM 2023:04

Coworking och regional spridning av tillväxtföretag


Rapporten analyserar vilka drivkrafter som ligger till grund för företags beslut att flytta ut delar av sin verksamhet till coworkingställen på nya orter runt om i landet. Rekruterings och bibehållande av kompetens framträder som det viktigaste motivet.

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Coworking and local development outside metropolitan areas in Sweden

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ABSTRACT

Through a mixed methods approach, this paper explores how coworking as a phenomenon manifests itself in Sweden, and, using the foundations of agglomeration economy theory as a lens, discusses what impact the occurrence of coworking spaces might have on local and regional development in Sweden's rural regions. Our findings show that the occurrence of coworking providers in Sweden is much more widespread than previously known, as there are far more spaces than popular aggregation sites suggest - our study found that for Sweden they only show 14.18 percent of the actual number of spaces available. In our interviews with members and owners, we used Duranton and Puga's (2004) pillars for agglomeration as a sorting mechanism, which showed that sentiments that fit the themes "matching", "sharing" and "learning" crop up frequently when respondents explain their experiences. There is reason to go forward from this first, small study to explore how agglomeration economies at the micro level may influence surrounding society and regional economic growth in rural regions. We argue that the emergence of these spaces in rural regions might be a factor in the development of local economies by enabling agglomeration economies at the micro level. We also make the suggestion that gaining accurate information about the number and characteristics of coworking spaces in rural regions will allow for better informed policy decisions and labor market legislation when it comes to regional development.

1. Introduction

This paper explores the intersection of coworking and economic development outside metropolitan areas, by mapping out the phenomenon in Sweden using Duranton and Puga's (2004) theoretical framework for agglomeration economies as a lens to understand how these coworking spaces might influence the flow of talent and business to rural regions. We use the term "coworking spaces" in the broadest possible sense, to include as many different kinds of shared office spaces as possible. We use the definition of Merrell et al. (2022) and use the term coworking space and coworking provider to signify a workspace that is rented short term by an array of members, and who share office infrastructure such as social areas, kitchen, printers, wi-fi and meeting rooms (see Fig. 1).

In recent years, coworking as a phenomenon has grown globally to become an industry of its own (Giffon et al., 2019; Deskmag, 2022) and coworking spaces have gone from being a feature of the big city (Merrell et al., 2022) to being more and more common in smaller towns and rural areas (Alkhaman et al., 2021; Fuzzi, 2015). Current research has focused on aspects such as the inner cultural machinations of these spaces (Garrett et al., 2017); (Spinuzzi, 2019); Bouanick and Reuschl, 2018) and the service models and co-creation that happens in them (Bouanick and Tiberius, 2023; Orel et al., 2021). Other researchers strive to understand how coworking spaces might affect health and job satisfaction (Berdicchia et al., 2022), or how they use the concept of community (Spinuzzi, 2019; Garrett et al., 2017) as a selling point (Orel and Bennis, 2021; Vogl and Mirok, 2022). Another area of research has focused on understanding if the occurrence of coworking spaces might lead to less commuting (Pronotario, 2019; Fuzzi, 2015) and helping remote workers feel less lonely (Spinuzzi, 2019; King, 2017; Water-Lyoch and Duff, 2019). Lastly, there is some research available on how coworking spaces interact with their surrounding societies (Merkel and Avdikos, 2023; Avdikos and Pettas, 2021), and this is an area where this paper aims to contribute by doing a first exploratory study on how coworking as a phenomenon manifests in Sweden.

Even though rural areas are shrinking, their economies are an important part of the global economy (OECD, 2020) and exceed traditional sectors like tourism and agriculture by also being a part of the knowledge economy, national innovation systems and entrepreneurial ecosystems (Phillipson et al., 2019; Bosworth et al., 2023). However, these areas have previously been somewhat overlooked in the discussion of economic development, as they do not provide the physical proximity between actors (Bochins, 2006), as associated with economic growth and scaling benefits (Merrell et al., 2022). This paper builds on the idea put forth by Merrell et al. (2022), that coworking spaces might be a mechanism for local economic development. We define local economic

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0743-0167/© 2023 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC license (<http://creativecommons.org/licenses/by-nc/4.0/>).

VAD ÄR COWORKING?

	Self-organized community <i>The true coworking</i>	Managed community <i>The curated coworking</i>	Customer-service-provider relationship <i>Coworking as a commodity</i>
What it is about	Shared flat-metaphor, community of interest among like-minded people	Coworking space as a managed community	Operators of coworking spaces as service providers
Role of the community manager	<ul style="list-style-type: none"> • Reduced to administrative functions • Replaceable 	<ul style="list-style-type: none"> • Special importance, community building - networker • Not easily replaceable as personality is important 	<ul style="list-style-type: none"> • Offer professional service • Replaceable
Community	Is self-created through active participation of all members	Curated, active and passive participation of members	Not in focus
Rules	Few, "common sense"	Few, "common sense", are managed by hosts	Should be explicitly defined, communicated and monitored by operators

Källa: Dr. Alexandra Bernhardt, Sett - Zentrum Digitale Transformation
Prof. Ilaria Mariotti, Università Politecnico di Milano



DEN TREDJE PLATSEN

(Ray Oldenburg)

TUNNA OCH STARKA BAND

(Mark Granowetter)

PSYKOLOGISK TRYGGHET

(Timothy Clarke)

TRANSACTIVE MEMORY SYSTEM

(Daniel Wegner)

FIVE WAYS OF WELLBEING

(New economics foundation)

A photograph of two women standing in a rustic wooden doorway. The woman on the left is wearing a plaid shirt and jeans, leaning against a wooden post. The woman on the right is wearing a dark jacket and jeans, also leaning against a post. In the background is a white door with a textured glass window. The scene is lit with natural light, creating a warm atmosphere.

1. COWORKING VÄXER

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REGIONAL SPRIDNING AV COWORKING

649 coworkingställen i **200 av 290** kommuner i Sverige. **515** av dessa ligger **utanför** storstadsregionerna.

VIT: 0

LJUSGRÅ: 1-4

MÖRKGRÅ: 5-9

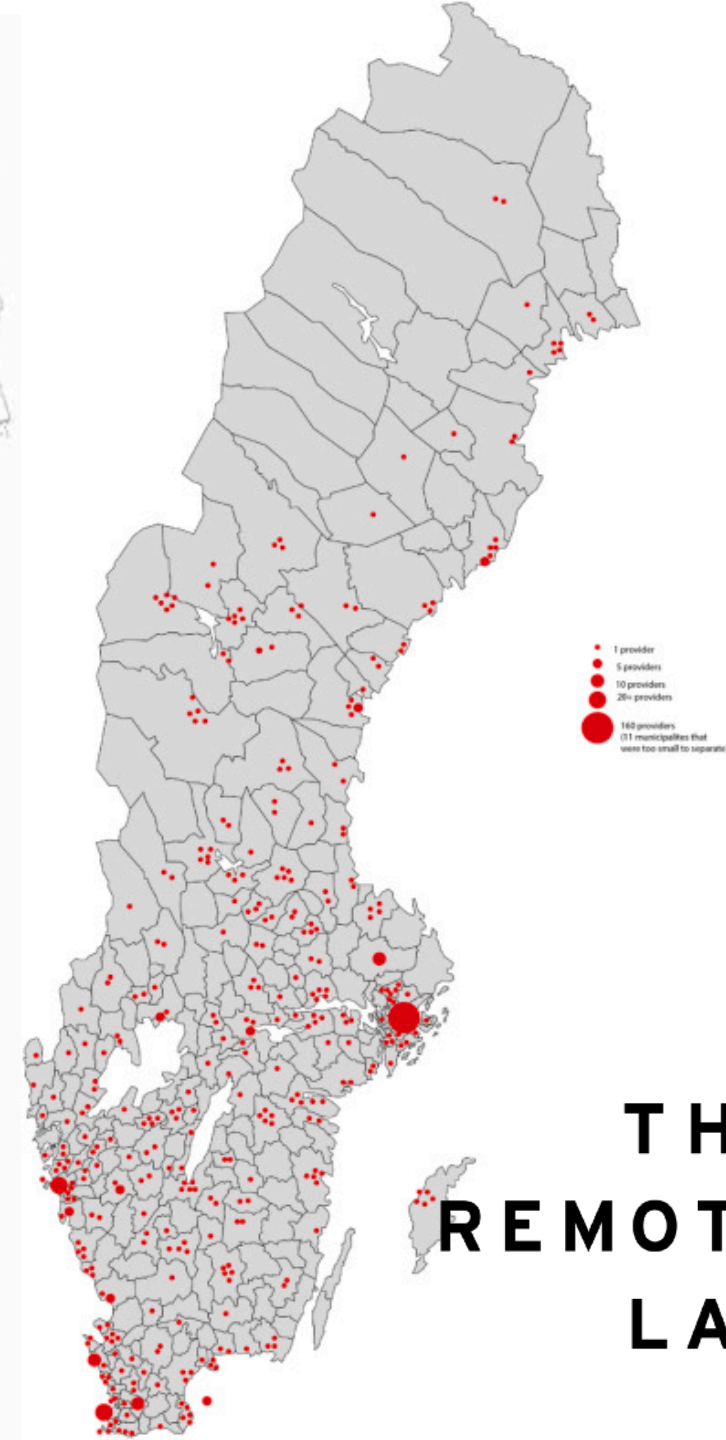
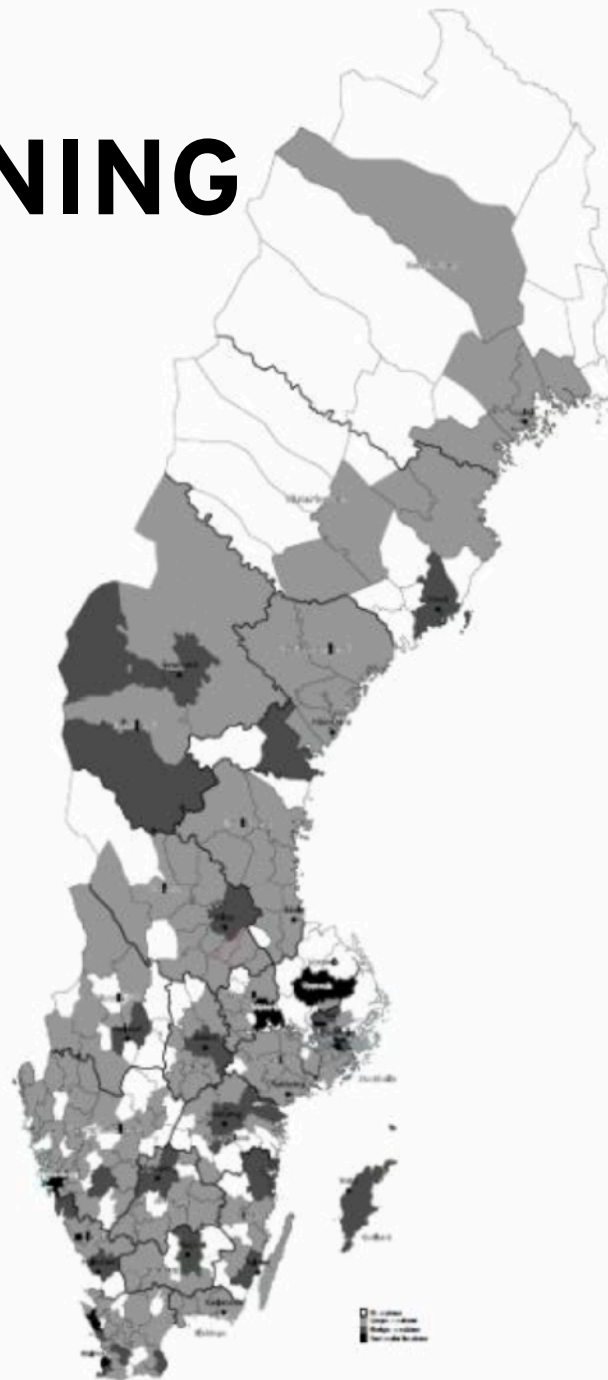
SVART: 10 eller fler

Aggregationsajter visar 14-18% av det verkliga antalet.

Medianår för uppstart: 2019

Procent män: 58%

Procent som har ett annat kontor: 40%



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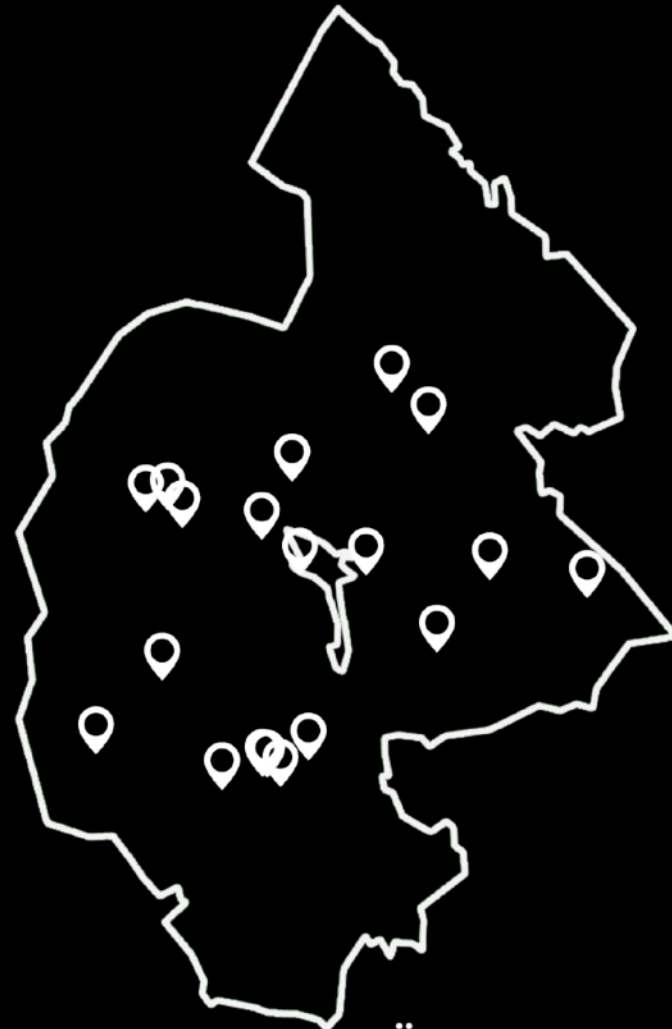
FLEST:

STOCKHOLM, SKÅNE & VÄSTRA GÖTALAND

FLEST PER INVÅNARE:

JÄMTLAND, DALARNA & GOTLAND





COWORKINGNÄTVERKET
JÄMTLAND HÄRJEDALEN

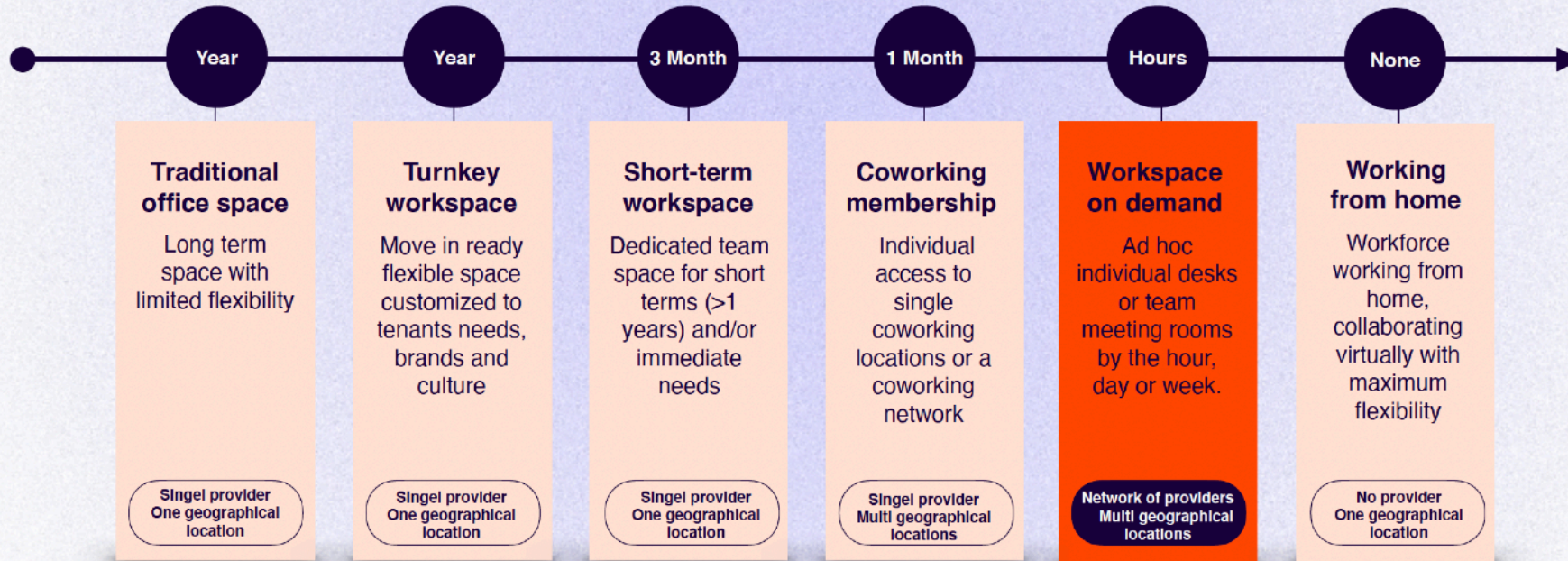
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CORPORATE COWORKING

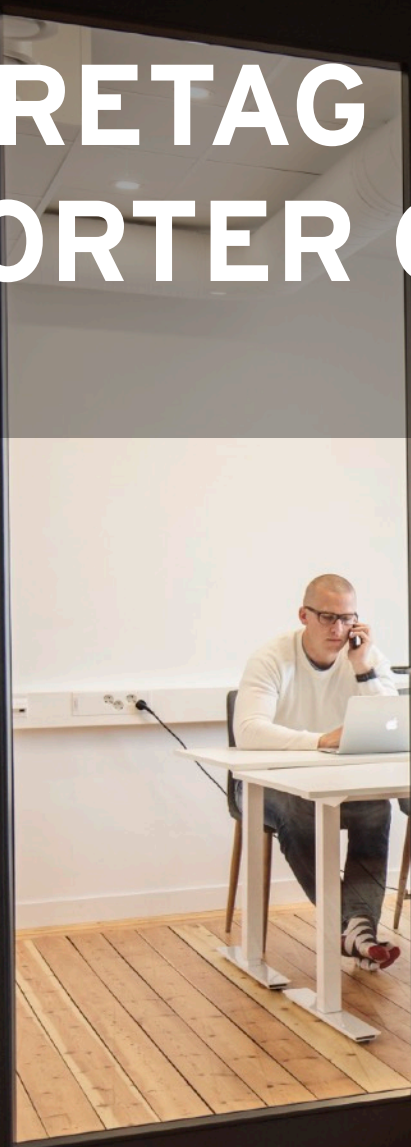
Workspace on demand is emerging, enabling companies to *increase* work flexibility and *decrease* long term leasing

Long leasing time

Short leasing time



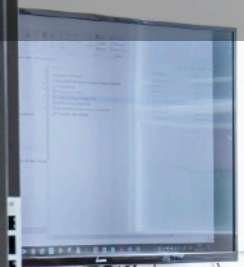
2. FÖRETAG ETABLERAR SIG PÅ NYA ORTER GENOM COWORKING



HELAGS



LILL-
STYLEN



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Ca 900 nyetableringar med över 3000 anställda

- 100% av etableringar på grund av talang -
- 57% av bolagen har anställt fler -
- Mer än hälften har sitt säte i Stockholmsregionen -

VARFÖR COWORKING?

1. Det är smidigt att komma igång eftersom kaffe, skrivare, wifi mm finns på plats
2. Avtalen med coworkingställen tillåter att man växer eller krymper snabbt vilket innebär en låg ekonomisk risk
3. Man upplever att coworkingmiljön erbjuder en bra psykosocial arbetsmiljö för den enskilde medarbetaren.

3. COWORKING SOM SAMHÄLLSBYGGGARE



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COWORKING BYGGER SOCIAL RESILIENS

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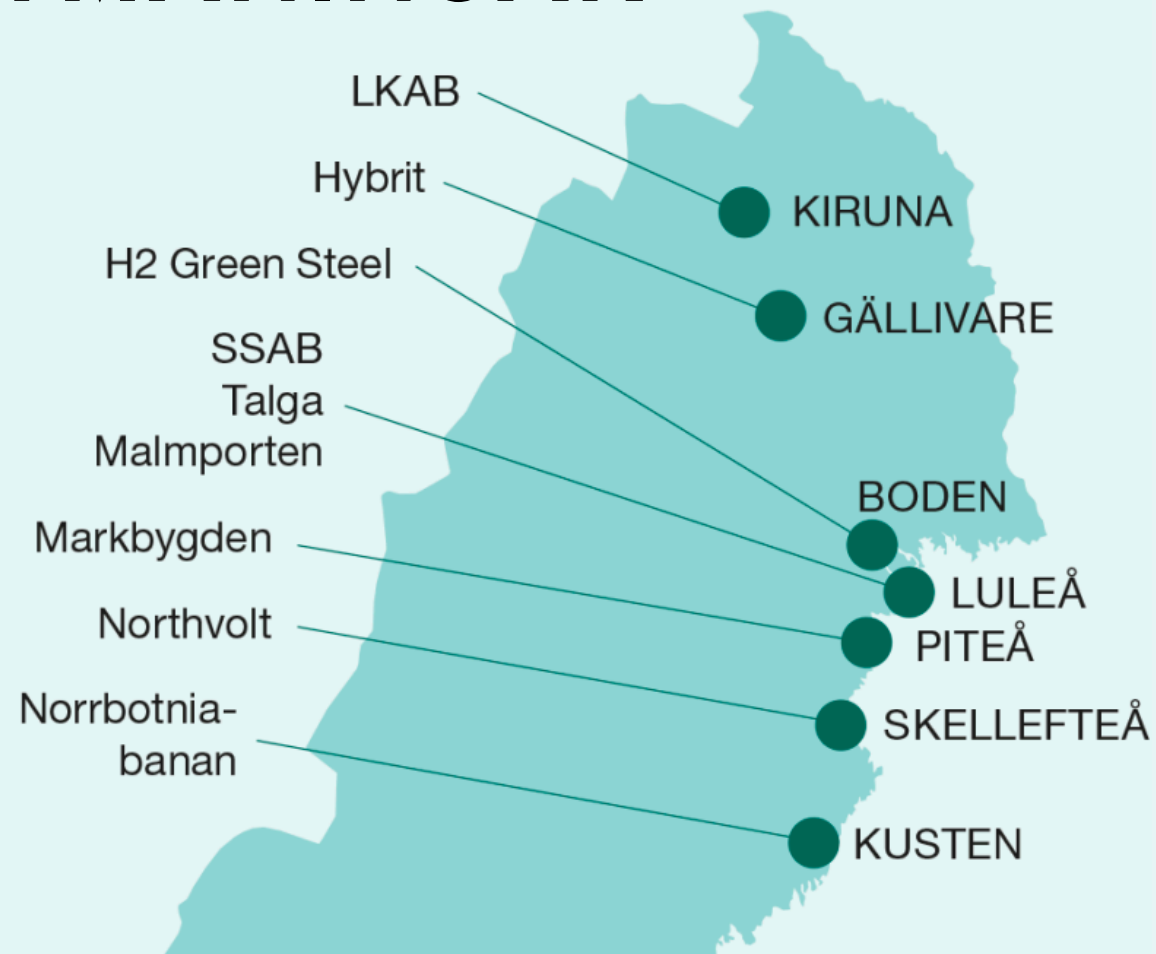


COWORKING STÄRKER LOKAL EKONOMI



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COWORKING FRÄMJAR SAMVERKAN KRING KOMPLEXA SAMHÄLLSUTMANINGAR



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COWORKING SOM EN STRATEGISK TILLVÄXTMOTOR



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BRANSCHORGANISATIONER INOM COWORKING I EUROPA:

- Spanien
- Belgien
- Italien
- Sverige
- Luxemburg
- Frankrike
- Grekland
- Danmark
- Nederländerna
- Storbrittanien
- Tyskland (2 st)
- Ukraina



**YH-UTBILDNING:
COMMUNITY MANAGER
MOOD MANAGER**

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