Good Practice template

* In order to submit a practice, you will have to register in the Interreg Europe website. You can submit your practice through your user dashboard (‘Good practices’ tab).
* Optional fields are shown in orange. All other fields are compulsory.

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| 1. **Author contact information**   *[Technical: Contact information comes from your community profile. You can edit it by visiting your user dashboard]*  *The owner of the good practice should fill in the form. If you submit a good practice, your personal and organisational profile in the Interreg Europe community will be linked to it.* | |
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| **Telephone:** | *00353 87 1603942* |
| **Your organisation** | |
| **Country:** | *Republic of Ireland* |
| **Region:** | *County Donegal* |
| **City:** | *Donegal* |
| **Organisation name:** | *Donegal County Council* |

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| 1. **Organisation in charge of the good practice**   *[If your organisation is not the one in charge of the good practice, you can indicate the relevant organisation in this section of the form. But your contact details will still be linked to the submitted good practice. ]* | |
| **Is your organisation the main institution in charge of this good practice?:** | ***Yes*** |

In case ‘no’ is selected, the following sections appear:

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| **Location of the organisation in charge:** | *Country* | *Ireland* |
| *Region* | *Donegal* |
| *City* | *Lifford* |
| **Main institution in charge:** | *Donegal County Council* | |

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| 1. **Good practice general information** | |
| **Practice image:** | *A group of people standing outside a building  Description automatically generated* |
| **Title of practice:** | ***Donegal Working Holiday Campaign 2023 and 2022.*** |
| **Has this good practice been identified in the course of an Interreg Europe project as part of the learning process? (i.e. to be reported under the indicator “number of good practices identified” in the progress report):** | *Yes.* |

In case ‘yes’ is selected, the following sections appear:

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| **Please select the project acronym:** | *EDIN* | |
| **Thematic objective of the practice:** | *Citizen* | |
| **Geographical scope of the practice:** | *County Donegal, Republic of Ireland.* | |
| **Location of the practice** | Country | *Republic of Ireland* |
| Region | *County Donegal* |
| City | *Lifford* |

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| 1. **Detailed description** | |
| **Short summary of the practice:** | The Donegal Working Holiday campaign, led by Donegal County Council, promotes Donegal as a prime location for remote work by offering free digital hub passes to remote workers and digital nomads. This initiative gives participants access to 15 remote working hubs across Donegal, featuring high-speed connectivity and positioned amidst scenic spots on the Wild Atlantic Way. By doing so, the campaign aims to boost the local economy and showcase Donegal as an attractive destination for both tourists and potential long-term residents.  Donegal has invested significantly in its digital infrastructure through projects like Project Kelvin, enhancing the county’s appeal for digital nomads. The campaign is supported by organizations such as Donegal Digital, Grow Remote, and Connected Hubs, highlighting a growing network of remote work advocates within the community. |
| **Detailed information on the practice:** | The Donegal Working Holiday campaign was launched to promote Donegal as an attractive destination for remote workers and digital nomads. The initiative, led by Donegal County Council in partnership with various digital hubs, offers free day passes to remote workers who want to experience Donegal’s work-friendly environment and scenic charm. Remote workers and digital nomads can register online to access digital hubs in 11 locations across Donegal, ranging from coastal to rural sites.  The campaign emphasizes Donegal's strong digital infrastructure, developed through initiatives like Project Kelvin, which provides high-speed connectivity essential for remote work. Alongside stunning natural scenery, quality of life, and a vibrant cultural scene, Donegal County Council hopes the campaign will attract digital nomads and potentially inspire them to make Donegal a permanent base. The campaign also benefits local communities and businesses, as remote workers contribute to the local economy during their stay.  This working holiday project aligns with Donegal’s broader goals for regional growth, especially by leveraging digital infrastructure to encourage new ways of living and working in the county. It’s seen as a model for future tourism and investment strategies, aimed at turning Donegal’s visitors into long-term residents or investors in the local economy. |
| **Resources needed:** | The Donegal Working Holiday campaign required several types of resources to ensure its successful implementation:   1. **Digital Infrastructure**: High-speed internet connectivity is critical, especially in remote or rural areas. Donegal has invested in its digital infrastructure over the years, with projects like Project Kelvin providing fiber-optic connectivity. Additional funding for expanding or enhancing digital hubs was also essential to support remote work requirements​. 2. **Physical Workspace Development**: The initiative relies on a network of co-working spaces across Donegal. This required investment in setting up, maintaining, and marketing these hubs as remote-friendly environments. Donegal County Council collaborated with existing digital hubs and remote work advocates, such as Grow Remote and Connected Hubs, to manage and promote these spaces​. 3. **Marketing and Promotion**: Donegal County Council allocated resources for targeted marketing campaigns. This included creating digital content, using social media, and reaching out through Donegal’s tourism channels. The campaign also needed branding elements, including dedicated hashtags (#WorkHolDL and #ObairSaoireDL), to build visibility online​. 4. **Staff and Management**: Managing registrations, handling inquiries, and coordinating with digital hubs required staff and administrative resources. This included personnel at Donegal County Council and within the participating hubs to ensure smooth operations and support for remote workers and digital nomads during their stays​. 5. **Partnerships and Sponsorships**: Collaborations with remote working advocates and platforms helped amplify the campaign's reach. These partnerships provided additional support and resources without solely relying on council funding. Involving stakeholders like the Donegal hubs forum, Donegal Digital and local tourism boards allowed for a more comprehensive approach to attracting and supporting remote workers and digital nomads​. 6. **Local Business and Community Involvement**: To maximize the initiative's economic impact, local businesses and community groups were engaged to provide services and opportunities for remote workers and digital nomads. This included promotions or discounts to encourage remote workers and digital nomads to explore Donegal’s amenities and cultural sites, further supporting the local economy.   These resources reflect a holistic approach, integrating infrastructure, workspace development, marketing, partnerships, and community engagement, ensuring the campaign’s effectiveness in attracting remote workers and digital nomads while supporting the local economy. |
| **Timescale (start/end date):** | 2021 – Present. |
| **Evidence of success (results achieved):** | The Donegal Working Holiday campaign has shown promising signs of success through the following indicators:   1. **Increased Hub Utilization**: Digital hubs in Donegal reported a noticeable increase in usage following the launch of the campaign. This higher utilization suggests that the initiative successfully attracted remote workers and digital nomads, both local and international, who wanted to experience working in Donegal’s unique setting​. Over 500 additional hub users made use of the voucher, which were available throughout the campaign which had a significant impact on the hubs across the county. This feedback was also gathered by the campaign team from the hub managers and Western Development Commission. 2. **Positive Feedback and Social Media Engagement**: The campaign generated significant social media engagement under hashtags #WorkHolDL and #ObairSaoireDL, with users sharing their experiences and highlights from Donegal. This response demonstrates a strong online presence, helping to build Donegal’s reputation as a remote working destination​. This feedback was gathered from the stakeholders involved including the digital hubs in the region, connected hubs, and Donegal County Council. 3. **Support from Business and Community Stakeholders**: Local businesses and communities reported economic benefits due to the increased presence of approximately 500 additional remote workers and digital nomads in the region who utilised the vouchers. This boost in tourism spending is a key indicator of success, showing how the initiative positively impacted the local economy​. 4. **Interest from International Remote Workers**: Donegal’s remote working campaign garnered international attention, drawing inquiries from digital nomads and professionals interested in long-term stays. Analysis of the campaign showed that this interest came predominantly from the Republic of Ireland, Northern Ireland, the UK, USA, and countries within Europe. The campaign's success in attracting interest from abroad aligns with Donegal's goals of using tourism to foster community and economic growth​. This was also acknowledged from analysis of the Relocation campaign which was launched by Donegal County Council in 2023, which saw over 70 direct enquiries from across the globe interested in relocating to Donegal for remote working purposes.   These indicators provide evidence that the Donegal Working Holiday campaign has effectively attracted remote workers and boosted local business, validating its impact on Donegal's economy and community. |
| **Challenges encountered (optional):** | *[300 characters] Please specify any challenges encountered/lessons learned during the implementation of the practice.* |
| **Potential for learning or transfer:** | The Donegal Working Holiday campaign provides several valuable insights for other regions in Europe looking to boost their attractiveness for remote work and rural economic growth. Key learnings include:   1. **Digital Infrastructure as a Foundation**: Donegal's investment in high-speed internet infrastructure, through projects like Project Kelvin, highlights the importance of reliable connectivity in making rural areas viable for remote work. Other regions can benefit from prioritising similar infrastructure projects to create a foundation for remote work-friendly communities​. 2. **Leveraging Natural and Cultural Assets**: Donegal’s campaign showcases how regions can attract remote workers and digital nomads by emphasising quality of life, natural beauty, and cultural experiences. This approach can be adapted to any area with unique environmental or cultural features, making it a strong model for regions aiming to promote tourism while supporting a digital economy. 3. **Strategic Partnerships and Local Engagement**: The Donegal campaign’s partnerships with organisations like Donegal Digital, Grow Remote, and Connected Hubs illustrate the importance of collaboration. By involving local businesses and remote working advocates, Donegal created a comprehensive support network for remote workers and digital nomads. This model demonstrates how partnerships can amplify resources and reach​. 4. **Flexible, User-Friendly Co-Working Solutions**: The campaign’s use of accessible, flexible digital hubs across various locations within Donegal demonstrates how regions can cater to the needs of remote workers and digital nomads. Setting up versatile spaces in rural or underused areas allows other regions to support work tourism without the need for major new construction​. 5. **Marketing and Social Media Strategy**: The #WorkHolDL and #ObairSaoireDL hashtags created a unified social media presence that made the campaign more visible. Regions can adopt similar branding strategies to reach wider audiences, ensuring that remote work and tourism campaigns resonate on digital platforms​.   These elements make Donegal's approach adaptable for EU regions aiming to enhance local economies through remote work and tourism. Integrating infrastructure, community partnerships, and lifestyle promotion can turn visitors into potential residents and investors. |
| **Further information:** | *Further information can be found on:*  [*https://donegal.ie/*](https://donegal.ie/) |
| **Keywords related to your practice** | *#MoveToDonegal #WorkHolDL #ObairSaoireDnaG* |
| **Expert opinion** | *[1500 characters] [****filled in by the Policy Learning Platforms experts in case good practice is published in the Good Practice database]*** |