



RURAL CO-WORKING AND REMOTE WORKING EXPERIENCES

Maria Timo-Huhtala





INTRO

- Topics of the day:
 - Remote working experiences
 - Luovasti co-working space (non-urban environment)

About me

- Back to Central Ostrobothnia after 17 years
- Master of Economics and Business Administration (University of Vaasa) 2006
- Career in Wärtsilä, Hewlett Packard, entrepreneur (project manager for road safety project), owner of Luovasti Coworking space

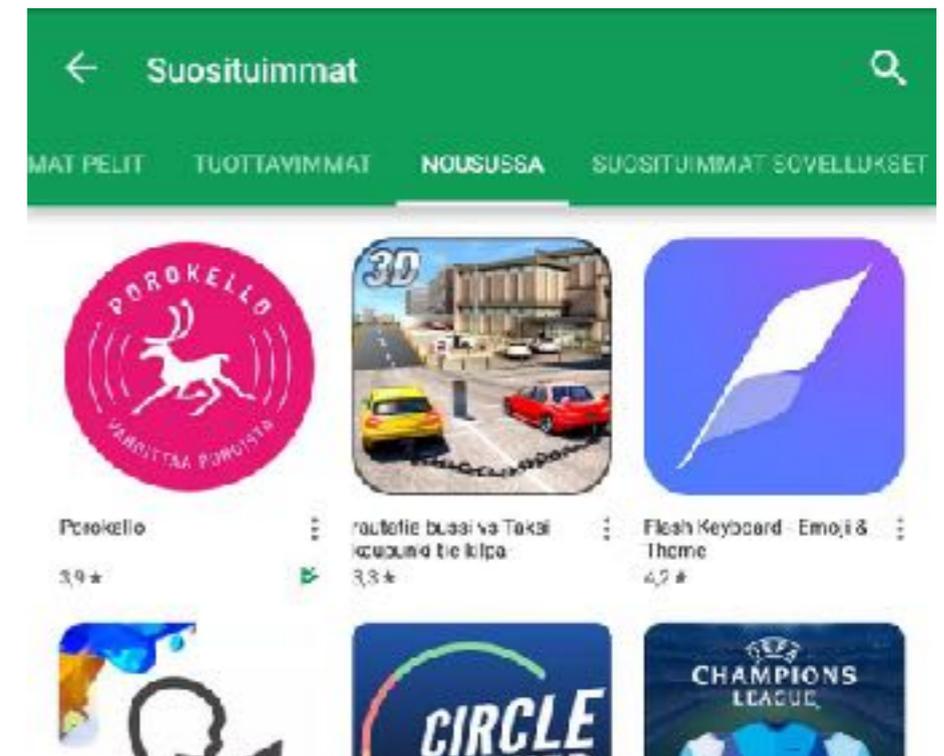
EXPERIENCE RUNNING A PROJECT AS FREELANCER

Case: Porokello - road safety app - research and development project in Lapland



CASE POROKELLO

- Road safety research and development project
- In the project a service for reindeer alert was developed (mobile app, navigation system received realtime reindeer alerts)
- Project manager Jan 2016- Jan 2018
- Project management as service
- Working mostly from home office + Luovasti co-working space



We got something right... after the launch we were on top most downloaded apps in AppStore and Google Play - I didn't even dream of that when we planned the launch...



We got something right... Completely surprised, glad and proud when we won the award for Road Safety 2017 (National Police in Finland) and a yearly elected prize (Kuljetuskuutio) from the Finish Transport and Logistiscs SKAL.

WORKING REMOTELY AND AS ENTREPRENEUR / FREELANCER PROJECT MANAGER

➤ Pros

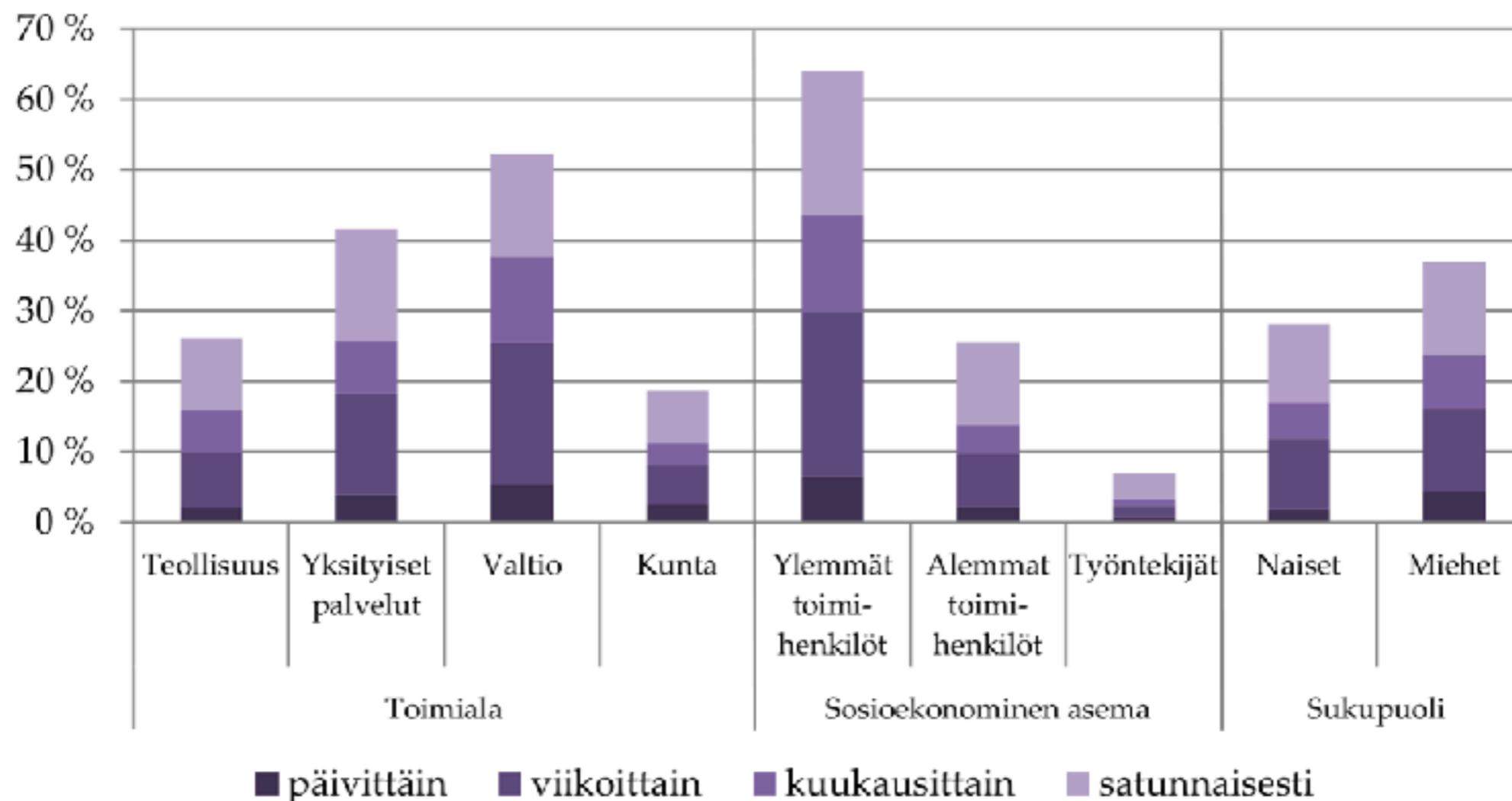
- Flexible (time and place)
- Effective (concentration, saving time for commuting, less meetings, more focusing on completing tasks...)
- "We have always done like this" attitude does not exist. When you are not from the organization, you are more likely to think outside the box, because you are outside the box!

➤ Cons

- Often you end up working all the time (when do you really relax?)
- You don't "feel" other opinions when not face to face
- Your view for the subject is risked to be narrow
- Lack of social interfacing (that is why I moved to co-working space)

Who work remotely?

Kuva 108. Etätyön tekeminen vuonna 2016 toimialoittain, sukupuolittain ja sosioekonomisen aseman mukaan



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CASE LUOVASTI

Non-urban co-working space in Veteli



CO-WORKING

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- "Co-working is a style of work that involves a shared workplace, often an office, and independent activity. Unlike in a typical office those covering are usually not employed by the same organization" - Wikipedia definition of co-working
- Often includes services in addition to space: events, lectures, funding

RURAL CO- WORKING

Rural vs. urban co-working



RURAL COWORKING

- The need for co-working space in rural area differs to some extent from urban
 - Not lack of space - most of the people do have space in rural areas
 - Matter of saving? - Not really, cause the space cost less
 - Matter of getting customer? - Not so likely, since the amount of people using the coworking space is limited
 - Connecting with people? - Definitely! Entrepreneur can feel lonely without organization
 - Getting proper internet and other facilities - yes! You can meet customer in a proper meeting room, have good internet connection and other facilities and feel more "at work"

NOTE! This is my thinking, proper study is not made out of this subject in Finland



Welcome to visit Luovasti co-working space in Veteli today in the afternoon!



LUOVASTI

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*Thank you!
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