



# Rural Coworking Guide

Tips for the successful creation  
of a rural coworking space

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### Promoters

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## Introduction

Creating a new coworking space from scratch is a rewarding process, but it can sometimes be challenging to know where to start or the next step to follow.

As a response to LAG “Zied Zeme”’s demand, the present guide has been written to help organizations and individuals navigate through the creation and development of coworking spaces in rural areas, as well as to build a community of coworkers there. This guide, then, wants to identify and summarize the most important steps and aspects of said process.

In particular, this guide can help you to:

- Identify the real need to create a coworking space in a rural area
- Take advantage of local potentialities
- Define the identity, typology, and services of coworking spaces
- Build a community of coworkers
- Find and choose the best place for your coworking
- Raise awareness among politicians and authorities about the creation of public spaces’ needs and requirements (staff, activities, community animation & community Builder, etc)

And you will also find many other interesting tips that can be useful when creating a coworking space.

Let’s begin!

This guide has been written within the framework of the project “CoLabora. European cooperation project on coworking spaces in rural areas”.



# Coworking...

## What are we talking about?



## What is a coworking?

A coworking location is more than just a shared office with professionals from various sectors. It's a space where things happen.

It's where a community of professionals come together to share ideas, projects, resources and knowledge. It's a lifestyle and a philosophy—a new way of working based on collaboration. It's the present and it's the future; in both rural and urban areas.

**There are various definitions of coworking, but they all share three key elements:**

**Space + community + community builder**

Therefore, we can say that coworking is a form of work in which the community builder adds value to the community in a shared space.

## But wait... Can I have a coworking without a physical space?

Yes, there are also virtual coworking spaces, although these usually exist to supplement a physical space.

## Can coworking spaces function without a Community Builder?

No. You typically cannot create or grow a coworking space, nor interconnect one with other shared workspace communities without a community builder. Coworking spaces need these facilitators, or community builders, to expand and flourish.

Effort and energy are needed to actually get a coworking location to form and that work is best undertaken by a Community Builder.

**\* More information:**  
[Space management. Or the incredible story of the one-man-band section.](#)



## Can I have a “community-free” coworking?

Obviously not because it would no longer be a coworking. People stay longer in places where they have developed relationships and where they work collaboratively with others.

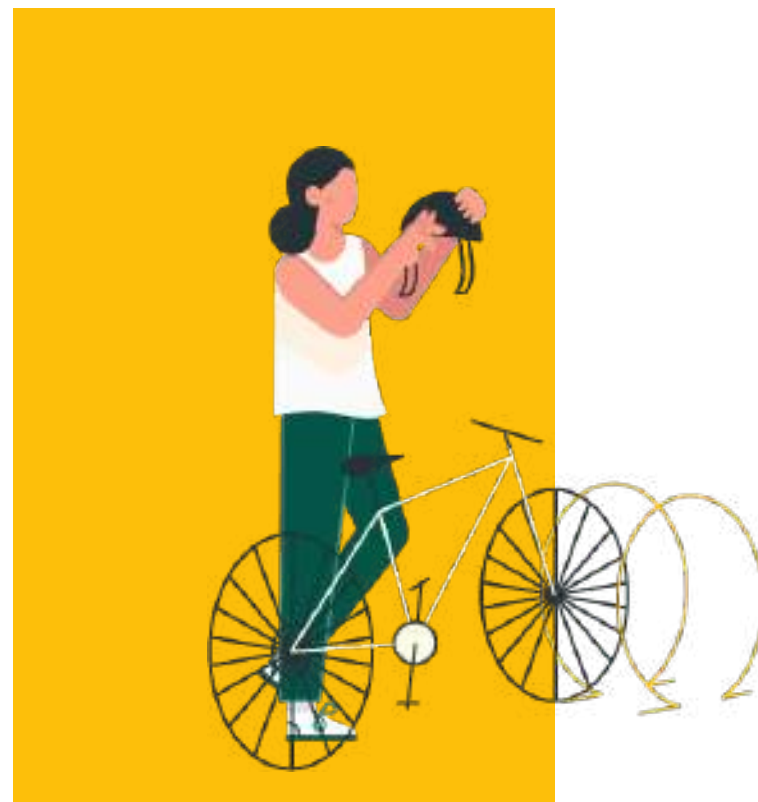
Despite this, you’ll probably have “ghost” coworkers who won’t want to get involved with the community. In this case, assess whether the income they generate is worth it compared to the possibility of giving their place to a coworker who truly adds value to the community.

## Is a coworking space a business centre or a business incubator?

It is neither. Business centres are usually private offices, while a coworking location is usually a shared work area. Nor is it a business incubator, because although the average length of stay of a professional in a coworking space is six or eight months, a coworking does not limit the length of stay nor focus only on professionals who are beginning new enterprises.

However, the borders between the various types of workspaces are becoming increasingly blurred, resulting in mixed spaces.

**One thing is for sure, to be a coworking there must be a community and a person responsible for managing and revitalising it.**



## The key to everything: Community?

In rural areas there are usually communities that share hobbies (e.g., sports teams) and interests (e.g., groups of parents), but there is also an increasing need to share professional interests including holding events, acquiring new knowledge & skills, and sharing concerns.

With this in mind, it is more likely that a professional community will gather and grow where there is an empowering coworking space.

Rural coworking spaces foster the creation of an entrepreneurial, modern and innovative ecosystem in areas where they did not exist until now.

**They are an oasis of fresh air and creativity!**

## What is the most complicated thing about creating a professional community?

- Identifying potential members.
- Getting these members interested in taking part in the project
- Creating trust between members.
- Achieving set goals through participation: networking, activities, clients, friends, resources, and environment.

### Resources:

- [The coworking leadership slack channel](#)
- [Google Group Coworking](#)
- [Open Coworking](#)
- [Coworking Rural Spaces](#)



## 6 key aspects to consider when creating a community



1. The community is not born, and does not grow or interact alone. For this you need the community builder. The skill set and personal skills and qualities of the community builder really make a difference in how well the coworking community pulls together and bonds.
2. If the community does not have common objectives or seek mutual benefit, it will not survive.
3. If you don't add value, you won't survive either.
4. Think about the community you want to create. And above all, think about the one you don't want.
5. Identify early adopters. That is, the most active and interested users. They will be your allies and recruiters of new members.
6. Identify, reach out to, and participate in other communities to create close connections.

**More information:** [Space management](#). Or [the incredible story of the orchestra man](#)

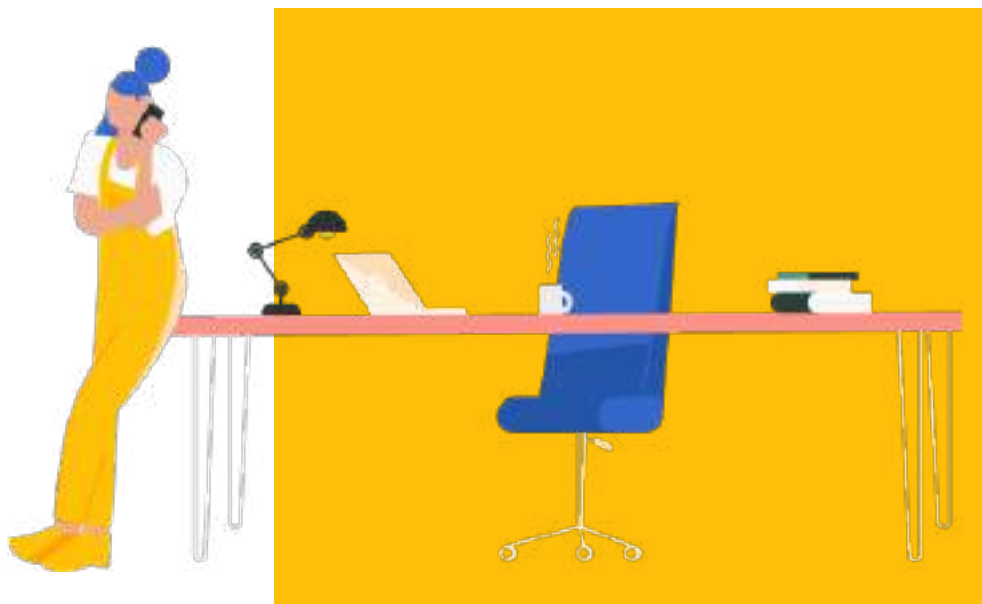


# Types of coworking spaces

Which one is yours?

Since the first coworking in 2005 in San Francisco, called Hat Factory and built by Brad Neuberg, coworking spaces have grown, changed, and diversified.

There are many types of coworkings but here we will highlight the most common types of spaces and those that are more appropriate, successful and sustainable in a rural area.



## According to the space's purpose

### Coworking

100% workspace, with open area and private spaces such as meeting and training rooms

### Coliving

Workspace + housing, either for rent or vacation. Coworkers share workspace, housing, and experiences

Mokrin House (Serbia)

### Third places

Workspace + socialization and social inclusion activities

La Quincallerie (France)

## According to the space's location

### Fixed

These are the most common. They are located in a permanent space with fixed equipment.

### Pop-up coworking

Sporadic, ephemeral or mobile. Usually located in different spaces and managed by a separate company.

An office on wheels! [kantoor karavaan](#) (Netherlands).

### Virtual spaces

They offer online services. They are mostly meant to supplement a physical space.

[Coworking Club \(La Selva del Camp, Catalonia\)](#). A community of 30 people in a village of 5,000 inhabitants.

## According to additional services of the coworking

### Fablab

Digital manufacturing workshop. Coworkers can use the machinery and managers are there to help or offer training.

[Fablabs World Wide Web](#)

### Café Coworking

Café to work and meet. The cost is usually per day or hour and includes consumption.

### Accelerator

Supports the growth of the project developed in the coworking location.

### Incubator

Supports the creation of a project in the coworking area and its introduction to the market.



## According to the users' professions

### Generic

There is room for various professional profiles. They are most common in rural areas where critical mass is limited.

### Specialised

They usually host professionals with a single professional profile and respond to the specific needs of the rural territory

Concactiva: Incubator of agri-food projects (Montblanc, Catalonia)

All of the options can be combined with each other into hybrid spaces.

That's why there are various types of spaces like coworking and incubators, specialized coworking locations, Fablab, Café.





A stylized, colorful illustration of a rural landscape. In the background, there are rolling green hills and mountains under a light blue sky with soft white clouds. A winding path leads through the landscape. In the foreground, there are large, stylized green trees with yellow and orange leaves, suggesting autumn. Several small figures of people are scattered throughout the scene: one person is walking on the path, another is sitting on a bench, and a person is riding a bicycle on the right. The overall style is modern and artistic, with a focus on natural elements and human activity.

# **Identifying the need to create a coworking space**

## **Especially in rural areas...**

Creating a coworking space in a rural area has advantages and disadvantages.

Coworkings are traditionally created in urban environments, but are increasingly being implanted and rooted in rural areas. On the one hand, teleworking has made it easier for professionals to keep their jobs in the city, while living in a rural area.

**On the other hand, because rural living is awesome!**



## But what does a rural coworking have that an urban coworking doesn't?

### Rural coworking has many advantages!

- It can offer more competitive prices
- It is more intimate and personal
- It offers events at a local level
- By building smaller communities, it is more likely that common synergies and projects will be generated

### Despite this...

- The concept of coworking is little known
- People have space to work in homes
- Critical mass is limited
- This last factor results in one of the main problems of rural coworking low profitability.

## Because of this low profitability...

Coworking developers create coliving spaces aimed at a nomadic or urban audience; or they might combine coworking management with another activity: for example, manager-architects, manager-journalists, manager-designers.

**Many of the coworking spaces created in rural areas are public.**



## What does coworking bring to people, businesses and rural areas?

### To people

- Economic workspace
- Stimulating community and motivational environment
- Corporate image for coworkers
- Contacts and connections
- Resources and human support
- Routine, autonomy and concentration
- New opportunities
- Leisure and social life
- Creating local jobs
- Decreasing travel / transport congestion and fossil fuel fumes

- Access to a broader knowledge base and increased professional development through coworking community support
- Better business reach into the customer base of the other coworking businesses
- More time for living when coworking closer to home.

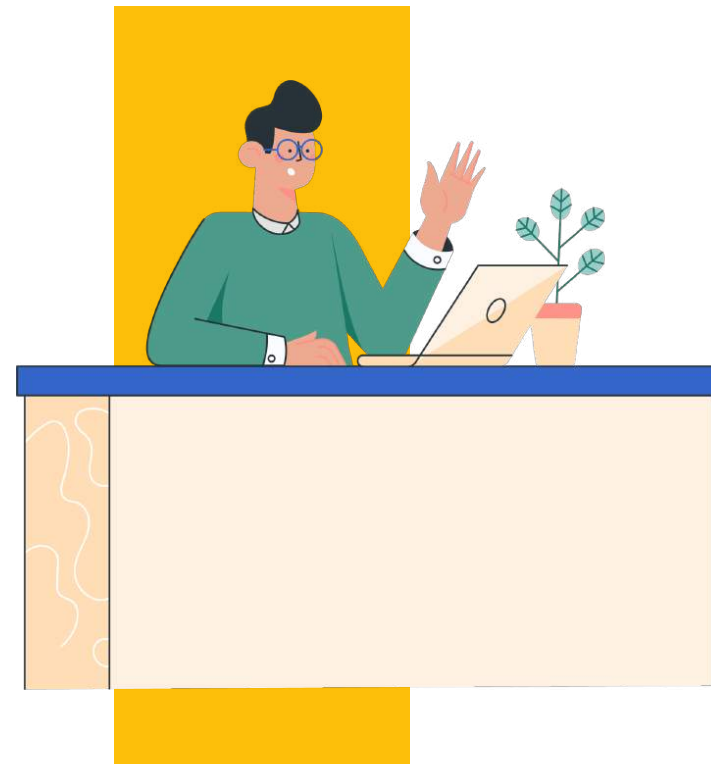
## To rural areas

- Attracting and retaining talent
- Shows a region's capacity for innovation, creativity and a modern way of life.
- Economic growth and diversification

## To companies

- Coworking is also a space for workers and therefore for companies that choose to decentralise their staff
- Cost reduction

- Routines and therefore production
- Regulation of the worker when they are not in the office
- Close and trusted human resources for the company
- Safe and quality spaces to work
- Innovative and responsible corporate brand
- Flexibility and adaptability





# Essential steps in the creation of a space in the rural environment

Where do I start?

## Things you need to consider

### Desire

What kind of space would you like to build if there were no limits?

### Inspiration and user experience

Take a coworking tour to get to know spaces first hand and see good practices!

### Promoter team

Who's on your team? A freelancer who combines coworking with architecture? A municipal technician who doesn't work in the afternoons? Or an association that only meets outside of working hours?

### Investment possibilities

What investment do you have planned? How far can you get?

## Prior analysis of the conditions of the territory or municipality

### PEST Analysis

What political, economic, social, and technological factors may affect your coworking? Who governs? What are the attractions of the territory? Does the area have a good internet connection? How is the entrepreneurial make-up? Is there a regional strategy or shared vision for the future?

### Competitor Analysis

Is there any coworking space in your town or surroundings? Can you offer a better space? Can you offer a different space? Can you coexist?

The more spaces that are created, the better. Coworking locations are like bars: the more there are, the more people will normalise this new workspace model and join it. It's just a matter of looking for and enhancing your competitive advantage and, why not, collaborating with the competition!



Consider direct as well as indirect competition. The dining room in a home, country houses, the café... What can you offer that these spaces do not have?

**If I don't detect the need to create a coworking space... Can I create it?**

**Surely yes! With information & communication, and the creation of a good brand story.**

You have to get people to want to come because they want to be part of a “cool” community. In small towns, diversify the usage options so that everyone who aligns with your criteria feels that they are part of it: teleworkers, trainers, suppliers of food and drinks for events, associations that hold exhibitions...

## Dialogue with stakeholders

### Identification of stakeholders

Those who are likely to get involved or collaborate with the space:

- Administration
- Local companies / businesses
- Institutions
- Associations
- Collectives
- Entrepreneurs
- New or fledgling businesses
- Social enterprises





## Participatory system dynamics with the identified stakeholders

Invite them to a participatory dynamic session. They will help you design a project that meets the needs of the territory and at the same time, make it known!

The session should try to answer questions such as: What do you expect from a coworking space in the municipality? What needs do you have as a social or economic contributor and what can it bring you? How can you get involved?

## Define and contact potential audiences

### Define coworking audiences

- Make a customer profile of your ideal or possible client with demographic data (age, sex, population...) but

also behaviour (needs, motivations, fears, desires, style, hobbies...)

- Define at least one audience profile for each service you offer: coworking user, event attendee, home rate user...

### Identify them and contact them

Once you know the coworker you want or can get for your coworking location, you have to find them! If your coworker profile exists in your area, it will be easier for you.

#### Identify them

In collaboration with entrepreneurship services, employment agencies... you can have a list of freelancers or entrepreneurs in the area.

You can also do it the old-fashioned way: pen, paper and list! Think of people in the town who may be interested. We would also suggest looking to speak to people who regularly

commute at railway stations or to leaflet or reach car users at main car congestion points.

Another good idea is to speak with employers who might be happy to see members of their workforce using coworking spaces instead of continuing to work full time at their main offices – perhaps because that employer could alleviate problems with office space if their company is growing, perhaps because their company is trying to reduce its overheads to stay in business and having staff working at coworking locations will be cheaper than the costs of having them at their main office.

## Contact

Contact the identified professionals and arrange a meeting with them to explain the project to them and detect their impressions: What do you think of the project? Would you come to work in a coworking space? What schedule would you keep? What activities would you like us to do there?

Do not let them get away; bring it back to their involvement: offer them, for example, to work the first month for free in the space.

## Start building community

To start building a coworking community you do NOT need to have a space. But to build a space, YES you do need a community. So, we recommend you not to start with empty space.

## In addition to the meeting with potential audiences...

### Pedagogy

Explain what coworking is on social networks, in an informative session, with friends... Take advantage of the proximity and ease of transmitting information that life in a small and controlled municipality gives you.

### Win-win

Get the first coworkers with an exchange of services. Do you need a professional profile to get the project off to a better start?

## Organise events!

Attract professionals who never would have considered coworking before, collect their contact information, send them newsletters and identify early adopters!

\* More information: [Trainings and Events section](#).

Be clear about the community you want to build. It's important to say no to profiles that don't bring value to your project in order to attract those who do.

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An illustration of three people in a meeting. On the left, a man in a blue shirt and white pants holds a yellow cup. In the center, a woman with curly hair in a light blue top and yellow skirt stands with hands on hips. On the right, a woman in a white shirt and yellow apron holds a blue clipboard. The background is a stylized office with green walls and a window. A dashed line runs across the top.

# Management models

Public, private, hybrid.  
Which are you?

## Private coworking. 100% private investment and management

### What sets it apart from a public coworking location?

- Greater involvement from the founders
- Flexibility and speed
- Fast adaptability
- Limited resources

### Legal form

It's important to choose the most appropriate legal form. The main ones are:

- Self-governing / Company
- Association
- Cooperative, social enterprise, charitable

## Public coworking. 100% public investment and management

### What sets it apart from a private one?

- More economic and human resources
- Making a profit is not the goal
- Not very flexible
- Slow pace
- Low corporate name recognition on the part of coworkers
- There are fewer possibilities to choose location, furniture, model.
- If the publicly funded coworking space isn't sustainable when the funds end, then the location might close suddenly.

## Primary mistakes to avoid if you are a public coworking

- Locating coworking within a municipality.
- Neglecting the aesthetics of space and its experiential function.
- Treating marketing and communication as an afterthought.
- The risk of over-promising deliverables to your sponsor which later become a pressure on your ability to manage the space flexibly.
- Underestimate the development costs involved with site changes to suit the community of coworkers – which may mean that you can't make adaptations as occupancy grows.
- Begin / start the community and offer too many incentives so that when public funds are no longer available you are not then able to give the same level of service and support as before. You risk developing a culture of dependency, and too-high expectations from your community.



## Hybrid coworking. Public investment and private management

Collaboration has a higher chance of success. A hybrid space combines the strengths of the public and private versions. If you are public, first analyse if there is any private space in your territory and try to create a joint project.

If you are private, approach the administration to try to generate synergies that provide you with resources.

These hybrid models are a clear example of win-win!

- Zona Líquida. (Riba-Roja d'Ebre, Catalonia). Public space managed by an association
- Sinergics (Barcelona, Catalonia). Public social space managed by a company

If creating a hybrid model is not possible, you can find other collaborative formulas.

More information in the [Synergies and collaborations](#) section







# How to choose the

Consider both interior and  
exterior aesthetics

Although the community is the most important aspect of your coworking, the physical space is also decisive and influences whom you will attract and what happens inside.

---

You may have decided to create a coworking space because you already have a local or municipal facility, but if not...

### Choose the right facility:

Location  
Locale

### Create good content:

Design, furnishings and distribution of the space

## Location

### What should you keep in mind?

- Is there a good internet connection?
- Is it a central area or on the outskirts?
- Is it easy to reach by car? And by bus or by bike?
- Is there free parking?
- Are there services such as shops, bars, gyms, schools... nearby?
- Is it a safe area?
- Are there enough people in the area to fill the space or will people have to come from other places? Are these areas close?
- Does the building / location offer disability access or options?

## Locale

### Characteristics and status. What should you keep in mind?

#### Use

Does its use allow you to create a coworking or coliving space?

#### Physical condition

Is it necessary to make changes to the structure to obtain your business licence? Or do you just need a coat of paint?

#### Distribution

What rooms are available? Does the distribution fit your project?

#### Access

In a private space, do you prioritise visibility and access at street level, or the privacy of a flat with the possibility of having balconies or terraces? Does it offer disability access

or are there manageable ways to enable disability working or access to coworkers' services?

If it is a public space; is it located inside another facility? What uses is it intended for? Exclusive and direct access from the street is always better so that you do not have to go through other facilities or deal with extra security measures or personnel.

#### Size

Size matters and limits the options for growth. Ensure that the premises allow for and facilitate expansion

#### Light

It's always better to have natural light

#### Ventilation

Choose a facility with windows and, if possible, outdoor work areas: terrace, garden, patio, panoramic views... If you attract urban coworkers they will value it!

**Think outside the box! Sometimes non-traditional buildings or spaces can be good candidates. They might be cheaper because they don't have other uses.**

# It's time to choose!

## Comparative analysis of available spaces

Now that you have reviewed the characteristics of the spaces available, it is time to choose the most suitable facility for your project, taking into account:

- The type of space
- Potential users and their needs
- The location, status and characteristics of the selected spaces





# Decision-making template

Type of space	Audience	Strengths regarding location	Weaknesses regarding location	Positive characteristics of the facility	Negative characteristics of the facility	Necessary or desirable characteristics

## Design, equipment and distribution of the space

In addition to offering quality functional spaces to work in (comfortable, useful and safe), you should also think about design trends to make coworkers fall in love at first sight and to offer them positive experiences as a result of using the space (interaction, creativity, well-being, relaxation ...).

**Choose a style that is neutral or shared with the audience you are addressing. Keep trends in mind, but try to create your own style that doesn't expire over time.**

You may also want to identify the coworking community first and then get them to help set out the style and layout of the space (within a budget).

## Distribution

### Coworking

It's usually an open room with shared tables for working. If you offer flexible rates, more than one person can occupy a space at different times.

(\*) More information: [Rates section](#).

Each table should be equipped with a file drawer and an ergonomic chair. Use modular tables to organize them according to changing demand. Experiment with combinations of four, two, large shared desktops...

You can have spaces for working while standing, an armchair, a bar, and a bench next to the window... And use space dividers for the tables grouped in modules facing each other, to ensure privacy without losing touch.

**Why not try mixing fixed and flex coworkers? New synergies will be established constantly!**

Note that obviously this is the layout considerations for coworking locations which are for office workers, but crafts and other creative industries would be a different proposal.

## Private offices

They are needed for coworker profiles that require more privacy, especially growing companies or professions that have to serve customers or make many phone calls.

Walls and privacy do not dilute the community. The important thing is what you make happen in shared areas. Closed offices are also coworkings if the community is nurtured by workers reuniting in shared spaces.

## Rooms for meetings, training, events and creative activities

Many of your coworkers will need to meet with clients, make video calls, attend tours, or even give trainings or talks. That is why it is essential that coworking spaces have:

Meeting room	A central table and comfortable chairs, Wi-Fi and cable internet, projector / TV screen, blackboard and speaker or sound system.
Training room	Modular tables, armchairs, projector and screen or TV, whiteboard, speaker or sound system
Event room	It's the most multifunctional. Flexible and storable furniture. Sound equipment, projector and screen or TV. Carpets, poufs, chairs, tables... And even a kitchen!
Creative room	Useful for brainstorming activities, design thinking, wellness, workshops... Equipped with carpet, poufs, pillows, slate walls, music...



The four types of shared rooms must be well insulated acoustically and even visually, to allow 100% private sessions, whenever someone needs it.

## Tips

- We need to compensate the lack of privacy in the work area with spaces that ensure maximum privacy when the coworker requires it.
- It's better to choose to offer several small meeting rooms than one large one
- Create a story with the room names
- Present them very well on your website, advertising the benefits: local events; attract companies that hold an offsite meeting; organise professional retreats.



## Call booths

Call booths are small spaces, and very useful for avoiding excessive noise in the common work area.

They should be equipped with outlets and a strong Wi-Fi connection, and if size allows, there should also be a small desk and chair.

## Kitchen / office

The kitchen is one of the most social areas and where relationships and relaxed interaction between community members are strengthened. Everyone knows that the best deals are made at the bar!

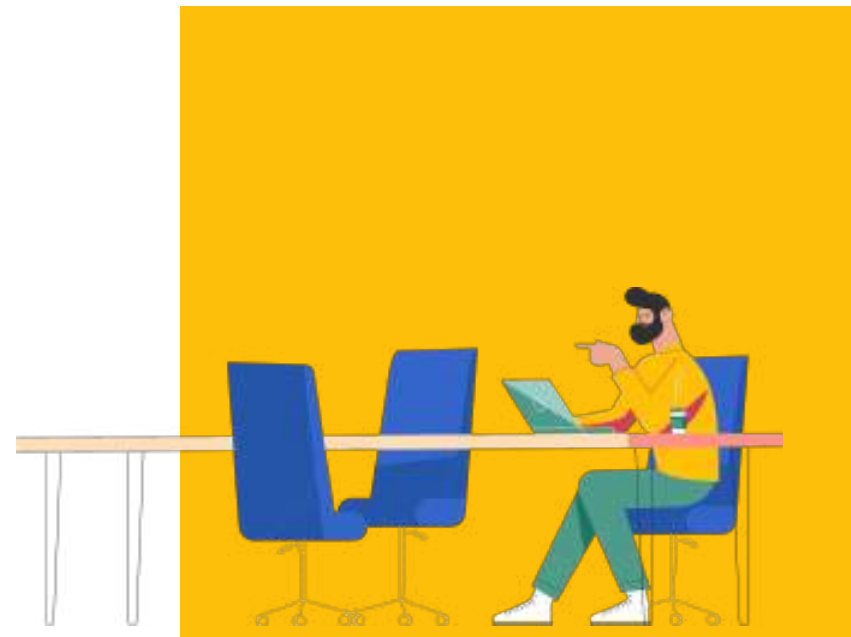
- It must be well equipped with all utensils and away from the work area.
- Think about the storage space for cleaning products, brooms, buckets, etc.
- It's a good place for informal workspaces, such as a bar with stools to answer a call, or tablets for an informal meeting.

## Zones for interaction and disconnecting

These areas generate experiences and lead to conversations with various users of the space with whom they do not usually interact.

Equip it with sofas, poufs, hammocks, and books, TV... You can also place a Ping-Pong table, a table football or even a climbing wall!

If you want to know strategies for designing successful coworking spaces for interaction, we recommend reading [Curating a Coworking Space as a third place](#)

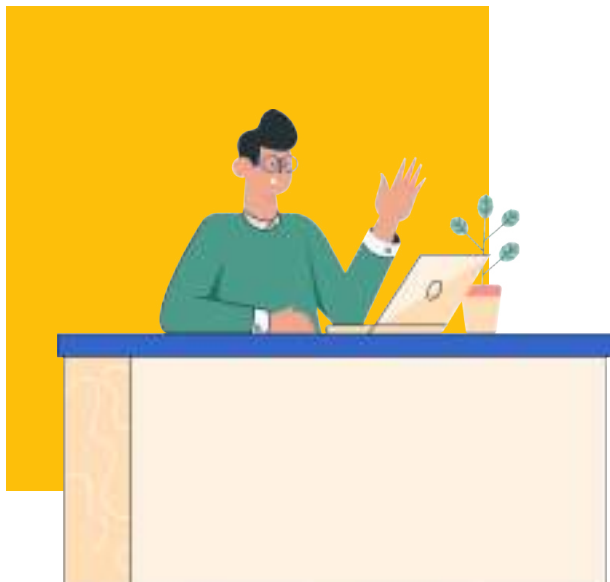


## Reception

Place it at the entrance of the space. It will prevent people who come to ask for information from asking coworkers directly.

It should also serve as a waiting room for information or for coworkers' clients.

It's also a good place to make your community visible! Place a screen with your information, a directory, photos, cards...



## How much space do I need? Let's calculate it!

Coworking	<p>+ 4 square meters per coworker</p> <p>You can have " Economy ", " Comfort " and "Business" spaces.</p> <p>A programmer who only needs a laptop is not the same as a lawyer who works with more papers on the table and serves clients.</p>
Meeting room	+/- 9 square meters
Event room	+/- 28 square meters
The kitchen	+/- 9 square meters
Call booth	+/- 1 square meter




Assume that, in total, each coworker occupies 10 square meters of office space. This number increases if your space has private offices or training rooms, events...

**And remember that not all square meters will be useful. There will be corners or spaces with no light or that aren't as comfortable that you will not use.**

---

**Resource:**

Space calculator <https://skepp.com/>

The background is a stylized illustration. At the top, there are two teal-colored rectangular shapes representing windows. A yellow dotted line curves across the upper part of the image. On the left, there is a light blue plant with large leaves. On the right, there is a large stack of orange boxes, some with white labels. The text 'Supplies and equipment' is centered in a white rounded rectangle.

# **Supplies and equipment**

## Lighting

Consider three types of lighting:

### General

Softer and warmer. Avoid fluorescents and cold light.

### Focal

Divided or even individual to save electricity in case the workplace is not occupied.

### Decorative

Lighting also serves as a decorative and style factor.

**Note the light intensity depending on the room. For example, it will be much lower in corridors and passage areas, than in workplaces.**

Natural light is not enough to work properly and is uncontrollable. Avoid positioning desks so that monitor screens face the windows.



## Acoustics

Minimizes noise through ceilings or sound-absorbing plates; or with curtains, rugs, bookcases, etc. You can also use partition panels, plants or shelves.

## Climate control

- It's essential to ensure a comfortable climate, but it is also the main source of disagreement among coworkers.
- First of all, be clear that you will never all be comfortable with the temperature! So, justify what you have decided with official standards and recommendations.
- Think about sectioning areas. Expenditure will be proportional to use and will therefore decrease.
- Look for options that allow you to regulate the remote air conditioning system.

## Furniture

### 5 key aspects to take into account when choosing furniture

- Comfort
- Functionality
- Flexibility
- Design
- Cost

#### Tips

- Opt for furniture with wheels or that is light and easy to move or stack.
- Do not buy all furniture at the beginning.
- Combine practical and economical furniture, with more personal or different pieces to add a personal touch to the space





## Chairs

Invest in ergonomic office chairs.

Consider some soft-seating options as a “secondary chair” to promote comfort in more informal moments.

## Tables

Buy tables that are easy to move: light or wheeled.

Place the electrical and network connections on the coworking tables, to facilitate access to users and avoid leaving the cables exposed.

Standard desktop sizes:

- Width: + 80 cm
- Depth: + 160 cm
- Height: + 73 cm

## Storage spaces

Shelves

Lockers with keys (for flex coworkers or coworkers with private documentation)

File drawers under the fixed tables with lock

## Plants

Natural elements decorate, improve the work environment and bring colour and life to the space. Fill the space with green!

## Trashcans and recycling

Place a trash can every two desks, as well as containers for recycling: paper in the work area; and glass, organic and plastic in the kitchen.

An illustration of a modern interior space with a teal wall, large windows, and red pendant lights. In the foreground, a person with red hair is seen from the back, gesturing with their hand. In the background, two other people are standing and talking. A white rounded rectangle with the text "Access and security" is centered over the scene.

# Access and security

# Access

## Manual

- Keys
- Closure by the manager

## Automated

- Plastic cards
- Access to the cloud
- Mobile app
- PIN code

**Opt for automatic opening, access and closing of the space.** Even if you don't need it at first, it's important to consider possible future growth of the project. They are more secure, save time and allow you 24/7 access.

There are some global providers of access systems. But you can probably find some local ones with the same quality guarantee!

For even more automated management use specialised software that integrates multiple vendors so you can automatically reconcile the extra use of the coworking or rooms.

---

# Security

Apart from easy and secure access to the space, think of security systems such as:

## Video surveillance cameras

With vision and recording. Internet-connected cameras are cheap and useful. Compliance with data protection must be adapted if video surveillance cameras are used.

## Alarm

The most common are anti- intruder systems that detect the presence of unauthorised persons, fire-fighting equipment, prepared to locate fire and smoke, and anti-flood systems.

Take into account the data protection regulations of your country, as well as the specific regulations or specifications of the contracted insurance.

## Security and emergency plan

The premises must comply with the minimum number of emergency exits, maximum distance of evacuation routes, fire resistance of the structure and enclosures, emergency lighting, fire extinguishers, etc.

## Accessibility

It's necessary to ensure accessibility for people with reduced mobility as well as adapted bathrooms, and other measures that will vary according to current legislation.

## Occupational risk protection

It's also necessary to take into account the regulations relating to the protection of occupational risks. The owner of the coworking must be in charge of adapting the facilities

and informing companies and self-employed people of the risks that could not be eliminated, as well as of the control and emergency measures dictated by the legislation of each country.

## Adaptation to European data protection regulations

It's necessary to establish the necessary measures to ensure compliance with the Data Protection Act.

### More information:

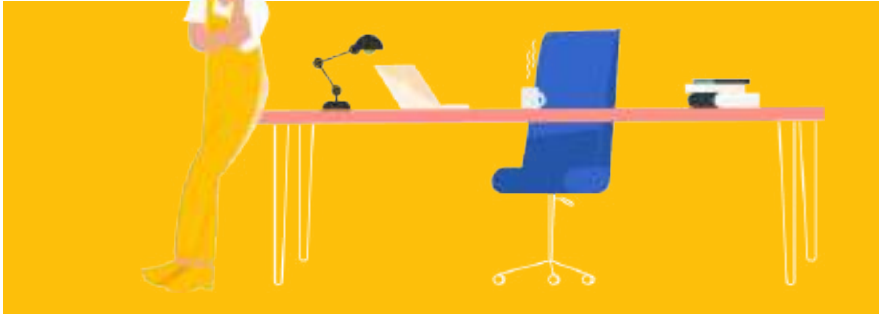
[www.legalcoworking.com](http://www.legalcoworking.com)





# **Business Model**

**How will I make a living?**



The business model is the basis on which your coworking will work. If you had a store, your model would focus on retailing. If you have a coworking space, it will be based mainly on the sale of memberships, although it will depend on the type of space you have created.

---

## Main income and expenses in a coworking space

First you have to consider... What do you want to achieve with your project? Generate profits, cover expenses, have an additional income source, respond to a citizen need...

The economic objectives will be different depending on whether you are public or private and whether you combine coworking with another economic activity.

### Income. Where does it mainly come from?

#### Quotas

Usually, the centre of the business is the quotas, or membership fees, of the coworkers. It should be noted that a table could have two quotas, one in the morning and one in the afternoon. Or be used by several flex coworkers.

## Events

For many coworking spaces, events are a tool for connecting the community and attracting new coworkers, but for others it becomes their main source of income.

[Crearium.](#) Space with a business model focused on training and events

## Sponsorships / partners

These can be technology companies that invest in coworkings to attract talent or provide products and services aimed at members.

They want to be connected to our community because it has value and we provide them with access in exchange for a material or financial contribution.

[The Cube Madrid.](#) Space with a business model focused on partnership

## Services

Another source of income are the extra services that are already included in the membership fees: virtual community, advice, accelerator programs, coaching, masterminds ... and other more complex services that we already understand to be a part of multiple business models: Cafe, Fablab, Accommodation...





# Expenses. What are the main expenses of a coworking space?

## Investment

- Costs associated with the processes of building team spirit and design of the space.
- It's also necessary to take into account the costs related to legal issues, the creation of the company or the promotion of the project

**At the European level and probably national and local, there are grants for rural, innovative or entrepreneurial projects.**

In addition to helping you cover expenses, they will provide you with promotion and contacts!

## Standard

- Rentals
- Fees and taxes
- Personal
- Maintenance
- Supplies
- Marketing

## More information:

Main sources of income and expenses of coworking spaces



# Rates

## How do we determine prices?

- Depending on expenses and profit margin
- Taking into account competition rates
- Depending on the value we place on the services we offer

**Offering space for free is not a good idea. You can do this for a specific time as part of an offer.**

## What do the rates include?

Rates are normally monthly and do not include permanence or require a deposit.

They include:

- Furnished workplace

- Storage space
- Limited access to meeting room
- Access to common areas
- Basic services

## Rate systems for coworking spaces

### Fixed plan

All members pay the same regardless of the level of use of the space. It's usually a full day rate or 24/7.

When choosing one of the two options, keep in mind:

- If demand is high and you are reimbursed for expenses associated with a 24/7 rate that allows users to use the space on nights and weekends.
- If your coworkers work for national or international clients, and therefore have to do so at unusual times to accommodate the time difference.

## Pros and cons

- Less administrative work
- Less adaptability to the needs of demand
- Easier to explain

## Multiple plans

Establish various rates according to the needs of the users.

If you choose to diversify rates, don't overdo it! Do not offer more than three. Customize only if asked.

Avoid rates that absorb other rates and prevent you from selling your higher cost plans. Ensure that the price differences and associated services correspond.

## Pros and cons

- It allows a modulation of prices according to the use of the space
- It can provide more economic benefits if demand is high, because the same space has several users

- Expands and diversifies the community
- More administrative tasks

## Possibilities of multiple plans

### FIX

Coworkers can leave their work material in their space permanently.

The space is not occupied by any other user.

### Options

- Full day
- 24/7
- Team / company rate (offers a discount for each new coworker on the team)

### FLEX

Users do not have an assigned workspace. Nor is he or she allowed to leave work material there. Other users occupy the space. This rate makes spaces more profitable, as flex rates

are usually proportionally higher than fixed rates, and space is occupied more than once.

## Options

- The same as the fixed ones
- Other specific flex fees
- 1 day
- 5 or 10-day pass
- Half day
- 2-3 days a week

## Tips

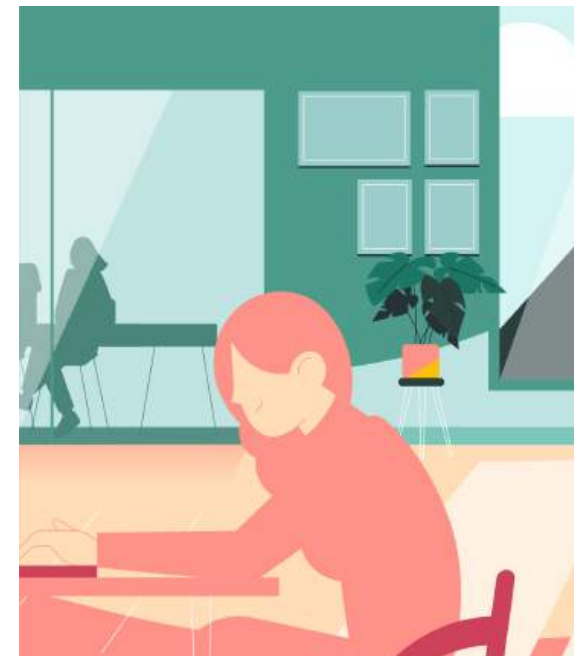
- Maintain rates but modify naming and storytelling when promoting them to suit different needs and situations:

2/3 days a week = teleworker rate

Half day = Part-time rate

- Limit the use of rooms by coworkers to prevent them from being abused and always busy.

- If you decide to apply a half time rate, find out which part of the day is most in demand and offer the other at a lower price to fill it.
- Avoid setting rates that are too low thinking that people will not come.
- Focus the justification of the price on intangible values: community, access, flexibility, location, and contacts...
- Don't do favours. Regulate your multi-faceted role as a service provider, colleague, and in some cases, partner.



## VIRTUAL

For those who don't want to or can't work in the space, but do want to be part of the community.

The virtual rate usually includes:

- Promotion
- Participation in events and training
- Use of common rooms or space certain hours / days a month
- Access to the community
- Discounts or benefits

## Rate system for meeting and event rooms. How do we determine prices?

### By capacity and size of the space

The most practical and common option. The larger the room and the possibility of occupancy, the higher the cost.

### By occupation of space

Base + extra cost per person.

### By percentages

If there are paid activities and you promote the activity. A % of 60/40 or 70/30 is usually applied.

**Services that add value to the rental of the event/ meeting rooms: extra promotion, video recording, and registration management...**



# Services

## Basics

These respond to the basic needs of a professional when performing a work-related activity.

### Internet

- A good connection is essential
- Consider creating two separate Wi-Fi networks: one for your events and one for users of work areas.

### Printing, copying and scanning

There are several options for printing, copying and scanning. You must first assess whether to offer free printing or whether you want to set a cost per page depending on whether its colour of b/w.

The best option is to monetize and automate the printing process to provide equitable services to all coworkers and relieve the manager of non-essential tasks.

### Monetization options

- Piggy banks
- Renting a printer that assigns a code to each user so that they can use it autonomously and the manager only has to count the prints / photocopies on a monthly basis
- Use cloud printing software to print from your mobile phone or tablet.
- If you hire coworking space management software, it will directly count each user's photocopies in the monthly billing.
- Think about the printing needs of your user profile. If you have architects or designers, they will need, for example, large format and colour plotters or printers.





## Water, coffee, tea, snacks

Every space is its own world. What is universal is that all spaces must have a shared space with coffees, teas, water and even snacks.

### Monetization options

- Offer it for free, but adjust rates accordingly
- Piggy banks
- Provide a paid coffee / tea capsule dispenser
- Ask coworkers to bring the capsules
- Use a vending machine
- Integrate cashless payment into the coffee machine
- Bar run by an external company where everyone has access

Details are very important in a coworking space. Some shared refreshment items will be needed (e.g., sugar / sweeteners) and can be provided under a common amenities budget to which everyone contributes.

The space can take care of these products as if they were amenities, and take this into account when calculating rates or as a facilitator to set up a joint monthly payment system.

You can also talk to partners (local producers or stores) who provide you with these products, for promotional purposes and product placement.

**Coworkers love the details that they can share, especially those that make their experience unique. Some spaces offer flavoured water or free beers in the fridge every Thursday afternoon.**

Despite having a good base, many coworking spaces realise that they need to give more value to users so that they stay or return. Here are some complementary services that will help you make the community happy, build loyalty and retain membership.



## Premium

Premium services can include:

- Increase, diversify and improve the knowledge of coworkers through training.
- Assist them in the start-up or growth of their project through advice, incubation and acceleration of projects.
- Disseminate your projects and profiles to potential collaborators and clients through promotion and events.
- Reduce coworkers' expenses with discounts and partner benefits.

You can go further, if you want to have a model coworking, and offer services that bring even more benefits and value to coworkers and your environment or career.

## Extras

### Service agency with coworkers

To provide services to the community outside of the coworking, like marketing, web and audiovisual, design... all under the same brand.

e.g.

[Dinamo10 \(Viana Do Castelo, Portugal\)](#)

### Consulting

Sell your coworking expertise and know-how. Maybe you can help create a coworking in the next town over!

e.g.

[Leco \(Valls, Spain\)](#). Legal Coworking Consultancy.



# Space management

Or the incredible story of the  
one-man-brand

**A coworking space does not work by itself. In a bigger space, there are several profiles that carry out each of the tasks, but surely in our rural coworking it will be up to one or two people to do everything!**

---

## The community builder

**Is the professional who energises the coworking space, encouraging interaction between members of the community.**

They are responsible for achieving a good user experience and adding value to a coworking space. They are the one who makes a coworking a coworking! They are in constant contact with the members.

**And in a small space, they are the one who does everything!**

## Main tasks to develop

### In relation to space

Take care of the logistics, infrastructure and maintenance of the space.

They make sure that nothing is ever lacking, and that everything works properly: heating, paper in the photocopier, coffee, cleaning...

### In relation to coworkers

- Accompany the entry and exit of new members: delivery of documentation, presentation to colleagues, show the space...
- Detect if coworkers have a bad day, invite them to a coffee, congratulate them when they have reached a professional goal or have a birthday...
- Solve day-to-day problems: a dim light, a duplicate reservation of the meeting room...

- Bringing new clients, possible projects or job offers to coworkers
- Listen and make sure that the coworkers' proposals are carried out: propose and dynamize monthly meetings, send a survey...
- Promote and facilitate events: breakfasts, networking, workshops, and project presentations...
- Explain what coworking is: across networks, organizing talks...
- Participate in other communities
- Take visitors on tours

## In relation to the project

- Customer service, secretary and administration: reception of packages, calls, invoicing, and addendum of contracts...
- Commercial and sales: visits, sending and tracking budgets...
- Internal communication

- External communication
- Search for collaborations

## Resources:

- [Community Builder Training - Donegal](#)



# Finding a good community builder is not easy!

## Skills and habilities

1 Sociable, empathetic and optimistic, dynamic and flexible	7 Gifted with people and mediation
2 Creative and a good communicator	8 Oratory skills
3 Well connected with the community members	9 Entrepreneurial talent
4 Open-minded, curious and detailed	10 Knowledge in event organization
5 Must be able to observe and listen	11 Knowledge of the business world
6 Organized and capable of teamwork	12 Technological and communication skills



# Communication

Do it well, and let them know!





**Marketing and communication are key to attracting your potential audience, to building their loyalty and to increasing membership. But before you start communicating you need to be clear...**

---

## Brand positioning and identity

**What place does your brand occupy in the mind of the consumer and differentiate you from the competition? You can be the only coworking in your town, the oldest, the one for parents, the economic one, the one on the coast...**

The positioning you want to achieve must be reflected in all the visual elements that constitute the identity of your brand:

- Name
- Logo
- Slogan
- Corporate colour
- Typography
- Website
- Profiles on social networks
- Cards and office supplies
- Merchandising.

## Sales strategy

Difference between:

### Audiences looking for coworking

You are addressing connoisseurs of the coworking concept and therefore you have to sell intangibles: community, environment, and contacts...

### Audiences looking for an office and not a coworking

You are targeting people who do not know the coworking concept and therefore you have to sell actual things: price, comfort...

**Differentiating it will help you to choose the keywords on the web, the messages to be transmitted on the networks...**

## External communication

### Web page

It will help you to position your brand and attract customers who do not know you, but also as the final destination of the purchase process and service portfolio.

Keep in mind some basics like making URLs user-friendly or providing a good user experience.

Example of basic web page structure:

- Home
- Coworking
- Rates
- Community
- Agenda
- Space rental
- Gallery
- Blog
- Contact

## Blog

Having a blog on the website will improve positioning, but it will also help you generate storytelling and humanize the brand.

Talk about the projects that your coworkers do, explain the process of creating the space, offer tips for freelancers or talk about your region to attract nomadic and urban coworkers.



## Social Networks

They are an essential channel to reach your audience, but also so your audience can reach you, and so you can get to know your potential coworkers better, and know how to adapt your services to meet their needs.

Create a company profile on Facebook, Twitter and Instagram. Also develop your professional profile on LinkedIn. And create a listing on Google My Business.

## Tips

- Remember: Less is more. Create relevant content with calls to action
- Sponsor the posts you want to highlight
- Talk about your community, not just the tables and chairs
- Don't always sell: inform, entertain, and tell stories.

## Email marketing

- Whenever you have the opportunity, add addresses to your database: event registrants, people requesting information... Remember to ask for consent to process their information and thus comply with European data protection regulations.
- Segment the database into lists: coworkers, event attendees, people who have requested information... to send targeted content.
- Send only newsletters with relevant content, so that they do not unsubscribe.

## Advertising and announcements

### In traditional media

The return on advertising investment is usually low. Send press releases or look for collaborations; you can write a column about coworkers in the newspaper or do a section on local radio

If you do relevant events, the media will cover them. Send calls and press releases!

### On the internet and social media

- Create advertising on social media, to give more visibility to posts that you are interested in highlighting, or to reach people who don't follow you. Social advertising is cheap and effective.
- Also think about search engine advertising to place your brand on the first page of the search engine when someone does a search related to you.

## Promotions

- Create promotions to attract new coworkers, retain them, or turn existing ones into prescribers.
- Offer a discount to coworkers who bring a friend or return, 50% in the months with less influx of people, raffles ...

## Posters and flyers

Sometimes the simplest things work. Design graphic marketing material that you can distribute to tourist offices, country houses, fairs... even in the village bar!

## Word of mouth

It's the best channel of communication, especially in rural areas and small municipalities where people come for the people and for "who is there".

Therefore, the best communication action is to offer a good service and a good experience and try to get the coworkers to speak for you, either in person or through the networks.

Generate activities that encourage your coworkers to share the experience on the networks. You can do a free photo shoot for each coworker or an opening concert.

## Directories

Coworking directories are a good tool to reach out primarily to digital nomads or flex coworkers, but also to position yourself through third parties.

Some of the most popular are:

- Find workspaces
- Share Desk
- Share my office
- Coworker
- Peerspace
- Desks near me
- Deskpss
- Other national or local directories



# Internal communication

**Planning communication with internal audiences is as (or more!) important than with external ones. Coworkers will be your best subscribers! We recommend...**

---

## 1. Good onboarding. The first day is key

Immediate value delivery: Personal and community welcome pack, welcome coffee, and coworkers' presentation...

e.g. [Indy Hall](#) (USA) offers resources to get to know the environment: charming neighbourhoods, places to eat, people to follow...

Give all the information needed: face-to-face, on paper or by e-mail.

## 2. Constant communication

- Use a WhatsApp, Facebook or Slack group daily or for immediate and informal information.
- Weekly via e-mail but also with face-to-face actions such as a monthly brainstorming session where the space invites coworkers to breakfast, a blackboard where to write down proposals...
- Monthly through newsletter: Send them relevant information about their project, sector, news of the space, form to contribute ideas and improvements...

## 3. A good farewell, to come back or recommend us

When a coworker leaves, we give him/her more than a "goodbye and good luck". We give him/her a 10-day voucher in case he/she misses us, we say goodbye to him through networks if his/her project has grown, we invite him/her to events or we offer him/her a friends and family rate.



An illustration of a diverse group of people at a community event. In the foreground, a group of people are standing on a green hill, some with their hands raised in the air. They are wearing various casual clothing like t-shirts, overalls, and hats. A small white dog is sitting on the grass. In the background, there are stylized buildings and a blue sky with a yellow dotted line arching over the scene. A red shield icon is visible on a dotted line in the upper center.

# Trainings and events



Trainings and events are a “must have” for coworking spaces because:

- They make the space known
- They attract new members to the community
- They complement the income generated by the memberships
- They create synergies between community members and are an opportunity to publicize their projects
- They generate brand image
- They bring knowledge and contacts to coworkers
- They are newsworthy
- Strengthen the sense of community and identification with the brand

**The return on investment will not always be economic, but will mainly increase the demand for information to be part of the community and increase media exposure.**

---

## Events

### Interns. To energize and unite the community

- **Show and tell:** Presentation of coworkers' projects
- **Members contest:** Award for the best project of the year
- **Afterwork activities:** Running group, visit to local producers...

(\*) These events can attract urban coworkers, because they allow them to discover the area and get involved. Enhance them if your audience is not from the area.

- **Welfare:** Pilates...
- **Shared meals:** Breakfast on Mondays, happy hour on Fridays...
- **Add value:** Present coworkers' projects on a rotating basis...

## External or hybrid: to attract new members and make the space known

- Networking
- Openings and anniversaries
- Conferences and talks
- Markets and participation in fairs
- Marathons: Startup weekend, Hackathons...

## Events to attract the community in the beginning

People will come out of curiosity, out of interest, to find out what kind of people go there, the environment... and decide if it's a good match for them.

It will help you to identify potential coworkers, gauge their reactions, figure out who is committed and who won't return...

Early adopters! Keep an eye out and be loyal to those who come often and who feel part of the project. Reward them with a free monthly fee or by involving them in some professional project.

Those that never fail:

- Open house
- Painting party
- Exhibitions
- Talk and wine-tasting / beer tasting
- Inauguration

**If at first you don't attract people, don't give up: Was it the right day and time? Did you communicate it well in advance? Were the contents interesting?**

---

# Tips for events

- Schedule events aligned with the identity of the space and the preferences of your coworkers (technological, digital, artisan...)
- Create a regular schedule and a stable brand (or multiple) brands
- Go to other events
- Meetup.com is a great place to discover groups of people and connect with them.
- Performs a % of events outside the space: in a municipal facility, in the village bar, on the street...
- Involve collaborators who will become subscribers and associates of the community: artisan producers who serve beer, bookstores that sell the book after a presentation.
- Share the experience before, during and after. And above all, encourage attendees to share it: create an official hashtag, have a photocall and reward those who take a photo...
- If you schedule paid trainings and events, offer discounts or freebies to coworkers.
- Beer is key, but so is the professional benefit of the event. Find the balance in the events to combine the professional part and the social part: talk + glass of organic wine. Networking + snacks....

# Formations

The ones that never fail! Training on:

- Technology
- Marketing
- Well-being
- Leadership
- Business management
- Self-knowledge

**Trainers who rent your facilities will also choose you for your ability to reach a community they do not know. Therefore, promote training by third parties as another service that adds value to your coworking.**

---

## Tips!

- Take into account the needs and preferences of coworkers. Ask them what training they need
- Design a stable schedule (weekly, monthly or quarterly) and with a regular format: capsules, workshops, masterclass ... you can create and combine various training programs.
- Design a training with its own value and character. Differentiate yourself with content and form.
- Hire external speakers, but also feature your coworkers! Combine or create different training programs with experts that bring brand recognition to your space and with coworkers that add value to the community.
- Adapt the training to a new profile of teleworkers.
- And think more and more about combining face-to-face and online training, or turning them into hybrids.

An illustration of a man with dark hair and glasses, wearing a green sweater, sitting at a desk with a laptop. He is gesturing with his right hand. A red pendant lamp hangs above him. In the background, there are two windows and a potted plant with large green leaves on a stand. The scene is set in a room with teal walls and a light blue ceiling.

# **Legal aspects & documentation**



In coworking spaces there is usually a very good vibe, but prevention is always better than cure. Therefore, the best way to ensure your peace of mind is to have all the legal documentation up to date to prevent any conflict.

---

## Legal aspects to consider

### In relation to the premises

#### The business licence

Check that the use of coworking is allowed in the chosen premises.

#### Fire protection

The premises must comply with the minimum number of emergency exits, maximum distance to the escape routes, structural fire resistance, emergency lighting, and fire extinguishers...

#### Accessibility

It's necessary to ensure that the coworking space is accessible for people with reduced mobility and that there are adapted toilets.

#### Insurance

- Insurance liability to cover damage arising from the facilities and the locale: fires, floods, weather effects, vandalism, and electrical damage.

- Professional civil liability policy for carrying out your activity as a coworking service provider.
- It's highly recommended that your coworkers also have their own liability policy for any damage they may cause to other coworkers, third parties or to the premises themselves.

**In all of these aspects, it is necessary to consult the specific legislation of each country, region or municipality.**

Make sure that the surface, the electrical installations and the existing air conditioning / heating installations in the premises are suitable for your project.

This will facilitate the administrative side and minimize the need for renovations and associated headaches.

### In relation to the founders

If you create a company, it is highly recommended to make a partnership agreement.

### In relation to the activity

The business activity must be registered with the relevant tax authority.

You must take into account the various activities that take place in your space, as 'coworking' does not usually exist as a business activity.





# Contracts

Legal documents are often thick and difficult to understand, but they are necessary! Give them to the coworker accompanied by a welcome pack and explain all the points it contains.

Differences in regulations make it impossible to go into detail in this regard. But at a generic level, every coworking space must have documents that regulate the relationship with the owner of the premises, and between the person in charge of the coworking and the coworkers:

## The contract with the owner of the premises

Take care that the lease specifies the activity you'll oversee: provision of coworking services.

## The contract between the coworking service provider and the coworker

The coworking contract is not a rental contract, but a provision of services.

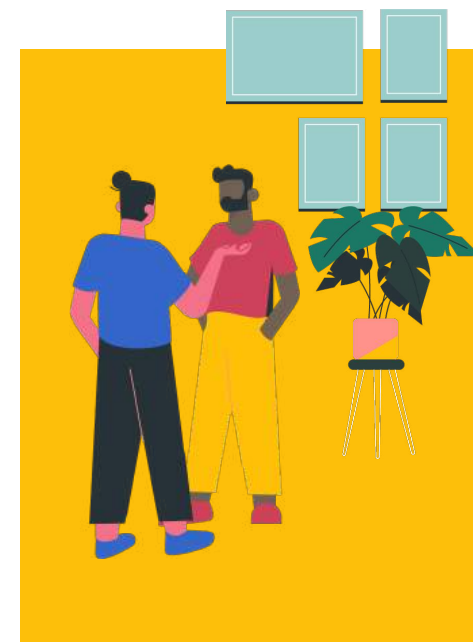
**All coworking contracts must have the following points:**

- A header with the details of each part
- A title that specifies that the document is a coworking contract
- The specific agreements / declarations

### More information:

Legal Guide for Nexodus Spaces created by LECO

[Part 1](#) · [Part 2](#)



## Internal regulations and pre-action protocol

Two good tools to avoid the possible dysfunctions and disputes of a coworking space, as well as to anticipate and facilitate its resolution.

### Internal regulations

These are the rules for using the space. Who cleans kitchen utensils? Can pets come? How far can the meeting room be booked in advance? Can coworkers listen to music? And receive correspondence from colleagues?

The internal regulations must also establish the sanctions in case of non-compliance (it is often a warning and the last option is the termination of the contract).

Attach it to the contract and hang reminders of the most conflicting points in strategic places: kitchen, meeting room, entrance...

### Pre-action protocol

Internal documents that will help you establish a plan of action in the event of a conflict. It's especially useful if there are multiple managers in the space.

How to act in the event of a default on payment? And when a customer asks for a duplicate profile? What if a coworker after the trial week doesn't fit in with the community?

It anticipates everything that you consider important to systematize, to respond in a coherent and cohesive way.

An illustration of a community scene. On the left, a man in a blue sweater and white pants holds a white bag. Next to him, a woman with grey hair and a blue top holds a yellow cup. In the center, a woman with dark skin and curly hair, wearing a green top, has her hands on her hips. On the right, a woman with blonde hair, wearing a white shirt and yellow overalls, holds a blue tablet. The background features a green wall and a window with a yellow frame. A dashed line runs across the top. A semi-transparent white box with rounded corners is centered over the image, containing the text.

**Tools that will make  
your life easier**



**Managing a coworking space can be complicated if we do not have the right tools or we cannot dedicate ourselves to it full time.**

But there are very specific and economical software and applications that will save you time and allow you to devote it to what really matters, and to those tasks that require you specifically.

The list is endless and varies constantly. Stay up to date and try the ones that best suit your needs and those of your space!

#### More information:

- [www.everythingcoworking.com/coworking-resources](http://www.everythingcoworking.com/coworking-resources)
- <https://es2.slideshare.net/CoworkingSpain/cowoking-technology-essentials-ryan-chatterton-99194973>
- <https://www.coworkingresources.org/coworking-space-management-software>

# Tools

Software for integral management for coworking spaces	<p>Cobot</p> <p>Nexus</p> <p>Coworkify</p> <p>And many more!</p>	<p>Compare them by:</p> <ul style="list-style-type: none"> <li>○ Access control</li> <li>○ Flexibility and efficiency of use</li> <li>○ Help and documentation</li> <li>○ Level of customization</li> <li>○ Lead generation and data analysis</li> <li>○ Price and scalability model</li> </ul>
Room reservation	<p>Skedda</p> <p>Google Calendar</p>	
Technological accessories for meeting rooms	<p>Google Chromecast / Apple TV (to connect computers to the screen)</p> <p>Enplug, DigitalSignage, BrightSign (to display images, logos, welcome messages on the screen...)</p> <p>Zoom Room or Logitech Camera (supports for video conferencing)</p>	
Cloud printing	<p>Ezeep</p> <p>Printwithme</p> <p>Printer vendor's own applications</p>	
Internal communication	<p>Slack</p> <p>FB Group</p>	

# More tools...

Email marketing	Mailchimp Active Campaign
Surveys	Typeform Google Form
Publication programmers in Social Media	Creator Studio Hootsuite
Video calls	Zoom Microsoft Teams Download Gotomeeting Hangouts
Interactive presentations	Minds

Payments	PayPal Stripe Chargebee
Collaborative dynamics	Mural
Tour booking	Calendly Bookly
Shared project management	Asana Slack Trello
Design captions for XXSS	Change





# **Post Covid-19 Opportunities**

**There's always a silver lining**



**Telework is an opportunity for coworking spaces and rural areas, as it facilitates the introduction of new profiles of coworkers who until now did not consider living in a town or working in a coworking.**

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**Teleworking enables the attraction and retention of talent, as well as the creation of a more diverse and broader professional community in rural coworking spaces.**

e.g.

Tulsa Remote

A program developed by public and private organisations in Tulsa to attract remote workers from other places. Coworking spaces play a key role in this program, hosting remote relocated workers and helping them connect to the local scene.

## Where is the office of the future going?

The office of the future will tend to have a central office with less and less employment, no longer because of the need for social distancing, but because of the benefits of a flexible and decentralized way of working.

The headquarters will be mainly intended to satisfy the functions of socialization, connection, co-creation... And the satellite offices (why not coworking?) Will serve the teleworkers to develop more mechanical and day-to-day functions.

## Why is coworking the third ideal place to telecommute?

Because there are benefits for both companies and their workers:

- Cost reduction
- Balance between autonomy and structure
- Routines

- Production
- Job quality
- Stimulating community, motivational environment
- Security
- Corporate image
- Flexibility

## What about the coworking will change with the arrival of the teleworker?

### Audiences

- Employers as borrowers of the coworking service
- Workers as subscribing for their employers

### Marketing and communication

- Incorporate commercial actions to reach companies in the territory but also in urban areas with workers who live in your municipality.

- Hold informational sessions for employers. For example, through a talk at a public institution on "the benefits of coworking for the remote worker"
- Make a list of professionals in the area who do telework, contact them and offer them some promotions and information on coworking for their bosses.

### Space

- Create spaces for teams or companies and personalise them with the logo, the corporate colour, and the distribution of the tables...
- Create more flex spaces for professionals who combine work at home with work in coworking
- Adapt the facilities to the possible needs of the companies: Cable connections, spaces for commercial calls, closed spaces of exclusive use for companies...

## Formations / events

Program activities of interest for the teleworkers: training on productivity, time management, personal and corporate brand alignment...

## Rates

Adapt them to the needs of the company and the teleworker:

- 2 or 3 days a week and part-time
- Rate per company
- Create a coworking tab (similar to a restaurant tab)

## Services

Replicate or enhance services offered by the company:

- Dining room or agreement with a restaurant that provides delivery service
- Reception, secretarial, call management, parcel collection....

## Community revitalisation

The community builder can assume new functions that he/ she did not develop or did so partially / periodically.





**Synergies and  
collaborations**  
**Don't walk alone!**



**Collaboration and synergies, both with other spaces and with local agents, are essential for the proper functioning of a rural coworking.**

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## Who to network and establish synergies with?

**With the local government administration if you are a private space and vice versa**

You have what they want. They have what you need. Meet with the business or entrepreneurship departments of your municipality and ask them for collaboration proposals where they also win.

### What can you do together?

- Award prizes or scholarships for the use of the space to groups such as young people or the elderly who present a project that impacts the area.
- Rent your space or bear the costs of networking, training and joint events.
- Offer their technical staff as an advisor to coworkers.
- Provide information about the space to new entrepreneurs who attend.

## With coworking spaces in other neighbourhoods or cities

It will help to increase name recognition of your coworking, to promote local mobility, to increase the community and, it must also be said, to feel supported by people who live the same professional moment as you.

### What can you do together?

- Create an informal network of proximity
- Offer free working days in the network spaces
- Create joint rotating events and meetings
- Design and promote joint marketing actions: graphic material, ads on social networks
- Appeal to the government together to strengthen your presence
- Create a website or app with the coworkers of each space

Indycube  
Cowocat\_Rural

## With local shops and companies

As craft brewers, stationers, printers, and producers...

### What do they bring you?

- Organisation of joint activities
- Sponsorship of events with financial or product / service contribution
- Promotion
- Products and services to coworkers at exclusive prices
- Brand image



## With local associations

Cultural, environmental, neighbours, family, artistic...

### What do they bring you?

- Expansion and diversification of the community
- Proposals and resources for events and trainings
- Opportunity-generating links

Not everything is receiving, also giving. Why don't you collaborate with an NGO? Coworking spaces are projects with values and what better way than to devote resources and time to a non-profit organisation?

## With groups of entrepreneurs

Local, territorial, national

### What do they bring you?

- Coworkers
- Resources

- Corporate image
- Knowledge

## With coworking associations and conferences

Territorial, national, European...

### What do they bring you?

- Resources
- Contacts
- Representation
- Knowledge
- Exchange of experiences

Globalworkspace.org

Coworking Europe Conference

Smart Workspace Summit


GCUC Community

Coworking Assembly



A stylized, colorful illustration of a mountain town. In the foreground, a person is walking on a path, and another person is lying on a lounge chair. In the background, there are several buildings, including a large yellow one and a smaller red one, nestled among green hills and mountains. The sky is light blue with white clouds. A semi-transparent white box with rounded corners is centered over the image, containing the word "Annexes" in a bold, black, sans-serif font.

# Annexes



# How to avoid the most common mistakes in public coworkings

# Mistakes & advices

MISTAKE	ADVICE
Spaces that look administrative or institutional	Think of cozy spaces, different from traditional offices, and perhaps involve the community in the decoration. Opportunity to get these members feeling involved and involved from day one
Difficulty identifying or generating a sense of belonging (lack of a reference with whom to empathize)	Option for the space to be managed by a freelancer, association, cooperative or external company ( eg. Genion )
Stiffness, lack of agility in "day to day" decisions	Option for the space to be managed by a freelancer, association, cooperative or external company
Spaces located inside other associations	Choose the most suitable place to locate the coworking space, taking into account the " user experience " and its customers, and all the dysfunctions that may arise in spaces "hidden" behind other doors
Difficulty assigning value to what is being offered, as people usually only perceive that space is being offered.	Give a lot of emphasis to dynamization and the generation of networks and synergies between the communities. Communicate it from the web, social networks...

# Mistakes & advices (2)

MISTAKE	ADVICE
Administrative, non-emotional communication / marketing	Advertise your coworking always using images of people, not just tables and chairs
Events very focused on training aspects and less of a "social" nature.	Promote events organized by the community itself, highlighting the skills of the members themselves.
Simply choose and conditioning a space and expecting people to fill it may work in urban areas, but not in rural areas or in smaller cities	Create the community and the atmosphere before creating the space. Spread the concept of a coworking and the benefits of working in community. The space will follow.
Time limits for access to the building and space	Keep in mind that users can work for clients around the world. Do not put limitations, instead offer solutions.
Uncaptivating signage or unattractive space	Find a professional to take care of the logo and advertising and to generate and transmit a brand and collective image.



# **Analysis of “Zied zeme” and “Pierigas Partneriba” experience**



## Making a community: the Dzivoklis coworking experience

**Creating a coworking space and building up an active and dynamic community around it is a challenging but exciting process. Pierigas Partneriba's experience with the Dzivoklis space within the CoLabora project is full of valuable lessons on the promotion of coworking spaces in rural areas.**

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From the early stages to its current challenges and productive regular activities, the Dzivoklis experience serves as a good example of a successful community-building journey that has offered new opportunities to its

local ecosystem and hints a potential and interesting growth.

### The first steps

Prior to the development of the CoLabora project, Pierigas Partneriba followed a series of steps to analyze the starting conditions and bring together the community that would, eventually, build up the Dzivoklis space. These first stages included the conduction of a survey and the organization of several events that would scout interested individuals and associations.

Together with the association Zied Zeme, the survey targeted 110 potential residents. The aim was to understand the needs of the community and the viability of the project. The results were encouraging, as all respondents were interested in a co-creative space and 60% of them were already actively involved in their community.

The early stages of the project did not include a diagnosis of what the new space could offer to the local ecosystem. However, already within the survey results, potential

residents showed an interest in creating a dynamic and active community. Besides expressing their need for traditional office premises with desks and equipment such as copiers and printers, the respondents also required space to hold conferences and performances. Potential residents were invited to the collective creation of the new coworking space together with the community builder.

Moreover, Pierigas Partneriba also organized several events to disseminate the CoLabora project and attract new residents. In collaboration with Zied Zeme, they also held an event with representatives of the municipality, entrepreneurs, and interested parties to discuss and promote the possibilities of co-creation spaces in the region. There was an effort to identify local organizations interested in this initiative, such as Olaine Business Development Center and Business Embassy.

## Creating the space

Before establishing that the Dzīvoklis coworking space would be set in the Pierigas Partneriba office, a market study was carried out to explore all options. The decision was

based on the advantages that these premises offer. It is located in the city center, next to the municipality and a commercial area, it is also accessible and has a good public transport connection. The place also had the requirements that residents would need to be comfortable while working there.

The community builder was in charge of the visual and functional design of the coworking space. The premises were divided into different rooms so there could be enough desk space and a place where to get some coffee and have a break. The furniture can be arranged to transform the space into a suitable room where to hold events. The residents were involved in the visual design process, too, as they were allowed to express their opinions and make suggestions, and even paint the walls. Residents are free to rearrange the furniture and decorate the room according to their tastes and needs.

## Management and dynamisation

The coworking's management and dynamization is 100% public, which means that coworking room is available to



everyone free of charge. Setting the coworking in the Pierigas Partneriba premises also meant that, as the building is public-owned, the municipality already covered utility bills. Therefore, residents are free to come to Dzīvoklis to work and organize their own events. However, there are some restrictions related to the maintenance of the premises and the organization of paid events, which have motivated the creation of a new coworking space in Oļiane with a hybrid funding system.

As far as Dzīvoklis' daily activity, the community builder's role is crucial in the residents' involvement and the promotion of the coworking space. There are regular biweekly meetings to discuss current issues and answer questions of interest. Other successful initiatives include practical creative activities, exchange trips, networking, and informal events, and, in short, activities that create a pleasurable atmosphere for residents and visitors.

## Lessons for the future

Some of the main challenges that Dzīvoklis faces is to reach out beyond the coworking community, find enough

participants for the events and new residents, and promote its activities to others. Understandably, the COVID-19 situation has made it even more difficult. However, the residents are still using the premises to hold online events. One of Dzīvoklis' goals is to explain the coworking project to people who might not know it to build a community around it.

After organizing several events with that purpose, it was clear that coworking spaces' promotion was more fruitful in events where entrepreneurs and associations gathered. Specialization and targeting are also important, as some of the most successful experiences show.

Specialized events on social entrepreneurship and coworking spaces have attracted many stakeholders and sparked interesting conversations around the benefits of alternative entrepreneurial models and their fit in society.



The background is a stylized illustration. On the right, a person with short grey hair and glasses, wearing a green sweater with yellow leaf patterns, holds a smartphone. To the left, there are colorful buildings in shades of red, yellow, and white. The background is filled with dark green, pointed shapes representing trees or hills. A semi-transparent white rounded rectangle is centered in the foreground, containing the text.

# **References and resources**

## Rural coworking spaces

### CoLabora network

- [Dzīvoklis - Coworking space in Olaine](#)
- [Colabora Lielvarde](#)
- [Cowocat\\_Rural](#)
- [La Quincaillerie](#)
- [Le Chai Coworking](#)
- [Cheese & Grain](#)
- [The Old Church School](#)
- [Engine Shed](#)
- [Framework](#)
- [Edventure Froome](#)
- [Welsh Ice](#)
- [IndyCube](#)
- [CoWork Plus](#)
- [Motley Crow](#)
- [The Base Enterprise](#)
- [Town Square I Town Square](#)
- [Shape Studio - Boxworks - Bristol](#)

### Others

- [Mokrin House](#)
- [Ludgate Hub](#)
- [La Nave Nodriza Co-Working](#)
- [Crearium](#)
- [Casa Netural](#)
- [Sende en Ourense](#)
- [El Hueco Coworking Soria](#)
- [Coworking Bansko](#)
- [Asnières-sur-Vègre Village Factory](#)
- [Espace de travail et coorking à Ploumagoar](#)
- [Elles sont l'Occitanie : Amandine Largeaud - Grizette](#)
- [PANDORAHUB - Living the good life in rural areas](#)
- [Bildi - Coworking \(Kunlabi\)](#)

## Public dynamization initiatives

- [Cowocat\\_Rural](#)
- [CoWallonia. Lancement de l'appel à projets Coworking Rural - digitalwallonia.be](#)

- [Tulsa Remote](#)
- [Viver Cellaristes I Viver Cellaristes](#)

## Resources

- [Coworking Handbook: the coworking business book](#)
- [Coworking With Iris I Coworking Podcast](#)
- [Books that make coworking space management easier](#)
- [Deskmag I The Coworking Magazine](#)
- [16 Great Apps For Coworking Professionals](#)
- [Copass](#)
- [Resources – Everything Coworking](#)
- [www.legalcoworking.com](http://www.legalcoworking.com)
- [101 legal guide for coworking spaces \(I\) - Nexodus Blog](#)
- [Ingresos y gastos de un coworking I Flourish](#)
- [www.everythingcoworking.com/coworking-resources](http://www.everythingcoworking.com/coworking-resources)
- <https://www.coworkingresources.org/coworking-space-management-software>
- [Main sources of income and expenses of coworking spaces](#)
- [Curating a Coworking Space as a third place](#)

## Community

- [The coworking leadership slack channel:](#)
- [Google Group Coworking](#)
- [Open Coworking](#)
- [Coworking Rural Spaces](#)

## Nomad & Coliving

- [Coliving I Live, work & play with like-minded.](#)
- [CoWoLi : Coworking meets Coliving – Find your Digital Nomad House](#)
- [One Way Ticket – The Digital Nomad Documentary](#)

## Directories

- [Coworker.com: Find & Review Coworking Spaces](#)
- [Deskpass Coworking Spaces & Shared Offices](#)
- [Find workspaces](#)
- [Share my office](#)
- [Peerspace](#)
- [Desks near me](#)

## Coworking conferences

- [Coworking Europe Conference](#)
- [GCUC Community](#)
- [Coworking Assembly](#)
- [Smart Workspace Summit](#)
- [Globalworkspace.org](#)

## Tools

### Software for integral management for coworking spaces

- [Cobot](#)
- [Nexodus](#)
- [Coworkify](#)
- [Optix](#)

### Room reservation

- [Skedda](#)
- [Google Calendar](#)

## Technological accessories for meeting rooms

- [Google Chromecast](#) / [Apple TV](#) (to connect computers to the screen)
- [Enplug](#)
- [Digital Signage](#)

## Cloud printing

- [Ezeep](#)
- [Printwithme](#)

## Internal communication

- [Slack](#)
- [Facebook Group](#)

## Email marketing

- [Mailchimp](#)
- [Active Campaign](#)

## Surveys

- [Typeform](#)
- [Surveymonkey](#)
- Google Form

## Social Media

- Creator Studio
- [Hootsuite](#)
- Change

## Interactive presentations

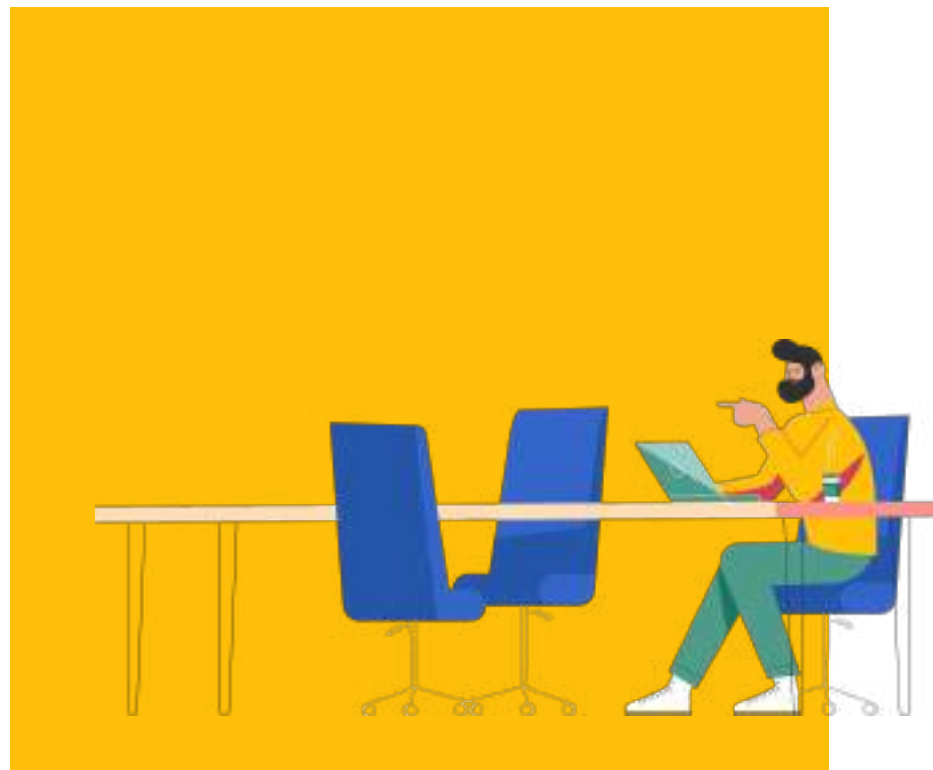
- [MindsMeister](#)

## Video calls

- [Zoom](#)
- Microsoft Teams
- [Gotomeeting](#)
- Hangouts
- [Starleaf](#)

## Payments

- PayPal
- Stripe
- Chargebee



## Digital tools for collaborative dynamics

- [Mural](#)

## Booking

- [Calendly](#)
- Bookly (plugin for WordPress)

## Project management

- [Asana](#)
- [Slack](#)
- [Trello](#)

## Furniture planning

- [Rent, rent-purchase or purchase Office furniture | SKEPP Officeplanner](#)
- [Cowoking technology essentials. Ryan Chatterton](#)
- [A Guide to Hosting Virtual Events with Zoom](#)

## Others

- [KantoorKaravaan | Nature. Your Office.](#)
- [DINAMO10 | creative business habitat](#)



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## Media: Rural coworking

- [Rural Co-working is a Thing! – Remote Office](#)
- [Passei uma semana trabalhando, descansando e aprendendo em um espaço de coworking rural](#)
- [Why co-working could be the answer for rural businesses with surplus workspace](#)
- [Is Rural Coworking/Coliving the need of the environment?](#)
- [Le coworking en milieu rural? C'est possible! - Blog Pige Québec](#)
- [Ingredientes para la creación de espacios de coworking rural](#)
- [Rural Coworking is a Thing, and We Like How it Sounds!](#)
- [¿Es el coworking la solución al medio rural? – AlmaNatura](#)
- [Un freelance digital nomade rural au service du changement ! | XXE l'E-MAG](#)
- [Une mission pour développer le coworking dans les territoires](#)
- [coworking-hub-rebranding-rural-ireland-thanks-digital-players](#)
- [Le coworking rural va exister - Le Soir](#)
- [Le coworking s'étend aux zones rurales et périurbaines](#)
- [Coworking: nueva filosofía de trabajo en una aldea del rural de Ourense](#)
- [Sarthe. Les espaces de co-working dynamisent les territoires ruraux | Le Maine Libre](#)
- [Trabajar por internet desde el pueblo](#)
- [Le coworking, une nouvelle manière de travailler avec son bureau dans son sac](#)
- [A rural coworking/coliving tour through Spain](#)
- [La fibre, le maire et le coworking | Amédée.co](#)
- ["A financially sustainable Coworking Space in the countryside? Yes, we did it!" - Aurora Coworking - SocialWorkplaces.com](#)
- [Report: Rural Coworking in the Time of COVID-19 - Center on Rural Innovation \(CORI\)](#)

- Participe da experiência única do Coworking Camp!
- Out-of-the-Box Co-Working Spaces to Inspire - I Done This Blog



# Rural Coworking Guide

Tips for the successful creation of a rural coworking space

Zied Zeme & Pierīgas Partnerība