Shrinking towns post pandemic:

Smart workers as possible trigger for regrowth, a Case Study of Campo Ligure

Geography, 10th semester MSc
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Photo: View of Campo Ligure (Own picture, March 2021)

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Shrinking towns and Post Pandemic:
Smart workers as possible trigger for
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a Case Study of Campo Ligure

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Abstract:

Considering the Covid-19 pandemic has been responsible for smart working's spreading, this thesis investigates the possibility for a shrinking town to focus on smart workers as possible new residents in order to cope with shrinking and establishing a process of regrowth. To ground this broad term, we chose to focus on a small rural Italian town called Campo Ligure. We assumed that due to smart working rising, the need to commute will lessen mobility issues. These are however far from be resolved only by avoiding commuting. Moving, as working remotely, after the pandemic will be due to personal choices, rather than the effect of a forced global change. Therefore there is a need to invest in the possible points of expansion for each individual town. Smart Workers are not a solution for shrinking on their own, but have the potential to become part of a solution when starting a process of regrowth.

Preface

This master thesis is composed by a group of 10th semester MSc Geography students at Aalborg University. On this semester, we conduct our Master Thesis. The focus of this Thesis is Shrinking Towns, and how the development of Smart Working could motivate new residents to move to the rural, bringing a situation of Regrowth.

Acknowledgements

We would like to thank Andrea Leoncini and all the Municipality of Campo Ligure for their help in gathering data and for allowing us to use their spaces.

Furthermore, we would like to thank every respondent who participated in interviews, responded to our surveys and joined in our focus group. Without them, we would not have the data needed to conduct this project.

Lastly, we owe a sincere thanks to our supervisor Enza Lissandrello for her valuable insights and counsel through this journey.

Reading Instructions

Throughout this report, the Chicago Style of Referencing is used. All literature references lead to the reference list in the back of the report. Figures and tables, which are accompanied by captions, are numbered according to chapters, e.g. the first figure in chapter two is named *figure 2.1* and so on. Unless stated otherwise, figures and tables are created by the authors. At the end of the report is the Appendices, which contain the data gathered from interviews and surveys.

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Introduction 1

In light of the Covid-19 situation, the world has been forced to quickly adapt to new ways of existing in society. As such, new grounds for having an every-day life has dramatically changed for many people, and an adaptation to this has been ground in technological advances.

Trying to take advantage of a controversial situation, our goal in this Thesis is to investigate how the pandemic has opened up for a new form of remote working, which we from now will call Smart Working, and how this development could benefit the rural towns, that face population decline - a common phenomena, that we will cover by using the term *shrinking*. With mobility issues lessened when a large part of the population is suddenly working from home, our assumption becomes that smart working could allow for an influx of movement in the rural, where rent is cheaper, and the recreational value is high.

We do this by using a case area, Campo Ligure, as focus. We wish to see shrinking in a case context, so that we may better focus our resources in a specific location, but still hold in our minds if this may be applicable to other towns that face the same issues. When we have investigated how shrinking has affected the case area by data collection in the form of literature review, interviews, focus groups and online surveys, we will combine the physical and social structures of the town. This will give us an image of which underlying issues the town face, and in turn will help us estimate if our assumption of smart working as a solution will help to alleviate the issue. As we do this in the time of the Covid-19 Pandemic, our investigation is also dependent on the rapid changes and development this has caused in the digital world, and how people work. Our main question if the rural would see an influx of people, should mobility issues and commuting be lessened by smart working, is brought on by forced changes cause by the global pandemic. Thus we base our thesis on a real-time grand phenomenon and it's development.

This gives us four corners that together create the basis of this Thesis:

1. Shrinking - The common phenomena in rural areas
2. Smart Working - A necessity in the work-life since March 2020 and it's rapid development in digitalization

3. Covid-19 - The drastic changes in the world that has caused aforementioned development

4. Campo Ligure and lessened Mobility - Our Case area, which will help us focus our research

These terms are not in themselves connected directly, however we connected them in this project based on our assumptions of what could potentially happen in the future. Each corner have in themselves multiple subjects, however we will focus on the ones most relevant to our case at hand. When we combine these four corners, it holds the ground on which this thesis will be built upon.

1.1 Shrinking and Regrowth

Shrinking is a phenomenon where a town or a city face a steady decline in population and services, that in the end often causes a marginalization of that area. It's a term used to cover a broad issue, as shrinking occurs in different places, for many different reasons. The common key is that, whatever this reason, there is a place that faces a negative urban development, and there is as such a need for strategies to address it (Laursen 2009). Otherwise, the issue could potentially have an impact on the basic infrastructure of the town. We find that the issue when the population declines in a rural town is that, in the end, there simply isn't enough people left to support the town's infrastructure and make use of the services.

With the urbanization trend, it simply becomes easier to move and stay closer to the areas with more activity, and the distancing and mobility issues, which is common for many rural areas, become a factor in this development. The phenomena of population decline in the rural, whatever the reason it occurs might be, has been studied in many ways for many areas. This is not always studied under the umbrella of shrinking, which had it's debut in a German project - though then called *"schrumpfende Städte"* (ibid.). For us, shrinking is a term we can use to understand the phenomena in a more multidisciplinary context, that we as Geographers dwell in. Shrinking as a term is used to combine physical structures, cultural and social aspects in a town, in order to understand how different factors can contribute to shrinking. For a more in-depth explanation of shrinking, see section 3.1.

A term in opposition to Shrinking is Regrowth, the phenomena where a town sees a positive development in population and economics (Haase et al.

2020). Central to regrowth is having an active population policy, and elements that attracts young households, families and professionals, people capable of contributing to the community in their own distinct ways. Thus there becomes a focus on working for this demographic, however there is a lack of insights of which factors are needed to attract them (ibid.). As Campo Ligure is also a town with a high recreational value see section 5, it is suggested to also conceptualize the shrinking of a town in a more historical setting, to better understand the development, and how the current shrinking situation came to be. Historical settings additionally often provide a pull-factor for tourism, and has a recreational value that can be used to motivate people to move in. Having an attractive infrastructure and recreational values, and the space needed for the demographic is what one would assume it takes to combat shrinking.

However, it is not only the pull-factor of a city regarding cultural monuments, nature, popularity etc. that decides growth factor. Berlin is for example a city with many cultural landmarks and frequent tourism, however it experiences economic issues, as it's history of becoming the capital of Germany has led to many investments in the city, but the reconstruction of the city as a growth center with housing and office space has not had the desired effect (Laursen 2009). It becomes not only a matter of recreational and visually attractive values that combats shrinking, but also a question of socioeconomic planning. This speaks to the intricacy within the term, and what constitutes growth in one place, may not be the same for another.

As such, shrinking of the rural towns becomes the main factor and issue that we investigate in this Thesis. It's opposition, regrowth, is the development we in the end seek to find, and enable in our case area. In order to do so, we need to look into one of the main causes of Shrinking, which in this project focuses on the lessened mobility in rural areas.

1.1.1 Mobility issues and limits of living in rural areas

In relation to the concept of shrinking and regrowth, which were investigated in the previous section, it becomes relevant to include mobility and transportation.

For understanding the evolution and patterns of mobility and transportation it can be more tangible by diving in to the societies' physical development throughout the years. Just a couple of hundred years ago only a small percentage of the population lived in the metropolis. At this time many small

village communities were present and hosted a small range of services. The majority of people back then would often live their whole lives never leaving their birth place, since traveling was both expensive, time consuming and in some cases dangerous, which meant traveling only occurred in special situations (Meulengracht 2013).

As metropolis developed and grew in size simultaneously with the urbanisation, many villages where affected as well especially villages in areas categorised as rural areas. As many workplaces were relocated into the main cities and the public sectors offer better services, rural areas saw a decline in the population, which caused the city phenomena shrinking. Often these areas have such a low population in contrast to larger cities that they tend to be forgotten both administration- and maintenance wise. With a lack in public transportation possibilities, these areas often becomes disconnected from other places. Because they lack future opportunities and development, these places tend to become unattractive living places (Malanima 2005).

As seen in section 1.1, shrinking was in this way created by a larger demographic in the urbanization seeking to lessen their need for commuting to and from what they needed to do, and moving closer to cities makes this task remarkably easier. Though the lessened mobility is not the only factor that can create difficulties for the rural areas that experience Shrinking. As our case area is located in Italy, we wish to investigate this in an Italian context.

In Italian, "provinciale" is a word that is used as a noun to indicate who lives in a rural areas, and as adjective to indicate something that is "behind". The Italian word *"proviciale"* means, according to Treccani Encyclopedia *"that belongs to the district"*. As a second meaning it is a derogatory adjective *"typical of the district, referring to the real or alleged economical, social and cultural backwardness of a small town towards a big city"* (Treccani 2021). A person defined as "*provinciale*" can be translated in English as a *"yokel"*, a derogatory term meaning an uneducated person from the countryside.

It is common, not only in Italy, to refer to rural areas and their residents as something left behind by the urban modernity (Citroni and Mubi Brighent 2016). Rural areas, in Italy as in the rest of Europe, are often characterized by stigma, for example in Dahlström's (1996) research emerges that peripheries are often considered as a place to escape from, especially for women (Dahlström 1996). Women have the tendency to study more and the lack of upper education institutions in peripheral and rural areas lead them to move in their early

twenties, while men find easier job in their birthplaces. This lead to a stigma on men living in rural areas, that are considered less educated and less ambitious than those living in urban areas (ibid.). While thinking of increasing population in rural areas it is therefore necessary to plan ways to overcome the stigma that those areas have in the collective imagination.

1.2 Campo Ligure

We will in this section briefly mention Campo Ligure's basic population information and location, and explain it's usage for us as a case area. As such, we will in this section not expand on the intricacies of Campo Ligure, and we will instead refer the reader to please see chapter 5.

Campo Ligure is a town with 2800 inhabitants (ISTAT 2021) located in northwest Italy on the Appennines chain, it is part of Region "Liguria", under the Province of Genova. It's location in Europe can be seen in figure 1.1.

Figure 1.1: Map of Campo Ligure's placement, with view of Europe. Campo Ligure's position is marked in red (Own figure done with ArcMap 2021)

Looking closer at the Province of Genova, we can see Campo Ligure's location in the Unione Valli Stura Orba e Leira (Valli del S.O.L.), a union of five Municipalities that absorbs some of the Municipality's functions for all the Municipalities involved (Stefania Caruso in appendix J)
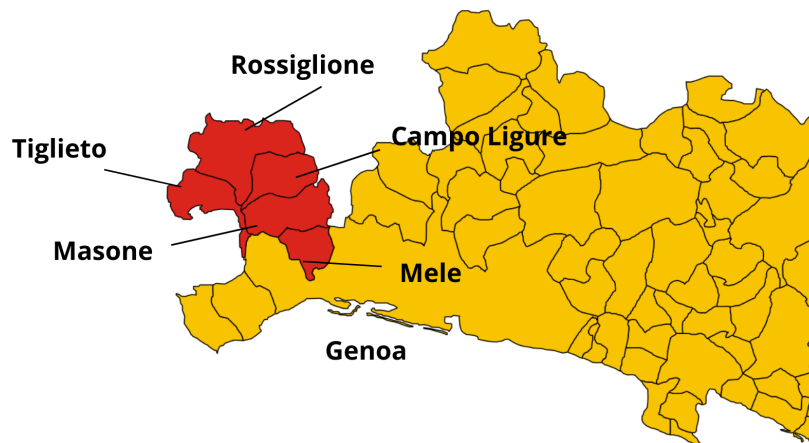
Figure 1.2: Map of Unione of Valli Stura, Orba and Leira in the Province context (Vonvikken 2010) Own edit

As Campo Ligure is located in a rural area, it also faces the same challenges as many other smaller towns, such as a diminishing population and faltering in the town's infrastructure, and has had to adapt and overcome them. Mobility issues and the common issues with being a rural town were already present, and the pandemic has halted efforts to alleviate them.

Because of the intricacies of the situation, it becomes a well fit for our thesis, when we want to investigate solutions for shrinking. As mentioned, our goal is to investigate alleviation of the shrinking phenomena based on what the rapid development in smart working during the pandemic. Furthermore, Campo Ligure is still not at a point of not regrowing, it's an active real-time case, and we can investigate the area with data that corresponds to whats happening in the right now.

It is possible for us to use Campo Ligure as the last corner that connects the model for our thesis, because it already has potential for inclusion of the other three: It's affected by the Pandemic, as efforts for town planning goes to alleviate issues of Covid-19. It's affected by shrinking, as a rural town that has mobility issues brought on in part by the surrounding environment (see section 5). Lastly, it's affected by the halt in mobility by the changes in smart working. As Campo Ligure is as of now dealing with these issues, and is easily accessible

to us through communication with the Municipality, it was an obvious choice as a case area.

As the base of reference for our complex other three terms, we wish to investigate the frame of how regrowing can happen in a rural area, specifically how it can occur in the case of Campo Ligure. With the aforementioned rapid changes in smart working and an almost forced implementation of digitalization, it becomes relevant to explore which new perspectives are generated.

1.3 New perspectives to re-growth in the digital era: smart working

Throughout the past decades, a lot of traditional work practices have gone through some remarkable changes, especially in the last year throughout the pandemic, opening up for new possible ways of working, with the rise of new and improved technological artifacts being available for the common worker such as smartphones, computers, etc. as well as a globally advanced virtual communication system (instant messaging). This opens up new ways of working, allowing employees to work at a distance from their traditional workplaces (e.g. offices etc.) even on a part-time or full-time basis, providing individuals with a certain degree of flexibility and freedom in regard to when and where to work (Errichiello and Pianese 2019).

Migration to rural areas are driven by deep motives regarding the personal sphere of people, at the same time the spreading first of information and communications technologies (ICTs), and more recently of smart working practices is more than simply supportive during the choice of moving, it can incentivize the choice of moving (Vilhelmson and Thulin 2013), digitalization can therefore be a useful tool to cope with shrinking, for example to allow the creation of smart working centers (SWCs).

SWCs have already been implemented worldwide throughout the last decade and are still increasing in numbers. So far they have mainly been implemented in the USA, the Netherlands, Korea, Japan, and Australia, though in recent years Italy and France have taken interest in SWCs as well on a smaller scale. Especially private managers and policymakers have taken an increased interest in the SWCs since they are constructed around the smart working context and have acknowledged the beneficial aspect connected with them

regarding the employee's organizations and communities. Studies have shown that some of these benefits favor an increased job satisfaction resulting in higher productivity and better well being. Furthermore, it also has a positive effect on firms' economy by saving money on transport and other office costs, as well as reducing pollution and unemployment (Errichiello and Pianese 2019). In Italy, the pandemic emergency generated a huge increase of people experimenting smart working, in 2018 there were 480.000 smart workers in Italy, in 2019 they were 570.000 (Toscano and Zappalà 2020). In 2020 it has been estimated there were 6.580.000 (School of Management del Politecnico di Milano 2020). Cairncross (2002), in his reflection about the development of internet and its effects on society, states:

'Work is becoming not so much a place where people go as an activity that they do' (Cairncross 2002, 2).

Cairncross (2002) recognizes that it wasn't possible to foresee our future life regarding the internet, but he could imagine that sensitive changes were going to happen because of it, e.g. the possibility for a small company to sell worldwide, or to access to data in real time. In his vision, the office was becoming a different place. In some cases it could become a sort of 'club' where employees could go to brainstorm with their colleagues (ibid.). Batty (2020) underlines how difficult it is to forecast what will happen in the "new normal" (intended as the world after Covid-19 pandemic):

> *We may well see much more work from home, a decline in redundant international travel, a move to produce more locally and cities built around health care. But we may see much more sprawl as people seek to get away from big cities to small towns, we may see a growth in car travel and a decline in public transport, we may see countervailing trends reinforcing each other such as working from home at much farther distances away from cities, we may see more social isolation, and different kinds of social epidemic related to changes in our health* (Batty 2020).

Both Cairncross (2002) and Batty (2020) don't exclude a vision of a future where the choice of residence is not depending on distance. Moretti (2012), when speaking about innovation and high tech hubs, indicates the opposite. He argues that, while it can be easy to move a manufacturer to a cheaper area, innovators and high skilled labour forces are more difficult to move, as the innovation and the development comes not only from the employee, but also from the ecosystem that is created around the company and around workers.

In this vision, distance becomes an obstacle to development (Moretti 2012). Cortrigth (2018), embraces the same view:

> *As technology becomes cheaper and more commonplace, it ceases to be the determining factor in shaping the location of economic activity. All the other attributes of place, especially human capital, social interaction and quality of life–the kinds of things that are hardest to mimic or replace with technology, become even more valuable. To be sure, the Internet of Things may disrupt some industries and promote some greater efficiency, but the arc of change is moving inexorably to the city* (Cortright 2018).

Cortright (2018) and Moretti (2012) have a vision of future where social interactions are the key to development, and even if "distance *may* be dead" technology can't create the same ecosystem created by personal networks. We will here note that their views have been written before the pandemic, and they may therefore now present different views considering it. Social network is indicated as a huge aspect of life to be considered, and under this view cities are the best places to fulfill this need, but it could be necessary to underline the fact that towns and villages, due to the pandemic spread and the limited mobility, especially in the Italian context, had a sensitive change of the way their services were executed. Shops had to start deliveries and to accept more electronic payments, restaurants had to increment Take-away food, healthcare and public administrations had to arrange a booking system, all this allow small centers to "catch up" with the cities' services. All this may lead to a different perception of rural lifestyle.

Another view is given by Professor De Rossi, interviewed in 2020. He explains that during the last years there has been a narrative about resettlement in rural areas, and in many places there have been started experiences in cultural, social and economical innovation, but still it's not enough. People that experienced living in a town during the pandemic complains about the lack of services, shops, social life. Policies and funds have often been addressed to tourism and to protect their cultural heritage while it would be necessary to plan to build habitability for those areas, and to increase that, there's the need to make those areas able to produce new economies and cultures. To achieve that it's necessary to increase access to health, education and digitalization (Marrocco 2020).

Mariotti et Al. (2021) individuate two drivers responsible for the rise of SWCs in Italy:

- The diffusion of ICTs, that allow to work without been tied to time and place;

- The economic downturn started in 2008, SWCs represent a cost saving solution allowing freelances and small organizations to share spaces, resources and ideas.(Mariotti et al. 2021)

The larger part of SWCs in Italy are distributed in urban areas:
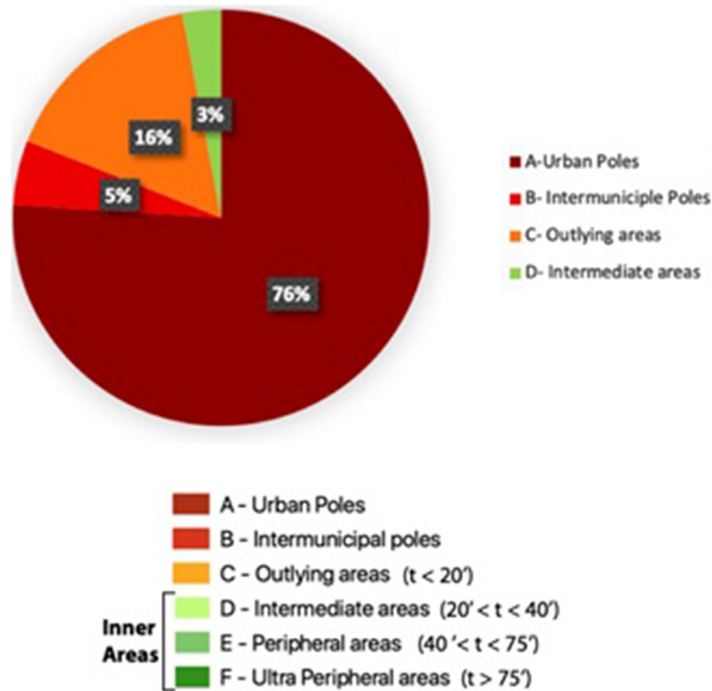
Figure 1.3: Distribution of SWCs in Italy by type of area (Mariotti et al. 2021)

Despite SWCs' current distribution, the narrative about their spreading in suburban and peripheral areas has largely increased. They can be seen as a tool for policy makers to promote new greener practices (less commuting=less traffic and less pollution) (ibid.).

As seen above, smart working can be seen as a possible tool to allow a regrowth in rural areas, but on the other hand it is difficult to forecast if it is really going to represent a change in the way people work. Covid-19 pandemic made it possible for many to experiment with smart working in a much shorter period of time than assumed before 2020. If smart working will represent a real change in the "new normal", it is necessary to realize that this development requires a preparedness for a shift in technological advancement, which not all towns are equipped for. Therefore, we tie together these three subjects, shrinking, smart working and Campo Ligure, to investigate whether

the socioeconomic situation of the town allows for this development. This in respect to the aforementioned issues and limitation that are commonly seen in rural areas. Our research therefore will focus on smart workers and the possibility they represent a target for rural areas in order to trigger a process of regrowth. The next chapter will present the main research questions based on the above, and will furthermore explain how we have structured the report in regard to the conceptual framework, methodology and methods.

Research Design and overall Methodology 2

This thesis is created in a time of rapid development in the world. Since the oncoming of COVID-19, governments and societies have had to adjust to a new lifestyle extremely quickly and find alternative solutions in many life aspects as fast as possible. Working from home has become a cornerstone in everyday life since March 2020 on a global level, and the technological advancement in all companies to accommodate this development has grown rapidly as a result. Therefore, we can assume that this has opened up for a new generation of smart workers.

This research aims to investigate if smart working and its exponential development during the pandemic can turn out to be one of the possible solutions to trigger re-growth in rural areas that suffer from shrinking and mobility issues. Campo Ligure is going to be used as a case study because of its features, being a small town that presents a continuous loss of residents and facing mobility issues, both for public and private transport.

We assume that one of the biggest considerations when moving away from bigger cities is commuting every day to work from your home. If the rise of smart working can lessen or even completely remove this need, it can be seen as a benefit for actual residents in small towns, and can also be seen as a driver for potential new residents - the rural has many offers such as more natural areas, quieter lifestyles and often more closely knit communities. Therefore, this research is based on the possibility of introducing smart working as a new demographic for small towns to look into. In order to do so there's the need to understand the current situation of Campo Ligure and which strategies can be used by the policy makers in the short and the long term, in accordance to the development of the pandemic and the unpredictable scenarios of the post-pandemic. There is furthermore a need to investigate the terms of shrinking and smart working.

Based on these premises, the research question and subquestions are:

How can smart working overcome shrinking and mobility issues, triggering regrowth in Campo Ligure?

- *How are smart working, shrinking and regrowth connected?*
- *Has Campo Ligure the social and physical structures suitable to allow smart working in order to alleviate shrinking?*
- *How has Covid-19 affected the expansion of smart working?*

Our questions are based on a real-time main issue of shrinking, which is common in rural areas. We wished to look into a common phenomena so that what we find might be applicable to other places that face the same challenges. Our questions relate to a common phenomena, but the proposed solution is brought on by the rapid development caused by Covid-19. It is as such a thesis covering common issues by discerning what the new face of the world can offer of solutions. Our focus on smart working would undeniably be different if it hadn't had a rise in the past year. This study is thus also relevant for places that are interested in the development of smart working, and how to integrate it more into their daily lives. We are searching for solutions to a common rural issue by real-time development means. As such, we hope that this Thesis will not only be relevant for the municipality of Campo Ligure, but likewise for contemporary communities that present similar situations. Many discussions in Geography are already in place of the phenomena of shrinking, and many solutions proposed to fit each case. We want to explore whether our proposed solution for regrowth is plausible in this context as well, and if it can contribute to this complex subject as a whole. The next section will give a description of our methodological approach, and how we structure our project in order to reach this goal.

2.1 Methodology

In this thesis, we are investigating shrinking in the rural areas, mobility (or lack thereof), regrowth and smart working. To create a base on which to work upon, we make use of literature review of existing cases and general information on the topics to help us construct a conceptual framework, see chapter 3, that will help us to deeply understand these elements. This, as well as our methodological approach, will serve as the framework from within which we operate throughout this thesis. They will guide us in choosing our methods

for data gathering, and will, eventually, enable us to do an analysis based on factual knowledge. This will later give us the possibility to revise our findings, and discuss our main questions on a new basis of understanding. In the end, it will be summed up by our conclusion.

Below figure 2.1 serves to visualize the above description. It shows how we have structured the main chapters of this Thesis, and how they are connected. Each chapter has it's own subsections, and will more in-depth explain their purposes.
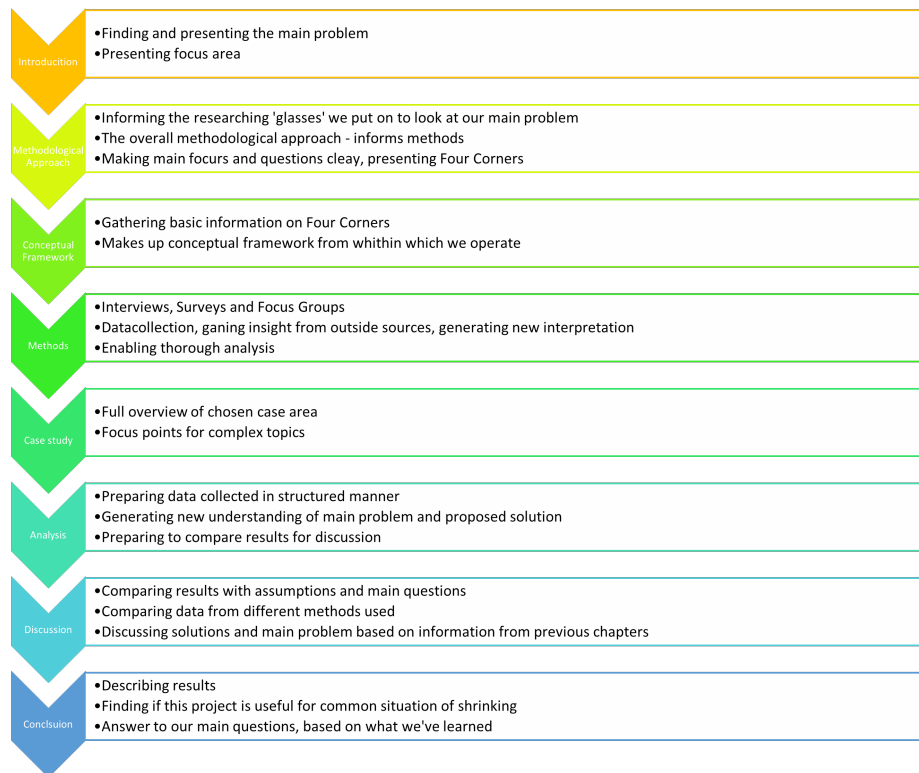
Figure 2.1: Structuring of the Thesis (Own figure 2021)

In this figure we see how each chapter, and the order in which we do them, is eventually going to inform and conceptualize the contents of the chapter coming after it. Our thought processes that follows this development should allow us to find results about if smart working is actually a plausible demographic to alleviate Shrinking, and to answer if, in trying to start a process of regrowth, smart working can overcome, at least in part, mobility issues in rural areas.

To investigate this complex phenomena, we need to have a theoretical approach that allows for both a qualitative and quantitative frame. As such, we have chosen hermeneutics as the glasses we put on in which we see the world through. The framework we use in this project is based around a very large

impacting phenomena, Covid-19 pandemic, that has rapidly changed the view of how people work and act in everyday life. Without this phenomena, this project would have happened on a very different basis and generate different results. Therefore it's important for us to use a specific frame that has a focus on the specific phenomena, and how we interpret and investigate them.

In general, late hermeneutics introduce human and social activities as meaningful phenomena, that generates the world and how we view it. This in turn means that the way in which we interpret the world undoubtedly has an impact on how we investigate it. Factual points are not separate from the subjective views, but rather becomes facts as the cause of them. There is no un-interpreted 'true' reality, everything has been interpreted into the way we know it. Analysis is in the modern hermeneutic based on everyday experiences that are interpreted in order to create a meaning. The final goal is to create a meaning of what we can expect of the development of Smart Working, and how it can potentially affect the "new normal" everyday experiences.

The term 'meaning' refers to both human activities and the result of them, including the regular conditions like norms, rules, etc. that creates them. A new meaning of "going to work" was created very quickly, when for example smart working in Italy rapidly increased from roughly 500.000 people til 6 million (see section 1.3). The situation demanded the change of rules and norms, which led to a new experience of everyday life.

To understand this phenomena, and in the long run try to estimate the outcomes in the future, we have to interpret it first. This means learning how to interpret, which is also a part of the modern hermeneutics. We will not deny that in this specific part are many parallels to the phenomenological point of view, though we differ as phenomenology seeks to understand a place as a liven experience, and focuses on the humanistic subjective experience. In our Thesis, we are more focused on examining the present criteria that has brought forth the specific phenomenon, and how individuals and the world, have adapted to it. To do this, we are trying to bring our own interpretation into the world of other interpretations – be they written data, interviews, models etc. The below model 2.2 is a visualization of the process that happens when we 'chase' a meaning of a phenomenon.
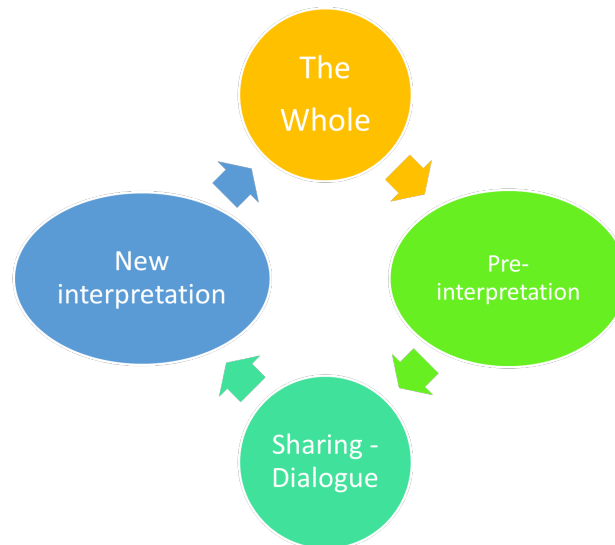
Figure 2.2: The Hermeneutic Circle. Own figure, data from (Hansen and Simonsen 2004, 12)

Also known as the Hermeneutic Circle, it describes a continuous effort to look that a whole, create our own interpretation, sharing our interpretation with others, generating a new interpretation – and in the end, we will have created a new interpretation of the whole.

The steps are as follows:

We are driven by our own interpretation of Campo Ligure, it's a rural area and it needs new residents. Our pre-interpretation is to assume smart working could be a possible solution, considering the spreading of this practice during the Covid-19 pandemic.

The whole is the starting point of the model. In the start, it represents what we understand about our topic without having done further research. It's a description of our understanding of the main issue and how our world view is structured in the beginning of the project development. E.g. we know there is a town that has a shrinking issue.

Pre-interpretation is how we interpret our 'whole' in the beginning. Based on our limited knowledge of the problem as of now, we make an interpretation of the problem and it's possible solution, e.g. smart worker would want to move if mobility wasn't an issue.

Sharing Dialogue is the step where we challenge our pre-interpretation. Here we gather data from multiple sources like Interviews, Focusgroup-interview and Surveys sharing our interpretation with other people's interpretations of the same 'whole'.

Return to the Whole. From the sharing dialogue step, we've added to our pool of knowledge and we are now able to create a new interpretation of our area of interest. We have come back to the 'whole' again with our new interpretation, and we now have a better understanding of the main problem.

This is a continuous process that happens more than one time throughout the development of this thesis and it can be applied to every subject in the research.

The second we leave this circle, we start a process of reflection. When we reach the point of having collected all the data we need, we can start analyzing, discussing and eventually conclude. Guided by our new interpretation of the whole, we can reflect on our own process, and how we have reached the conclusion we might have.

Hermeneutics is important in this project because it is based in how we perceive and respond to phenomena. For us, Shrinking is a phenomena that is common, but with a new influx cause by another phenomena, Covid-19. It becomes not only a question of triggering regrowth in a rural area, but a question of doing so based on an entirely new world setting, which is very relevant to this time. We want to approach this with a theory of science that can teach us both about how we perceive phenomena, and how we can adapt to it by using our methods.

Hermeneutics starts in the basis of our own understanding of the world, and allows for a change in this perception. Our goal is to challenge our own perception by asking the questions presented in section 2, and then having a methodological approach to find if our proposed solution, smart working, is plausible. Hermeneutics makes room for both the physical quantitative aspects, as it does for the qualitative social aspects, because it realizes that the physical exists as an extension of how the social views it (Hansen and Simonsen 2004). This is why we can use it in our thesis because a case area like Campo Ligure has so many intricate connections in it - and as we have chosen to view four cornerstones of it, that all have their own set of connections in both quantitative and qualitative, this benefits us. A town will always be constructed from a human point of view, and the phenomena that challenge this structure will always be adjusted to by humans.

We will in chapter 4 expand on how we use three key methods: Semi-structured interviews, focus groups and two online surveys. These methods

will help us gain insights from both qualitative and quantitative aspects of all our Corners.

Theory *3*

In the following chapter the theoretical framework used in the project will be presented. The chapter will serve as a guide for the reader to better understand the thoughts behind the project and which perspective that the following analysis should be viewed from. This is in connection to the theory presented. The goal is to comprehend the mechanisms associated with small rural villages, what lies behind these places' population decline and how smart villages and smart-working could be used to oppose any further decline.

3.1 Shrinking Towns and Rural Areas

Shrinking cities is a phenomenon characterized by a decline in economic or demographic values in a territory during recent years (Laursen 2009). Because of its focus on population decline from a more architectural and planning perspective, it has in recent time been used more by planners and urban researchers as a 'hot topic' of investigation (ibid.). This renewal is beneficial for this project, as its current furthering in use gives more input and data to work with from different sources.

There has been a tendency for developed core sectors within municipalities to shrink, while metropolitan areas continue to grow (Bristow et al. 2014, 22). Urban shrinkage thus becomes a manifestation of the relations between multiple factors, namely:

1. Economic
2. Spatial
3. Demographic
4. Political Forces (ibid.)

All these factors play a role in the becoming of a town, and the continued growth of it, and they are each important aspects to include in a research. However, these aspects also each correspond to a specific type of shrinking, and it is important to distinguish between the two; economic or population decline, or both (ibid.).

It is here also important to note that the planning and urban design can come with a connotation of purely physical landscaping focus. Here we would

also point to social, cultural and economic side of shrinking as important aspects to include when mapping the intricate processes that shrinking includes. As written in (Laursen 2009),

> *"Hereby, the role of the planner is to moderate between cultural activities, political-economical structure, physical structures and the social capital of the given space."*
> (ibid., 21)

The focus in this quote on the multidisciplinary aspects of planning is also the relations that we are invested in as geographers. Multidisciplinary investigation would help us cover the many sides of shrinking, and better locate the issues for Campo Ligure. Pin-pointing these issues will help us estimate what their solution could be, or at least what could alleviate them. It is for example in this way our assumption of smart workers as a solution for shrinking was created. Shrinking thus becomes the phenomena of reference, that is combated in this project.

In order to test our assumptions, it is also necessary to look into the smart workers themselves, and how they can fit into a case area.

3.2   Rural Areas' Mobility

In the recent decade many rural areas in Europe have seen a demographic decline, thus some of these areas in fact are rather close to some of the country's most developed regions. Many of these rural areas are defined by having a small number of family members and the majority of the people living there are elderly people. In certain areas especially in some of the mountain villages/areas, the people living there have seen a critical form of exclusion presumably because of a weak relational web and a bad connectivity to the surrounding society by lacking the necessary mobility means (Osti 2010).

Through the last two decades there has been an extraordinary development in regard to technology and communication medias which have effected the way we view mobility and transportation today. The traditional spatial dimensions and limitations have been affected among these also those present between the rural and the urban areas. With the increase mobility offers and better transportation over longer distances as well as the digitalization (world wide web/internet), the concept of time and place has become less visible for the individual.

According to Kaufmann, there seems to be two reasons or processes affecting this connectivity and reversibility. Today it is possible to be connected to a large number of people around the world without being spacial co-present, and with the high mobility people can now also change their territorial references or for that matter have more than one. This has opened up for the concept or phenomena of dual residents or mobile workers (Kaufmann et al. 2004).

It is possible to interpret connectivity and reversibility in two opposite ways. First *that the growth of fluidity brings complete de-territorialisation*, second *it creates new spatial structures that affect actors and actions*(Osti 2010, 298). Considering this on a more social level, there are two sides of increased mobility, that can be seen as a mean for increase anonymity for the individual or quite the opposite as a tool for increasing the individual's social bonds. Furthermore increased mobility and connectivity enhances the single individuals feeling of freedom by opening up many traveling possibilities. It can be said that mobility in certain ways are a main factor in how people regulate their lives in regard to social organisation. Rural areas can either experience an inclusion in the mobility flow or and exclusion from it depending on how strong an infrastructure the area has and how well connected it is to surrounding areas (ibid.).

3.3   Resources for Re-growth in the local contexts

Decreasing population in villages and small towns, in Italy as in the whole Europe, is a well known trend.

Social capital intended as *"features of social organization, such as trust, norms, and networks, that can improve the efficiency of society by facilitating coordinated actions"* (Putnam et al. 1994, 167) is considered an important resource for economic growth and local development, especially in rural areas (Iyer et al. 2005). Social capital is a resource that can trigger economical and social development generated by a community and its networks. It is characterized by the fact that it can only be acquired by a group of individuals, not at personal level (ibid.).

Wiesinger (2007) points to the fact that there are positive aspects given by its presence in a rural area but it would be a mistake to consider social capital as the only driver for regrowth. For example, it can be decisive in obtaining a positive output from a policy, but at the same time it can't thrive without a institutional

background. Infrastructures, policies and other services, when degrading, can lead social capital to decline. Social capital should be understood as always in transition, considering it has to adapt to new challenges and developments. It is also important to consider that the individuals that are not part of the network(s) in a place can suffer from social exclusion, and that a very tied community could generate not desirable behaviours such as xenophobia or rejection of newcomers (Wiesinger 2007).

During the last years many initiatives has been taken by municipalities to contrast shrinking and encourage regrowth. In Italy a strategy to increase population exists in the peripheral municipalities (including Campo Ligure), called "Strategia Nazionale Aree Interne" (SNAI; National Strategy for Internal Areas) and it

"... aims to intervene, investing in the promotion and protection of the wealth of the territory and local communities, enhancing their natural and cultural resources, creating new employment circuits and new opportunities; ultimately by countering the demographic haemorrhage" (per la Coesione Territoriale 2019).

SNAI is a strategy on national level, however some municipalities have undertaken unique initiatives to start a process of regrowth; during the last years some villages adopted the concept of "case a un euro" (houses for one euro), where the Municipality individuates abandoned houses and sells them for one euro, as long as the the new owner undertakes to renovate it in a limited amount of time; rules are not always the same, sometimes the municipality sells houses, sometimes it just act as a intermediary between sellers and buyers (Giuffrida et al. 2020). In Western Liguria a village called Triora (popular tourist destination in western Liguria) has sold in may 2021 its first one euro house (Lombardi 2021).

Another example of initiative is the "albergo diffuso" (scattered hotel), a tourist accommodation management system, introduced in the 80's and typical of small Italian centers. The hotel is not only a single traditional building, rooms or small apartments are located all over the town, allowing tourists to live in the town with the resident perspective and be fully immersed in the local social life. Tourism is a driving economical force for rural areas, and the "albergo diffuso" system implies the recovery of several buildings, improving landscapes making them more attractive for tourists and potential new residents (De Montis et al. 2015), it can be also positive for the local economy and to increase SMEs in rural areas (Romolini et al. 2017).

3.4 Smart Working and Smart Villages

In recent years, smart working has emerged as a new form of Remote Work Arrangement (RWAs) and it is based on going beyond the traditional idea about employees working at a distance between the office and the colleagues, trying to embrace an even broader concept in regard to work flexibility. For the common individual, smart working implies that the employee should be able to decide both when and where to work as well as being able to select the exact workplace (outside, inside, etc.).

Since the 70's the concept of distance work, teleworking, agile work and more recently of smart working are connected to the meaning of creating more efficient, productive and effective organizations, independently by the presence of ICT systems. Those systems, of course, have to be considered as part of smart working, because their diffusion and development allow *de facto* to cut distances between the workplace, intended in the traditional way, and the worker (Addabbo et al. 2017).

Smart working can be defined as *"working efficiently and conveniently regardless of time and place utilizing ICT."* (Kim and Oh 2015), therefore it can be seen as an extended version of "distance work", that was referring only as the possibility to transfer data (ibid.). Usually smart work can be divided in four categories:

1. telecommuting, meaning that employees work at home connecting to the network organization through a virtual private network (VPN),
2. working at a Smart Working Center (SWC), meaning that employees work in the nearest SWC at the nearest distance,
3. mobile work, meaning that field workers use ICT systems to perform their job in any location,
4. flexible work, meaning that employees are in charge of their time and decide by themself when and where to work. (ibid.)

The idea of smart working can be viewed with a holistic approach when for example trying to manage the flexibility of employees. Smart working ideally includes three different aspects the redesign of physical workspaces/places ("bricks"), as well as information and communication technologies (ICTs) being available for the employees ("bytes") and

'a substantial changes in employees' work routines and traditional managerial practices ("behaviors")' (Errichiello and Pianese 2019, 2).

In relation to smart working it becomes relevant to also look in to the term smart villages, since there is a coherent relationship between the two terms. "Smart Cities" as a terms has been defined variously though time by researchers. Even though it has various definitions it can broadly be divided into two ways of understanding the same matter of what makes a city smart.

The argument for what makes a city smart is in regard to the what urban places are composed of 'everyware', that refers to the digitally instrumented devices that's build into the very fabric of the environment of urban cities/villages. This include varies form of digitized artifacts including

1. Fixed and wireless telecommunication networks

2. Digitally controlled utility services and transport infrastructure

3. Sensor and camera networks

4. Building management systems

(Kitchin 2013).

All these are used to monitor, improve management and regulate a cities flow and the different processes happening there. These produce a lot of data about the citizens and the city in general and are used for understanding and analysing the flows of a city. By doing so it is possible to get a coherent view of an exact city and thereby provides a understanding of what mechanism that makes a city smart, resulting in an enchantment in the the efficiency and sustainability of the city. Furthermore, the rich data acquired from the different surveillance devices can be used in future planning to for example model and predict urban development and processes, as well as giving a better picture of future urban development and likely outcomes (ibid.).

It can be said that the "everyware" strive to improve the delivery and performance of the cities public services in a more fine graded manner by supporting the accessibility as well as participation. By supporting and strengthening infrastructure in regard to business it becomes a valuable tool in city planning.

On the other spectrum of what makes a city a "smart city" it is more in regard to the development of knowledge economy within a city-region. From the perspective of a smart city, it is driven by innovation and creativity enacted by the smart people, which maintain its governance and economy in a healthy state. In this context ICT is seen as an important platform to realize innovating ideas. Though it has to be noted that ICT in itself embedded in urban infrastructures

is not necessary the "thing" that makes a city "smart", but rather how the ICT is connected and incorporated with human and social capital and the economic policy. How it's used to secure growth and manage urban planning and development is what makes a city smart. As the above describes, it becomes clear that the first vision's main focus is on how the ICT is used for managing and regulation the city in a technological perspective.

The second vision focuses on human capital, education of citizens and economical development and does not see the ICT as the overall factor, but more how it can benefit and enchant these factors. In this scenario the network infrastructure play an important role by opening up for technologies to be used, which in this vision is the driving force for creating and innovating new ways of thinking which promote environmental, economical and socio-cultural development.

So how these two visions of a smart city relate to one another can be seen in the way both emphasise on technological and marked-led solution for granting development. Thereby it can be said that both visions of a "smart city" is underlying a neoliberal approach, which can benefit larger corporal business. It is therefore no surprise that these often are the strongest advocated for smart city development (ibid.).

As seen in this chapter, ICTs are the first infrastructure needed in order to attract smart workers, a stable connection and a SWC are the first steps to allow smart working from a remote town. Those infrastructures can also allow the development of other kind of capital, human and economical. Shrinking is not irreversible, but many actions need to be done in order to invert the trend. Digitalization alone isn't enough, it is necessary to do an effective plan over all the aspects of a small community.

3.4.1 Summary

Collecting background info from a theoretical point of view, allows us to better process what going to happen in the upcoming chapter. Having explored each main topic in-depth creates the basis of the conceptional framework that we will use in the analysis. Moreover, it gives information on which data are relevant to cover in gathering of our own dataset in a systematic way. We will in the coming chapters analyze shrinking, mobility's relevance, the residents' perceptions

and experiences with smart working, and how it could be possible to trigger regrowth in a rural area such as Campo Ligure.

Methods 4

In the following chapter will the different methods applied throughout the project be presented. This will be done in order to understand how the methods serve different purposes in regard to the overall research of the project. Each Method presented is important in gaining insights and data in ways that are not accessible through literature review, which has been the dominating methods for the previous chapters.

4.1 Interview

Interview is used in the report as one of the main methods for gathering data. Especially in regard to how smart-working has developed from before the pandemic and under the pandemic. Furthermore this has effected many individuals' daily life. The interviews were conducted as a semi-structured interview either in real life face to face if possible or else over the platform Microsoft-Teams.

The reason for using the semi-structured interview was that this interview form is especially beneficial in cases where the respondent has a more profound knowledge about the specific topic than the interviewer. The semi-structured interview opens up for the interviewer/interviewers to ask sub-questions if something needs to be clarified or explained further, which often accrue in cases as this.

The below table 4.1 gives an overview of who was interviewed when and where. Below the table is an expansion of what topics each respondent helped us cover.

Table 4.1: List of respondents' names, roles in the project, method of contact and time for interview (Own Figure 2021)

Name	Role	Method of Contact	When	Appendix No.
Paolo Bottero	Resident - Life and development in Campo Ligure	Mail Correspondence	25 Feb 2021	I
Stefania Caruso	Employee at Tech. office in Campo Ligure Municipality	In Person	18. Feb 2021	J
Rita Zampieri Dora Caronia	Employees in Osservatorio per lo smart working Smart Working Development	Referred to us by mail correspondence with Dott.ssa Alessandra Gangai	07. April 2021	A
Janos Varga	Resident Life and development in Campo Ligure	In Person	29. April 2021	K

The first interview conducted was with a professor Paolo Bottero, who has lived in Campo Ligure all his life. The reason for interviewing him were to get a more in-dept understanding about the history and general development that have happened over the last 50 years. The reason for this were to enable the researchers to better understand the reason behind the declining population in Campo Ligure and what mechanisms that might have led and/or caused it.

The second interview conducted was with Stefania Caruso, a resident in Masone. Even though she is not a resident in Campo Ligure, she has a privileged point of view on the municipality and its effective operation. She is employed at the technical office of the Municipality and she takes care of commerce and taxes. She has been in the area since her childhood, and has knowledge of the workings of the municipality in regards to Campo Ligure.

Third interview conducted were with two employees Rita and Dora from the Osservatorio sullo smart working of Politecnico of Milan, or the Observatory. In particular they shared some light on what role smart working have played in Italy the last year and what exactly is the driving force behind implementing smart-working on a bigger scale. Being researchers in Smart Working, they were exceptionally adept at this.

Fourth interview conducted was with Janos Varga, a resident living in the center of Campo Ligure. The reason for interviewing Janos is that he has a particular view of the town being an immigrant, and he is on a certain extend a smart worker, considering he produces jewellery in the town selling online worldwide. Therefore it became relevant to interview him to better understand smart-working in rural areas or smaller villages such as Campo Ligure.

The interview questions were structured based on our problem-statement and sub-questions, though in a manner that fitted which topics we assumed each respondents could enlighten us about. Each respondent has valuable knowledge in each of their respective fields, and it has been important for furthering this project to gain their insights. These interviews are likewise important in this as our hermeneutic approach regards for both the structural and social aspects that creates our assumptions of a given phenomena. Some respondents are helpful with insights on the social, such as a resident, where some are helpful for the structural, such as people from the Osservatorio or Municipality. Interviews is a step of dialogue in the circle explained in section 2.1, that will allows us to expand and rewire our own understanding of

phenomena. Each respondent has knowledge on the different corners of our project, and as such their input is invaluable for the process.

Though we also need another approach that will help us understand what it is like on the inside of development in Campo Ligure, we also asked several residents to meet us for a focus group session.

4.2 Focus Group

Focus groups have been introduced in social sciences in the 40's and grew in popularity, they allow to collect a bigger set of data at once than singular interviews. In a focus group a group of individuals answers to a set of questions regarding one or more issues and the potential of data collection comes from the range of opinions, consensus and experiences that the conversation uncovers (Cyr 2016).

In this research focus group is used to gain a deeper understanding of the answers given in the survey prepared for residents. The decision to use English as language in the focus group has been made to allow all the researches to participate without a language barrier, and also to allow the participants to express themself in a more reasoned way. The topics discussed in the research are:

1. Decreasing population, to better understand how it is perceived by the population,
2. New residents, and what residents think about getting new fellow citizens in the town,
3. The pandemic, and how it changed the lifestyle in the town,
4. Commuting, to better understand if it is seen as sustainable.

The participants have been chosen due to their possibility to speak English, two of them have been chosen by the researchers, the other two have been chosen with the help of the Municipality. The researchers decide to involve the Municipality in the choice to benefit from their network, but asked not to involve as participant members of the City Council to avoid the risk to have them participating as "politicians" instead of as citizens.

All participants meet in the same room, with regards to Covid-19 safety guidelines of keeping distance, sanitizing and wearing masks. As the Focus group interview is conducted in Campo Ligure's library, only Lucia from the

researcher group was physically present in the room during the meeting, and was as such the person guiding the meeting, though the participants were mainly the ones conversing. Likewise was Lucia's sister present to help manage technology and keep track of if Daniel and Katharina, joining online from Denmark, had any questions or notes. The below figure 4.1 shows the room layout for the meeting.
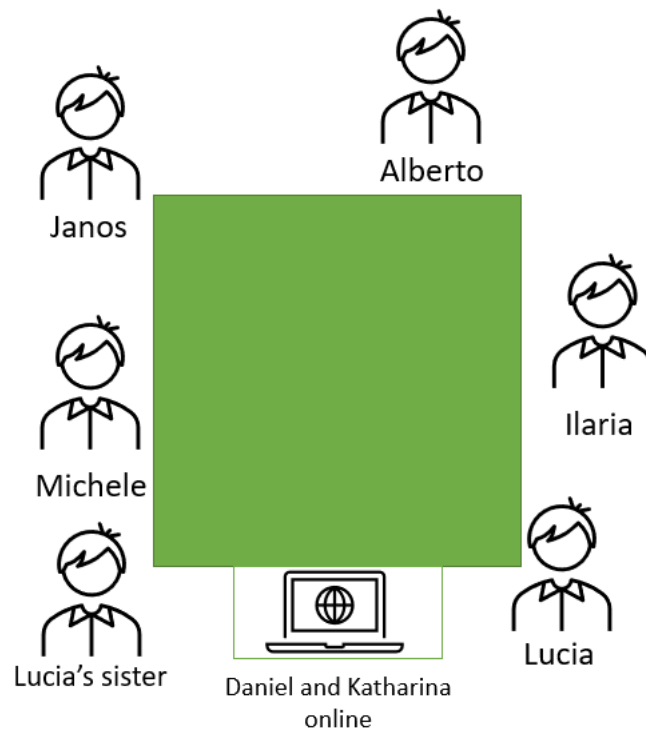
Figure 4.1: Room layout for Focus Group Meeting (Own figure 2021).

What we mainly gained from this meeting was an insight in whether they have noticed the shrinking phenomena, their viewpoint of welcoming a new demographic of smart workers, mobility issues in the town and how the pandemic has affected their lives in Campo Ligure. These are all important factors for our thesis, and having the residents speak freely on these topics were a great opportunity for us to see from a residents viewpoint how Campo Ligure could potentially adapt to a new 'normal' of smart working and lessened mobility issues after the pandemic.

After having collected the data from our respondents, the next task becomes to interpret and use it in the context of our main questions for the analysis.

4.2.1 Transcribing and Coding

Three out of the four interviews were done in Italian, respectively the interview with Janos Varga, Stefania Caruso and Professor Bottero. To make the transcription of these more manageable, it was chosen to take notes in English, instead of making a full transcription in Italian and after having to translate it to English afterwards. It can be argued that some points might have been missed because of it not being fully transcribed, though on the other hand it can also be argued that only the most important parts from the interviews are noted when done in this manner.

The interview with Rita and Dora, as well as the focus-group interview were both done in English and afterwards transcribed through the online service "Temi". Temi is a speech-to-text program, that listens to words spoken in audio and compiles them in written form. The program is furthermore capable of interpreting when different people speak, meaning the program itself notes the time of the interview where who says what. By using the online transcribing program a lot of time is saved, since after the program has done the transcription, it only needs minor corrections, such as grammar mistakes, word corrections and noting the names of the speakers.

After all the interviews had gotten transcribed we could now code them. The coding were done based on seven overall themes, which can be seen above. Each theme will be given an overall coding color, meaning text in the different transcription will be colored accordingly to which of the themes they fall into. This makes it significantly easier to find a specific piece of information when going through many pages of data.

Coding Themes:
- Smart Working
- Covid-19
- Smart Villages/Cities
- Digitalization
- New Residents
- Villagers Perception of Campo Ligure
- Social and Physical structure of Campo Ligure

The themes were based upon the research questions and sub-questions. By basing our coding themes on our research questions and sub-questions it should make it easier to gather the right information from our data, which should enable us to answer the overall research question. The coding thus serve as a tool to organize our collected data in a more manageable way. For a view of how a coded text is displayed in figure 4.2 below:

Figure 4.2: An outlet of part of the focus group interview colored after the overall themes. This serves as an example of how the coding were done in the different interviews

4.3 Online Survey Data Collection

One of the following methods used in the project has been online surveys. The two surveys were created in the online program SurveyXact, which is accessible through Aalborg University. Both surveys have served as a convenient method to gather both qualitative and quantitative data.

The first survey was aimed to gather information about the residents living in Campo Ligure, with focus on their relationship with smart working the last year and how there lives have been affected by the pandemic. Furthermore it also gave information about Campo Ligure in general as well as the residents' perception towards attracting new residents.

Through a contact in the municipality we were able to distribute the survey on their Facebook group that hosts around 2500 members, which is almost the population size of Campo Ligure. The survey was active for a week and a half. To encourage the residents of the town to participate in the survey, it was chosen

to do the survey in Italian to get as many answers as possible, furthermore did this also make sure that there wasn't any language barrier, which also might have yielded better and more adequate answers.

The survey was constructed so it had both qualitative and quantitative answers, in the form of multiple answers and answers where the respondent could write something themself regarding specific questions. This turned out to both have its ups and downs. By having questions where the respondent could answer with written text yielded some really good answers. But it also effected the overall number of completed surveys because it quickly became clear that some respondents stopped taking the survey after they encountered the first writing question. For reference, 168 completed the survey, but 83 started it, but stopped throughout. We have decided to not include the responses of these 83, as it could potentially create inconsistencies in our data as we continue with each question. However, 168 responses still accounts for about 5% of the population, which by statistic standards is desirable for collecting valid data.

Below figure shows the distribution of people taking the survey and the second image shows the age groups.
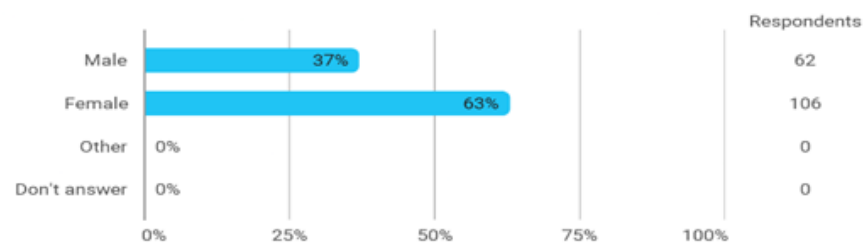

Figure 4.3: Percentage of men and women taking the survey (Own figure, data from SurveyXact)
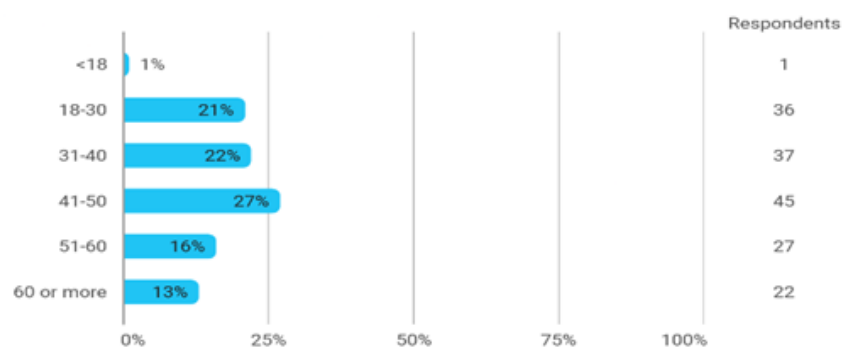
Figure 4.4: Distribution of age groups taking the survey (Own figure, data from SurveyXact)

We were pleasantly surprised to see that all respondents were more or less equally divided on each age group, as this has potential to give us a

more nuanced view. A younger generation will undoubtedly experience their surroundings differently than an older generation, which will have impact on their responses in this survey. We use these responses in multiple parts of chapter 6, and for a full view of all the percentages and written replies, we refer to appendix C for the first survey (see appendix D, E and F for English).

The second survey aimed to gather information about smart-working from a non resident perspective. More precisely people who didn't live in Campo Ligure but had a connection to it, and who were familiar with smart-Working. We are primarily interested if this specific demographic could be interested in moving to a more rural area if they got the chance. For all replies, comments etc., we refer to appendix G.

This survey was constructed a while after the first, and was as such explored when we were at a state of familiarity with the town and the residents' general opinion. It was beneficial for us, then, to gain viewpoints of a group not necessarily connected to Campo Ligure as a resident, and had lived the life of a smart worker for anywhere between a few months to several years.

The survey was completed by 46 people, and 23 gave some answers but stopped throughout. We decided to keep the remaining 23 that did not complete it, as our sample size in this survey was already very low, and some responses they did give held valuable information. This also means that the percentage of each answer for each question is not as precise as the first survey, and we will keep this in mind when we use this data further in the thesis.

168 and 69 respondents respectively in each survey is not a large sample size, so we will have to keep in mind that the data we've gathered in these two surveys may not yield a full view of what the two groups as a whole feel and has experienced. It can however give an initial insights of what each demographic thinks of the given situations we present them with. We cannot claim that the data we've gathered from these surveys are completely true for each demographic, but we can use them to give ourselves an slight impression of the going-ons in each group regarding the questions presented.

4.4 Summary

Using these four different methods was set in a way to help us get a broader view of our chosen case area, to navigate the intricacies of smart working, and gain perspectives of two demographic groups that both had relevance for our

main questions. Relating to our methodology, we use these to help shape our pre-interpretation of our main four corners, smart working, shrinking and regrowth, mobility and Covid-19. When we use them, we move forward in the stages of the hermeneutic circle, so that we may answer our problem question from a more nuanced view of the new generated interpretation. In the next chapter, we will expand on our findings from the data-collection process.

Case Study of Campo Ligure 5

Our main focus of implementing smart workers to combat shrinking is mainly possible because of the current events happening around the world, that has been cause for a rapid development. It is furthermore made possible by our access to a very specific case area, Campo Ligure, that can be used as a frame of reference. This case study will be structured to include the aspects that will be further analyzed, to better understand the specific context in which they are embedded. Since case-studies are valuable when in need of contextual in-depth knowledge of a specific subject, that has manifested itself in the real world, it is indeed valuable to us and our questions. As our thesis is developed over a shorter period of time, furthermore it is also useful in keeping focus on one specific area, and thus saving time while still conducting a thorough investigation (McCombes 2019).

We will here note that the case study information is also based on the experiences of one of the researcher's own time spent in the focus area. Lucia has grown up in the area, and though we do not interpret it as a method, there is personal information with liven experience. As such, there are points in the case study where the information is derived from this researchers own experience.

5.1   General context

The town is at the center of "Valle Stura" (Stura Valley), a valley that follows river Stura. On the southern part it boarders with the Municipality of Masone and on the northern part with the Municipality of Rossiglione. The town developed in a land protected on three sides by the rivers Stura, Ponzema and Angassino, on the fourth side by mountains. The toponym "Campo" indicates that the town most likely was developed over a roman camp, probably already during the middle ages. It was known for the production of iron artefacts (Bottero 2019).

Figure 5.1: View of the main street of Campo Ligure. Photo by Guazzardi, 2021

Campo Ligure has for centuries been part of different states (among the others France, Kingdom of Sardinia, Republic of Genoa, Austro-Hungaric Empire, etc.) until in 1861, where it became enclosed to the Kingdom of Italy, that then became the Republic of Italy in 1946. Today, part of the Municipality's activities are done in collaboration with the Municipalities of Masone, Rossiglione, Mele and Tiglieto that together form "Unione delle Valli del S.O.L.", a unification of rural Municipalities that substitutes the former "Comunitá Montana" (Stefania in appendix J).

Overflows and landslides are common in the area of Stura Valley and there are documented evidences from XVIII century (Prof. Bottero in appendix I). The last episode in autumn 2019 have had an important impact due to its distribution all over the area and to the problem caused on the road SP 456, that connects Campo Ligure to Ovada (north) and Genova (south), that limits the access to south and blocks the access to north (see mobility), it has also destroyed the XVII century church "Santuario di Nostra Signora della Misericordia" and other buildings. Hydrogeological instability of hills and flood risk downstream limit *de facto* any further urbanistic development, therefore there's the need to consider that it would be difficult to find space for big investors.

5.2 Shrinking in Campo Ligure

Campo Ligure is a town that faces shrinking, an issue that is common for smaller towns located in rural areas. The decline in population comes despite many historical values, different economic activities and recreational offers around the city. As such, the public administration wants to develop a plan to attract more residents and economical activities. The population registered its maximum in 1951 with 4304 residents, and, especially in the last decades, the contraction reached a minimum of 2800 circa residents (2019). Below figures 5.2 and 5.3 shows the decline in population number throughout the years.
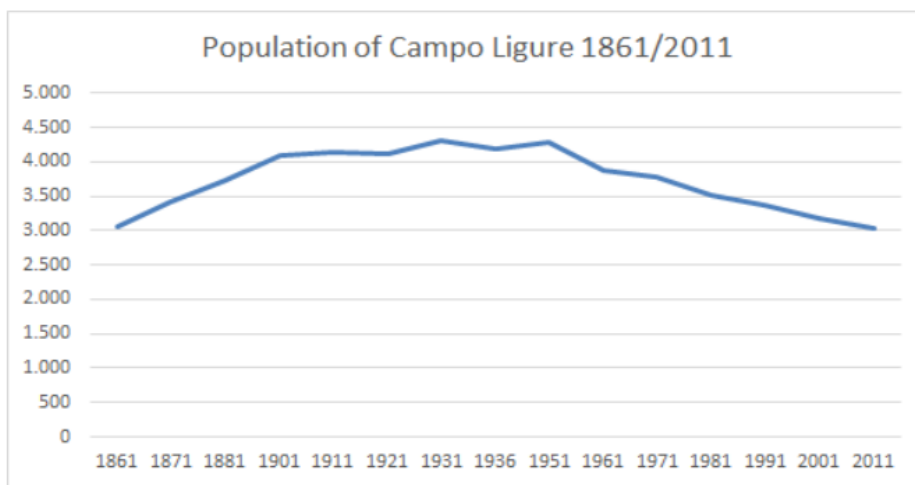
Figure 5.2: Population of Campo Ligure 1861-2011, ISTAT, censimento della popolazione.
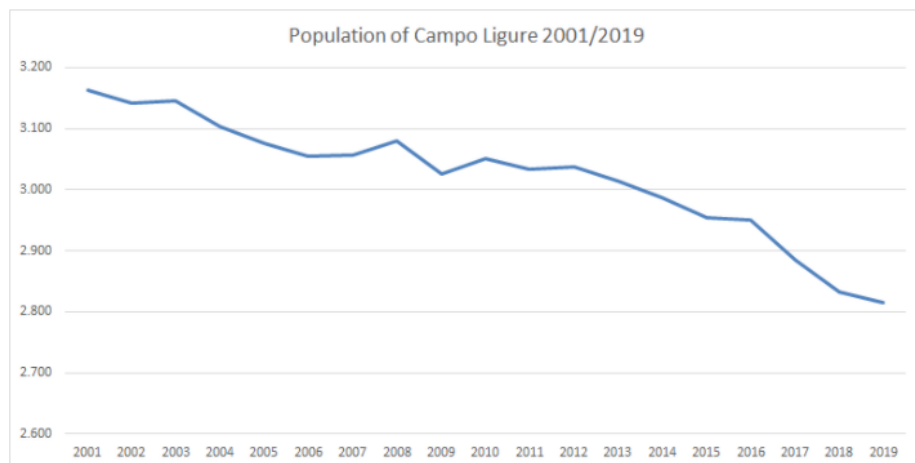
Figure 5.3: Population of Campo Ligure 2001/2019, ISTAT, censimento della popolazione.

As seen on these models, the population development has been steadily declining since about 1955, but most noticeable in recent times from 2001-2019.

This is cause for concern, as a continuous decline could potentially have a negative effect on the infrastructure of the town. If there are no people to manage the town, it declines further, which leads to even less people, and so on. This is why it's necessary to look into potential solutions to alleviate this issue, and take action before the cycle goes too far.

5.3 Mobility Issues' role

Campo Ligure is served by Highway A26 (Genova Voltri - Gravellona Toce), accessible from the highway exit "Masone", the section allow the connection with Genova, France and Tuscany (south) and Alessandria, Turin, Milan and Piacenza (north). As seen in figure 5.4 below, Campo Ligure's position would allow one to reach three Province's Capitals, Genova, Savona and Alessandria, within one hour, and in two hours it would be possible to reach Milano and Torino, and four airports.

Figure 5.4: Isochronous map, 1 hour and 2 hours travel with departure from Campo Ligure elaborated by *maptive.com*

The 14th August 2018 bridge "Morandi" in Genova's area collapsed, cutting the access to Genova Ovest (central highway exit in Genova) and disconnecting western and eastern Liguria. Traffic was deviated on the urban road network causing an high traffic, with repercussions throughout all northern Italy. The 3rd August 2020 the new bridge "San Giorgio" was inaugurated, but along the portion of Highway A26 between Masone and Genova is still now (summer

2021) characterized by countless construction sites, causing high traffic and exponentially increasing travel times. The alternative to the highway A26 is the SP 456 "Turchino" and it connects Genova and Asti passing through Campo Ligure, here landslides (see general) of 2019 left alternate viability in Campo Ligure and SP 456 is cut in two parts in the area called "Localitá Gnocchetto", between Rossiglione and Ovada, therefore traffic between Stura Valley and Ovada was diverted to SP 79 and then "Strada Termo", increasing travel time on a narrow road with steep slopes.

Railroad line Ovada-Sampierdarena (today Genova-Acqui) was inaugurated in 1894, allowing many residents of Stura Valley to commute to Genova. The railroad is still in function and it represent the only pubblic alternative to road transport (there is a bus line between Stura Valley and Genova, but it is affected by traffic issues of highway and SP456). The railroad had suffered from landslides and structural problems during years, and the growth of rail transport of goods on the line has an impact on passenger, causing delays or cancellation of trains.
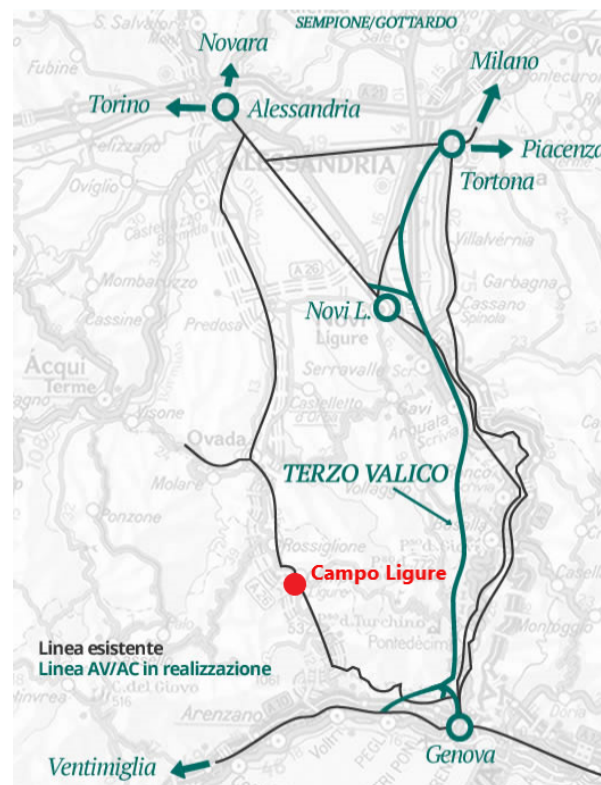
Figure 5.5: Map of the "Terzo Valico" line and how it connects with the existing railroads. In black, the existing line, in green the line underconstruction. (COCIV 2017)

A new line called "Terzo Valico" is under construction. It will connect Genova to Novi Ligure and Milano, allowing an easier mobility towards Genova, Milano and Torino, and it should relieve in part mobility on the Genova-Acqui line.

5.4 Resources for Re-growth in local context

Campo Ligure undoubtedly has an important artistic and natural heritage. The town is considered the national filigree center due to a typical processing of gold or silver that was introduced in the town in the late XIX century by Antonio Oliveri.

Figure 5.6: Antonio Oliveri grave at the Campo Ligure cemetery (Photo by L. Guazzardi, 2021)

Among touristic attractions one above the others is the medieval castle (XII-XIII century) that has been restored during the 90's. It is now used to host inside exhibitions and in its court concerts and festival, one of them "Campo Festival" with international importance for Celtic Music. Campo Ligure also has a museum of filigree open to public, with an international collection.

Figure 5.7: Example of a filigree work of Giuseppe Oliveri (Photo by L. Guazzardi, 2021)

The main church "Parrocchia della Natività di Maria Vergine" dates back to XV century, and recently it has been recognized that one of the artistic works inside "Il martirio di Santa Lucia" (1598) belongs to the works of the painter Bernardo Strozzi, born in Campo Ligure in 1581 or 1582 (Bottero 2019), and the painting has been exhibited in Genova during the exhibition "Bernardo Strozzi (1582/1644). La conquista del colore" in 2019/2020.

Nature represents another resource, being between the Beigua Geopark and the Capanne di Marcarolo Natural Regional Park, Campo Ligure has a strategic position and a good offer for trekking and cross paths and the presence of the Apennines makes it ideal for road cycling. SP456 is also part of the international road cycling one day race "Milano - Sanremo". At the moment the Municipality is starting to work on a development plan in order to attract tourists through outdoor sports, to differentiate the offers the town has for tourism.

With historic, natural and recreational values there should be a basis for attracting tourism, though it is principally oriented on one-day tours around the town. There are three accommodations in Campo Ligure, one of them,"Bed and Breakfast Nonno Toni" is an example of "Albergo diffuso" (see chapter 3.3), this particular system suits Campo Ligure, considering that many ground floors in the town are already registered as commercial units (Stefania in appendix J).

The town has daycare, kindergarten, elementary and middle school. The old hospital is now an elderly residence (where residents have priority) and a rehabilitation center. A private center that offer specialist medicine and a pharmacy are in the town. Municipality's building has a library run by volunteers and a space for Municipal Music Band rehearsals.

Campo Ligure has free wi-fi in the center of the town offered by the project "Liguria Wifi", "S.O.L. Union" is also preparing a project on digitalization, whit focus on broadband

> *"...investments are essential to upgrade ultra-broadband, in support of actions involving the use of digital technological infrastructure".*(Liguria 2018)

, but at the moment, due to the hydro-geological and pandemic emergencies it have been delayed, it is part of the "Strategia Interna Beigua S.O.L."

Social capital has a high value in Campo Ligure, and many services are run by volunteers, for example the municipal library. In the Municipal band there's the possibility to learn to play an instrument for free, the Red Cross Commitee has an high number of active members, and other associations are present in the Area. Also sports associations play a role in creating networks

among residents, and the Municipality's Council estimates approximately 700 residents registered with an association, 1/4 of the total population.

During the 90's the "Palazzetto dello Sport" was built. It's a sport center with multi-porpouse use, from 2020 home stadium for "C.D.M. Futsal Genova" a professional futsal team.

As such, we would like to also look into the infrastructures and positives of Campo Ligure already present, as we believe building upon its strengths can also help negate its potential weaknesses.

In Campo Ligure's area, medium-small companies are located, filigree craftsmen are still present, as are small shops and a couple of supermarkets. Below figure 5.8 shows the main buildings present in Campo Ligure.
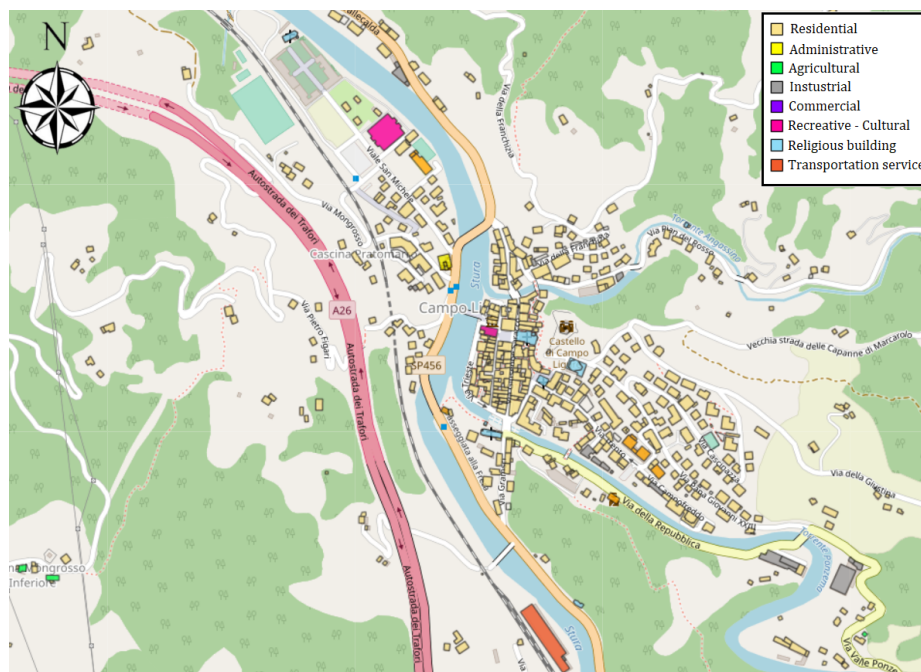
Figure 5.8: Main buildings, their placement and use in Campo Ligure (Data from Geoportale Liguria, edited 2021)

The Municipality has entered the association "I Borghi Piú Belli d'Italia" ("Most beautiful towns of Italy"), due to its cultural and natural heritage, and brands itself as the "National center of Filigree". Filigree furthermore has its own museum and an annual festival, recently in the castle's area has been settled a fixed exhibition of wood statues done by the local sculptor Gianfranco Timossi. The towns surroundings are close to "Beigua Geopark" and "Parco Naturale delle Capanne di Marcarolo" offer opportunities for sport such as mountain-biking, running, trekking and cycling.

With historic, natural and recreational values there should be a basis for attracting tourism, though it is principally oriented on one-day tours around the town. Campo Ligure has a good number of touristic attractions, one above the others is the "Spinola Castle" that has been bought from private owners by the Municipality and restored during the 90's. It is now used to host inside exhibitions and in its court concerts and festival, one of them "Campo Festival" with international importance for Celtic Music.

Figure 5.9: Castle of Campo Ligure (Photo by L. Guazzardi, 2021).

There is furthermore spaces for guests to stay in for the night while visiting, and a bed and breakfast. The town itself is not built only for tourism, however it has facilities that allow this. At the moment the Municipality is starting to work on a development plan in order to attract tourists through outdoor sports, to differentiate the offers the city has for tourism.

Though there seems not a lack of recreational values and different activities, there is also a hydrogeological instability present. Periodical floods of river Stura, which runs through all the Stura Valley, and has an effect on the city center and its surroundings and the risk of landslides is high, it means that the space available to create new buildings or roads is limited. This is important to keep in mind when examining the possibilities of new office spaces, or creating spaces for more residents etc. Therefore the economical development is bound

to smaller companies, that can fit in limited space and don't create heavy vehicle traffic, difficult to handle in the area.

It is also the surroundings of the town that has caused a lack of development in planning in Campo Ligure. A series of landslides in 2019 has compromised the mobility in the area for the last two years, making it significantly harder to locate areas for building or expansion of items, that could benefit the city. Alongside this, from 2020, the efforts of the municipality has been focused on the Covid-19 crisis, taking all focus from other issues at hand. Thus, the mobility issues are still ongoing as of spring 2021 (di Campo Ligure 2021).

As we are using Campo Ligure as a case-area, it creates the base from which we will investigate a common problem. Our focus on smart working after the pandemic has seen a rapid development, though Campo Ligure is a small town in Italy. As the pandemic hits differently based on cultural values, politics, planning, health care systems, population development etc., this development can be assumed to affect each country differently. As such, it is interesting to look at smart working in an Italian context.

5.5 Smart working, the Italian context

In the Italian legal system, smart working is regulated by the law on "lavoro agile" (agile work) by the law nr. 81, 22/05/2017 (art. 18-24).The law introduces labour flexibility without the imposition of limits related to time and workplace. It allows the use of technological tools without being obliged to use them and the employer is responsible of the instruments of work. The working hours are limited to the normal working hours, with the same limits decided by law (Moreira Dias 2017).

Petrillo et Al. (2021) indicate that in Italy, due to the Covid-19 pandemic, there's been a profound transformation of the production systems and of the way of working. Digitalization has assumed a significant importance as it is not set in a future, but is rather developing now in the present. There can't be smart working without digitalization (Petrillo et al. 2021).

There have been several speculations about a 'new normal' after the Covid-19 pandemic. Beria and Lunkar (2021) point out that even if it was perceived as massive, the exodus from northern Italian cities to hometowns has been limited, only few thousands of people, and progressively people moved to other urbanized areas, but not the remote ones. This was because people in

smart working were at home or just moved back to their hometowns (Beria and Lunkar 2021). Graziano (2021) individuates a main narratives for the new normal:

- smart urbanism, where digital technologies are integrated in buildings, infrastructures and citizen to optimize governance and to create a new community-building,
- tactical urbanism, it can be seen as a both theoretical and analytical framework to lead urban design experiments in cities, which should lead to a bottom-up appropriation of urban spaces,
- return to villages, where living in villages is seen as the right way of life. (Graziano 2021)

5.5.1 The future of smart working in Italy

The "Osservatorio sullo smart working" of "Politecnico di Milano" in 2020 has created a first analysis of the smart working phenomenon during the pandemic. As mentioned in section 1.3 only 570.000 workers had access to a remote working regime, but during 2020 has been estimated that 6.580.000 employee were working from home (School of Management del Politecnico di Milano 2020). This is an increase of about 1.054,39%.

Employed persons working from home as a percentage of the total employment, by sex, age and professional status (%)
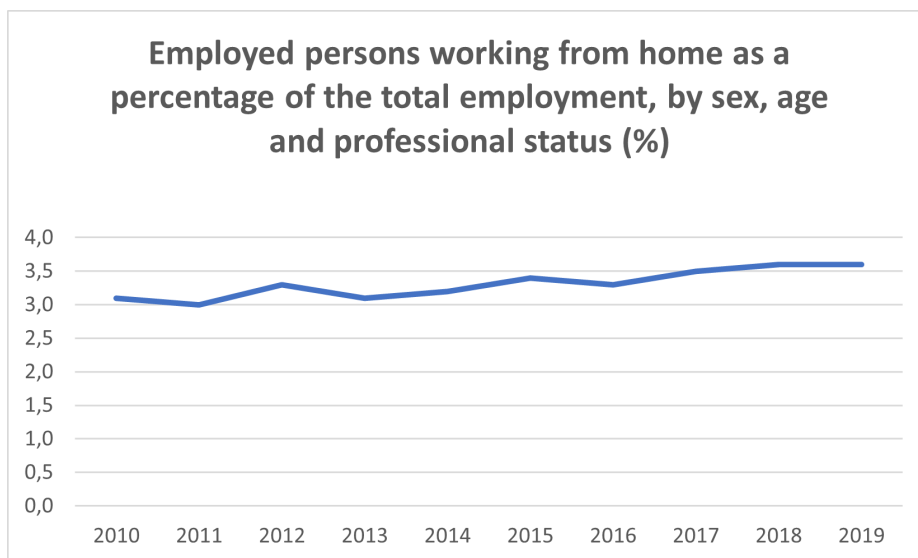
Figure 5.10: percentage of population in smart working
(Eurostat 2020)

The regime was completely new for the most of the working force, in 2019 only 3,6% of the working population was usually working from home (Eurostat

2020), and have been individuated the main disadvantages of working remotely. What emerges is that smart workers in the private sector complain mostly about the difficulty in the work/life balance, while in the Public Administration (PA) technical problems are indicated as the most common disadvantage (School of Management del Politecnico di Milano 2020).

As second concern for both private and PA employees are indicated inequalities in distributing work load between workers, low IT knowledge is similar and in PA the work/life balance is less concerning, while technical problems are seen as the main problem (ibid.). This can be seen on figure 5.11:
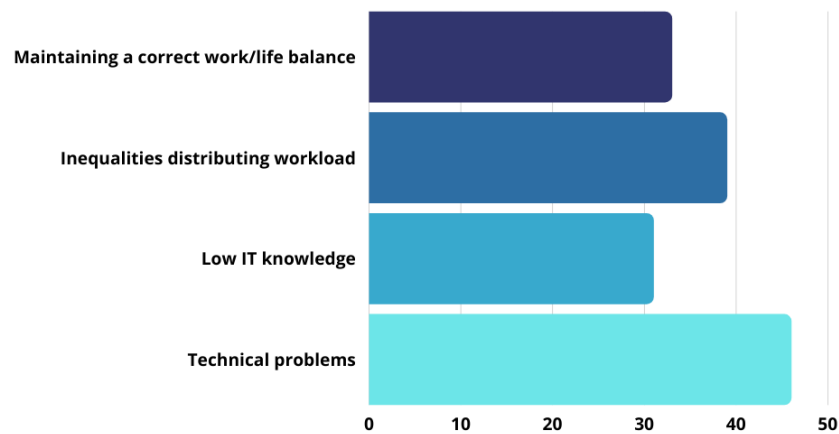
Figure 5.11: Disadvantages of experimenting smart working in PA
(School of Management del Politecnico di Milano 2020)

During the research of "Osservatorio sullo smart working" of "Politecnico di Milano" emerged also a set of advantages for both private and Public Administration PA due to the large number of employees involved in smart working, IT competencies of employees increased, and prejudices against remote work seem to became to be overcome, especially in the private context, in PA smart working as been seen in large part as an opportunity to experiencing different digital tools on daily basis (ibid.)
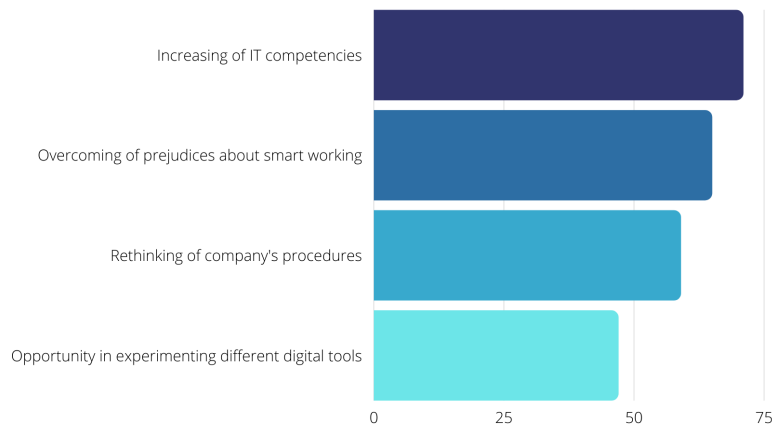
Figure 5.12: Advantages of experimenting smart working in private companies
(School of Management del Politecnico di Milano 2020)
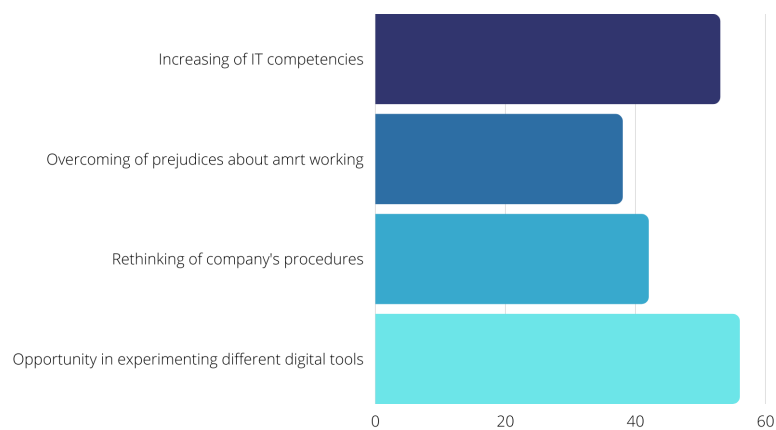
Figure 5.13: Advantages of experimenting smart working in PA
(School of Management del Politecnico di Milano 2020)

As indicated in Figure 5.14 only 11% of public and private companies forecast not to change anything in their spaces after the pandemic while the 38% will only change the rules in using the company's space, therefore 51% of Italian companies declare to be preparing in change their spaces, according to the post pandemic situation.
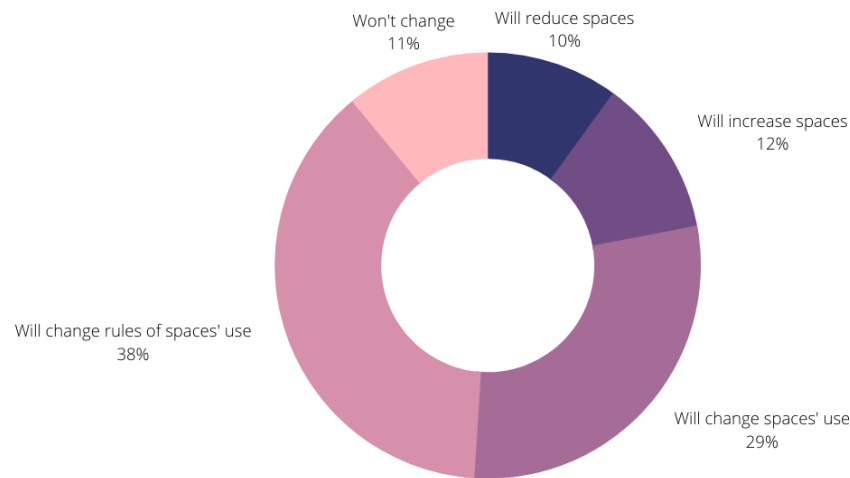
Figure 5.14: Companies' evaluating working spaces' changes after pandemic
(School of Management del Politecnico di Milano 2020)

According to these data it is possible forecast a sensitive increase of the number of smart workers in the post-Covid era (or "new normal"). It is, however, still difficult to estimate if, an in which number, smart workers are going to rethink where to live, and as such difficult to pin-point which impacts it will have on rural towns like Campo Ligure. What can be said however, is that mobility and working from home is going to be subject to changes, and it thus becomes interesting to investigate if small communities can possibly benefit from it.

In this project we have conducted two surveys, and four interviews as a means of data collection. In this chapter, we will use this data to interpret the changes that rapidly developing smart working has, what people of Campo Ligure feel of this change, and what the Covid-19 pandemic has brought in. For a description of the survey and interview progression, see section 4. For a full view of all the data collected, we refer to the Appendix starting on page I.

6.1   Smart working and Smart villages

As previously mentioned in both section 1.3 and section 3.4 the concept of smart-working has over the last couple of years seen a rather huge development, especially since the Covid-19 pandemic began. Furthermore it was also mentioned that certain criteria had to be accommodated in order for smart-working to be a reality. Another aspect to take into account is the fact that smart working isn't necessarily equally enjoyable for everybody and therefore personal preference also matter.

At the interview with Rita Zampieri and Dora Caronia from the Observatory they mention different reasons for firms wanting to either start doing smart working or not wanting to do smart working. In their research they discovered both some pros and cons in relation to smart working, one of the clear pros being:

> *They wanted to join a smart working project especially for a work-life balance. But also for savings, saving more commuting time [...] they felt that more responsibility for their results. That means also more autonomy for example, and also for being more efficient and effective because there are, for example, tasks or part of their job, they can do remotely more efficiently and more effectively because you are far from the distraction of the office.*
>
> Zampieri in appendix A, lls. 126-136

As they mention it can be noted that in some cases smart working can be a great opportunity to structure your work in a more time efficient way, given the task can be done remotely. Futhermore is the saving on transportation a big plus for person who wants to save money, at the same time it also have an positive effect on the CO_2 emissions. They also mention that some of the firms

had experienced a higher level of efficiency in their employees' work, as some said that they felt more responsibility for their individual jobs, which might be one of the reason for higher productivity as well. Moreover, a lot of the time saved by less commuting might contribute to additional time for doing tasks.

While there might be pros related to doing smart-working there is of course also cons. Zampieri describes during the interview, that:

Reasons not for joining the smart working project were for example the boundaries between private and working life, because sometimes when you're working remotely, especially from home the boundaries between [work and of your life sometimes blur](...). So because some of them say it is nice going to the office because of relationships and seeing other people except your family and friends.

Zampieri in appendix A, lls. 136-145

Here it becomes clear that there is also some less fortunate aspects of smart working. The boundaries between a persons private life and work life can be difficult to manage at times, especially if there is small children in the house as well. A participant of the focus-group (Alberto in appendix B, ll. 524-563) underlined this matter, and explained that he had had a difficulties balancing his private and work life, as having his kids around and at the same time having to work had resulted in him getting behind his work schedule. Another con as mentioned above, is the missing social interactions and relationships formed at the working place, which for many people is an important part of their work life.

From the above it can be seen there is some overall pros and cons related to doing smart-working, which of course may vary from individual to individual, depending on their life situation.
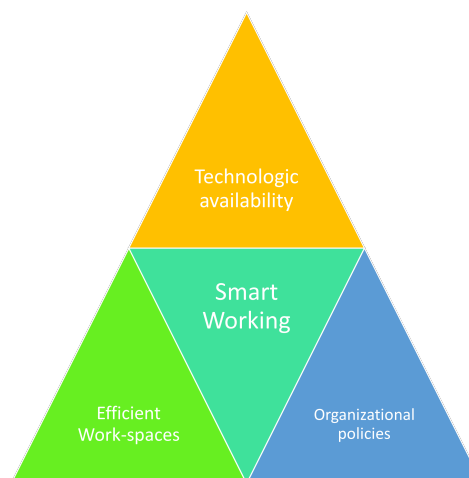
Figure 6.1: Three pillars that are required for efficient smart working (Own Figure, 2021)

When Zampieri and Caronia mentions these pillars, it is of course seen in perspective to bigger firms and companies, but even on a smaller scale these aspects still need to be accounted for in order to successfully do smart-working and create a healthy work environment Zampieri and Caronia (appendix A, ll. 553-557).

In the interview with Zampieri and Caronia, they underline the importance on the digital technologies such as ITC's being accessible as being the most important factor, considering it's rather fundamental for the possibility of smart working as it enables collaboration; communication at a distance can't be efficient and effective without the proper digital technologies being available Zampieri and Caronia (appendix A, ll. 297-309).

In the recent year the creation of SWC's in Italy has seen an increase in numbers, and for a good reason. The trend with the Smart Working Centers has given possibilities for many employees both private and public. Firstly they function as a alternative to your actual working place by providing the necessary tool that the employee might need. Furthermore it saves the users a lot of commuting time, by being closer from their living place than their normal workplace, which also means less money spent on transportation. Lastly it also provides the individual users of these with a working environment with social interactions and relationships, which many people might be missing when working from home.

In the trend with establishment of the SWC's there has generally been seen a tendency of reusing old buildings and facilities in order to house the SWC. This is advantageous and favourable for especially smaller rural towns and village, since the establishment thereby are less costly and easier affordable for places with a lower population.

In regard to the future and further establishment of the SWC's Zampieri and Caronia believed that they will eventually become more popular in rural villages and towns in Italy such as Campo Ligure. They pointed out that with the distribution of SWC's to the rural, it would have a positive effect on firms who wish to expand, finding new innovating and talented employees from other places in Italy by expanding their domain (Caronia in appendix A, ll.508-514).

From the above it becomes clear that there are certain pros and cons related with doing smart working and there also needs to be certain criteria that is met in order for smart working to be possible. Thus it became relevant for our research to investigate what the residents of Campo Ligure's experience so far

with smart work have been. The residents perception of smart-working in a rural area is important in understanding the possibilities of the place, as well as the potential for attracting new residents to the place.

In the survey done with the residents of Campo Ligure, they got asked in Questionnaire 9 what their experience with smart-working had been. As seen on appendix C, 63% of the participation's had been doing smart working, so a little over half have experienced doing smart working in one way or the other. Only 7% of all the participants had been doing smart-working previously to the Covid-19 pandemic. This also resonate rather well with what was mentioned in section 1.3 regarding smart-working in Italy had seen a large expansion during the start of the pandemic back in March 2020 and it's therefore not surprising that only 7% had been doing it previously. Whereas 32% of the respondents only started doing smart working during the pandemic and said that they would most likely stop when the pandemic comes to an end. These 32% of respondents got asked a sub-question, see (Questionnaire 9.1, in appendix C), about whether or not, if they could choose themself, they would continue with doing smart-working after the pandemic. To this only 39 % of the respondents had a desire to continue with smart working. If we look back to the previous questionare 9, only 25% of the participants who had started doing smart working under the pandemic would keep on with smart-working. To summarize the above only 25% of the participants were certain that they would keep on doing smart working after the pandemic. Where some of the people that would stop doing smart-working after the pandemic, had a wish about continuing, if of course it would be possible, which still is rather unclear before the pandemic comes to an end.

Out of all the 168 participants from the survey 95 people who had been doing smart-working had to answer a couple of statements in regard to their experience with it. In the below figure 6.2 the different statement can be observed.
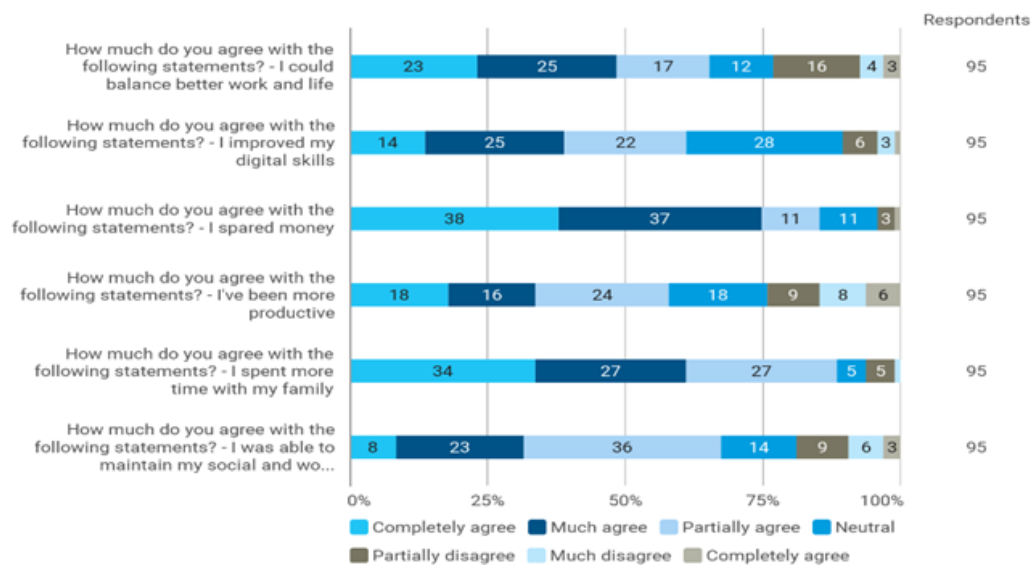
Figure 6.2: Percentage of residents agreeing or disagreeing with statements on Smart Working (Own figure, data from SurveyXact 2021)

We can tell from this data that the majority agrees that they saved money and spent more time with family by doing smart working. However, most agree that were ably to balance work and personal life, many disagree here as well, and a majority has not found it easy to maintain social life in the work place. The overall feel of productivity is very spread out in opinion, which corresponds to what we've mentioned earlier in the chapter that the feel of doing smart working comes on a very individual basis. Most feel wholly or partially that they've improved their digital skills, but a big group likewise responds that they did not.

It seems there is a slight consensus on saving money and spending time with family, which we assume comes from the lessened demand of mobility. The other statements seem spread out, and most likely pertains to each individuals unique situation. We would like to move on with taking statements from people who have been doing smart working for a longer period of time.

6.2 What does the smart worker say?

When we ask the question if smart workers can be a new demographic for Campo Ligure it becomes relevant to investigate if the smart workers themselves has motive to move, and what their thoughts are on their situation with smart working. We specifically targeted people who already have a connection to Campo Ligure, but not necessarily live there themselves and who have

experience with smart working. The second survey we created was meant for this specific demographic.
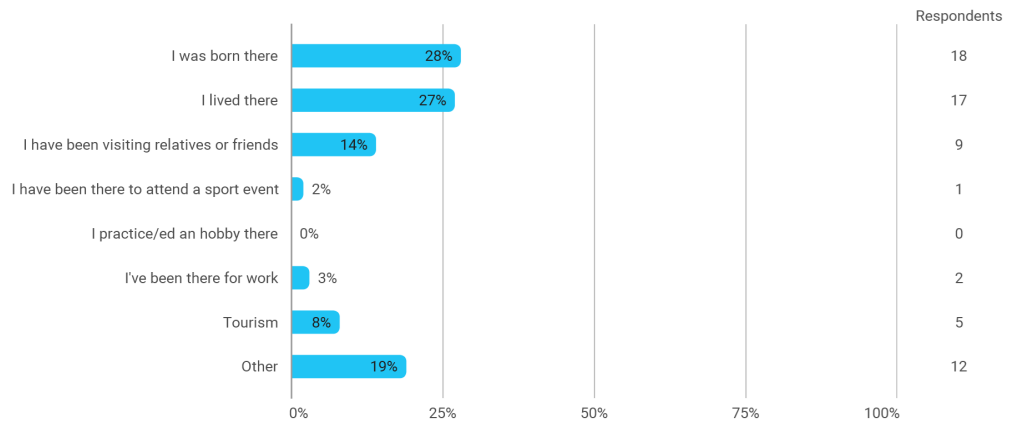
Figure 6.3: Percentage of respondents answering how they know Campo Ligure (Own figure, data from SurveyXact 2021)

Most smart workers are connected to Campo Ligure through having been born there, having visited, or having relatives there. 36% had been smart working for more than a year, where 20% have been alternating between smart working and regular working through an undisclosed time period. 19% have only been doing smart working for a few months.
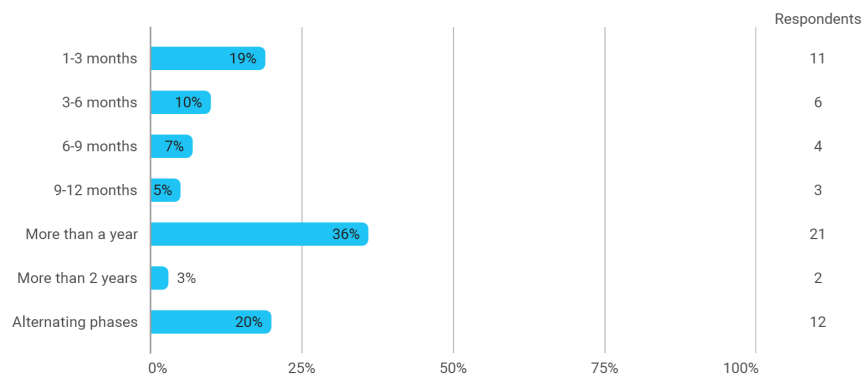
Figure 6.4: Percentage of respondents answering how long have been smart working (Own figure, data from SurveyXact 2021)

When asked if they have considered moving to Campo Ligure, 41% said no, 31% said yes, and 28% said they don't know.
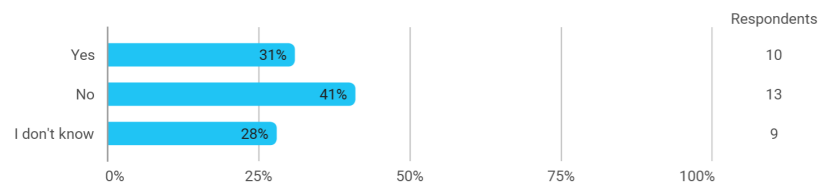
Figure 6.5: Percentage of respondents answering if they considered moving to Campo Ligure (Own figure, data from SurveyXact 2021)

There has been some thoughts on moving to Campo Ligure, at least in our small group of respondents, this however is not enough respondents to point to whether or not it's a trend, or a case that is growing. We can however connect it to the general trend of people in the cities seeking 'back' to the rural areas, though not necessarily connected to smart working.

People who responded 'no' to moving to Campo Ligure were mostly based on Mobility and the distance from the workplace. No respondents put in prevention from family ties, and there is almost an equal distribution on all the other categories from 5-9 percent. But with a noticeable 27% in each category of mobility and work-place distance, it stands clear that the main issues of moving is mobility and distance from the workplace.

"Campo Ligure is perfect for the spring / summer period but don't live there ona stable basis in the winter. It is also poorly connected to public transport and now the motorway is also a problem"

(comment 13 in appendix H)

"I was born and raised in Campo Ligure. After university, however, I felt the need to move to Genoa for work. I have been commuting for more than 12 years(high school + university + first year of work) with almost non-existent trains,always late, courier etc, losing more than 3 hours traveling every day[...] If the viability were much better and the total smartworking, in addition tostable infrastructures in winter (with snow and frost, the network sometimesjumps for whole days) then it would be possible to take it into consideration."

(comment 26 in appendix H)

If we on the opposite side look at why people who said Yes to move to Campo Ligure, the vast majority, 42%, has the natural areas as a reason. Second

to this is an even distribution between having a house available, lessening the cost of housing or family ties. It's important to note here that no respondents who wanted to move had worries of mobility issues, internet or social life, all worries of the group that said no.

6.2.1 Shrinking

Shrinking is perceived by the residents in Campo Ligure where 68% of the respondents in the survey declare to have seen a decline in the population during the last years:
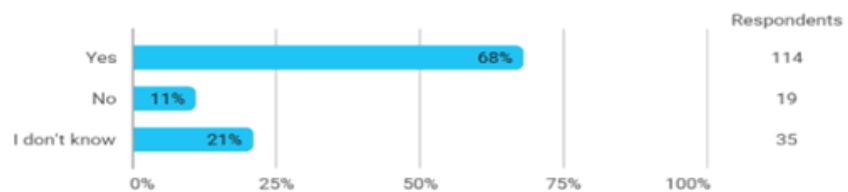
Figure 6.6: Percentage of respondents having noticed a decline in population (Own figure, data from SurveyXact 2021)

When we moved on and asked them to motivate their answer, 67 respondents out of 168 refer to a lower number of children in the town. Below are a few examples of the residents' words:

> "I especially noticed this when only 9 babies were born in 2019 (one of which, my son). I thought about the fact that in proportion to the people who died, they are very few".
>
> (comment 5 in appendix F)

> I was an animator in the Oratory until 2016, in recent years the first elementary school was made up of far fewer children than the average of previous years. Some were just past 10. I remember that when I started first grade in 2002 we were 21 children.
>
> (comment 13 in appendix F)

> I noticed the few children who attend kindergarten and elementary school in Campo Ligure and also by the little presence in sport.
>
> (comment 81 in appendix F)

During the focus group the lack of children was mentioned too, especially discussing about how many classes there were in elementary and middle school in the past compared to present time:

...we have ABC, three classes over 25...

(Ilaria in appendix B, 94-95)

During her interview, Stefania Caruso indicates children as the most important factor to maintain services and therefore a good lifestyle. Having children present thus seems as a factor in the residents' minds as a cause for shrinking.

Another factor brought to attention was services and shops are considered endangered. Janos express the same concern during the focus group, making a comparison with his experience in England:

"...if the restaurants and all the little shops would close down for this, or for another reason, then I'm not sure there is a way back. Because I'm thinking of when I lived in England, I seen many beautiful history villages without any shop..."

(Janos in appendix B, ll. 193-198)

Shops are often mentioned both in the focus group and the survey, their presence is considered an indicator of "life" in Campo Ligure. This makes sense as a part of the services in Campo Ligure are an important factor for attraction, and with the lacking mobility it's necessary to have shops closer by.

"...Campo Ligure is attractive and beautiful because, because there are so many little shops..."

(Janos in appendix B, ll. 204-205)

Caruso also thinks shops and companies as an indicator of "health" for the town, during the first months of 2021 a couple of residents went to ask information to open activities, and she refers to that as a reason to think about the town as "alive" (Stefania in appendix J). Shrinking is generally perceived by the population from a demographic point of view, a smaller part connects it with an economical loss (less customers, shops closing). In such reality, considering Italian trends, is important to remember that services are at risk. Campo Ligure is still perceived as self-sufficient town, but a continuing loss of residents at this rate could easily lead to losing part of its services and economical activities.

6.2.2 Mobility

Mobility as a problem comes out frequently in the answers both from surveys and the focus group, the problems faced from the Morandi Bridge's collapse exacerbated a situation already difficult. Most of the respondents in appendix C declared to not be satisfied about public transport, and also when asked about what to improve in the town in order to attract more residents, the majority mentioned public transport and mobility as something that needs to be improved:

> *"Connections to Genoa and Piedmont"*
>
> (comment 27 in appendix D)

> *"I would improve public transport"*
>
> (comment 31 in appendix D)

> *"Quality of connections to nearby towns: road and rail"*
>
> (comment 32 in appendix D)

> *"There would be a lot of work on services. Moving from Campo Ligure to go to work is always an odyssey"*
>
> (comment 35 in appendix D)

> *"I think the section of transport to neighboring towns and main cities, the road system that has recently been compromised [...]"*
>
> (comment 73 in appendix D)

In the focus group, commuting is seen as being essential for those residents, the choice lies between using the car or using the train, and many residents are forced to use the train due to the high costs concerning the car (fuel, tolls, parking in Genoa) and the difficulty in finding parking in the city:

> *"The worst part is that the services in Liguria, or especially in this part of the trip are not so good. So everyday you are late[...]. Anyway, we have, as Alberto said, no choice, because by car not only traffic, it is expensive, but even if you have a parking, for example, that I can use the parking lot of my boss or my colleagues. If you, if you see what you pay with the train for one month and what you paid for highway one week..."*
>
> (Ilaria in appendix B, ll. 822-834)

"...the alternative to the train is the car much, much more expensive. And if you are in traffic jam you are the most of the time. I also spoke, one year I had because my wife worked in Genoa. And so we went both by car because it was more convenient for the time. Like it was really stressful because in the morning, then you were blocked in the highway and looking at the clock and..."

(Alberto in appendix B, ll. 806-813)

Mobility thus seems as a on-going issue, and fits with the worries mentioned in section 6.2. Though the situation is not something that cannot be improved in the minds of the residents. The responsibility of the situation is given mostly to the privatization of railways and highways:

"I understand that these trains are privatized and they need to make profit but trains shouldn't be only to make profit. They should be more statal (public) because they are responsible for the surviving of the villages..."

(Janos in appendix B, ll. 963-967)

"I think that the transports should be statalized. Absolutely. They have to be guaranteed for everyone in every part of Italy, but unfortunately they got privatized"

(Michele in appendix B, ll. 969-973)

Both highway, rail and SS 456 are considered vital to allow Campo Ligure's population to reach their workplaces and all the services that era not present in the area, the actual situation makes commuting difficult, and limits tourism. It could represent an obstacle in attracting new residents and smart workers too, considering they should be able to reach their work place at least some days in a month.

Bad connections are not only an issues for all those that work outside the town, it is becoming a problem also for those that have to reach Campo Ligure to their workplace:

"...for example, a teacher they've come from Genoa to the school here. I don't know what time they leave in the morning to come here on time, because every day there are problems or so in the other direction. So, and I don't think I noticed, for example, in the medical center here, not all the doctors or the technicians a work here. Now, they refuse to come. Because for example, they came one day per week. And that day they loose two hours in the car to come to Campo Ligure. So they refused to come to the center. In fact, in this moment, if you go for some exams, they tell you, I don't know if there would be the doctor. So this situation is really bad this moment..."

(Ilaria in appendix B, ll. 908-921)

According to Ilaria's statement, the problematic mobility would have effects not only on commuters per se, but also on providing services like schooling and healthcare to the population. Tourism also face some limitations:

"....they close the line for example, for one month in Summer to do works. And so we have a lot of tourist that... For example, they came by car. They might've been saying, oh, I would like to go to the aquarium for example, or to visit Genoa is it possible to go by train? So we can avoid to pay the parking. Yes. Okay. And then when they go to the station there's not train, there is a bus..."

<div align="right">(Ilaria in appendix B, ll. 950-959)</div>

The high price of parking in Genoa discourage tourists to go there by car, but the lack of trains during August makes it difficult to reach the city. The bus travels on highway A26 or through SS 456, with an high risk of being stuck on the highway for a long time due to the higher traffic during bathing season.

There are though some positives of commuting:

"...because we are a group of friends. So the good part of the trip is to be a group of friends is we can talk about the weekend and, we can talk about our job, and we can joke, we can also talk about a series of things. So this is the good part of the job..."

<div align="right">(Ilaria in appendix B, ll. 817-820)</div>

"...for people in Campo and me, my stuff, I have a laptop and sometimes they work. So I don't throw away the time when commuting, or if I have a friend I speak. And it's a moment where I can chat with the friends..."

<div align="right">(Alberto in appendix B, ll. 796-799)</div>

"...I used to read a lot and I have to say, I realized that most of the books I read commuting because if you do that, you have sometimes two or even more hours, that is completely a loss of time unless you read..."

<div align="right">(Janos in appendix B, ll. 784-788)</div>

The time spent commuting is not considered as a complete loss of time, it is seen as a moment where to chat with friends, read a book, or maybe work. Sometimes living and working in the town can be seen as not the best choice:

"I actually know some people that work here and sometimes complained about this (working and living in Campo Ligure). Especially if you work outside, old people see you and they see what you do or what you don't do."

<div align="right">(Alberto in appendix B, ll. 851-855)</div>

It is also clear that residents see commuting as a matter of fact, beginning at an early age:

> *"My father has been a commuter his whole life, and many other people are commuters.*
> *And you (Ilaria) also are, when I went to school, I was a commuter. And I think this*
> *is quite a common thing here."*
>
> (Alberto in appendix B, ll. 766-774)

> *"...the most part of the people in Campo Ligure are commuters, all my family, no one*
> *in my family has never worked in Campo Ligure. My husband, the same* [...] *I can't*
> *imagine to live and to work here because all my life was like this. And so it should be*
> *not impossible, but difficult to imagine..."*
>
> (Ilaria in appendix B, ll. 834-848)

Commuting is considered normal for the population of Campo Ligure or other small towns, and by the answers of the survey the time is often under an hour travelling from home to the workplace, as seen on figure 6.7.
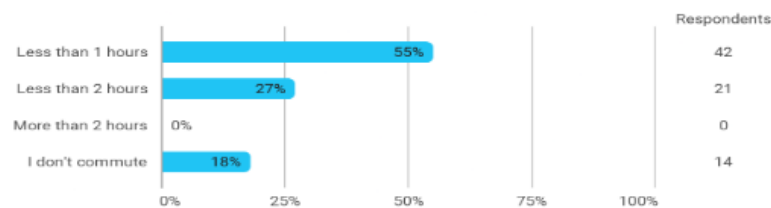
Figure 6.7: Percentage of respondents commuting for a set amount of hours per day (Own figure, data from SurveyXact 2021)

55% of people commute less than an hour a day, and 27% less than two hours. To commute is by some seen as troublesome, and by others as a time to use for different activities - something regular that is just a part of every day life. Whether this will have an influence for new residents would remain to be seen, but we've already found in the previous section that mobility, or the lack of it, is one of the major worries when moving to a rural town.

6.2.3 New residents

In the survey, 94% of respondents declare that they would like to see new people in town.
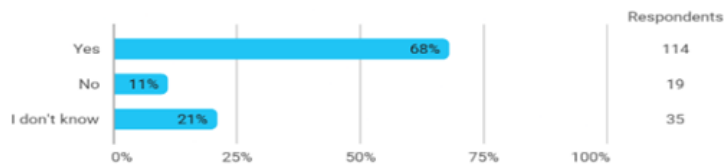
Figure 6.8: Percentage of respondents wanting or not wanting new residents in Campo Ligure (Own figure, data from SurveyXact 2021)

They express the wish to meet new people, and a large number of them refers to new residents as a way to increase "life" in Campo Ligure, both with a social and economical meaning.

"I would like to have them because it is nice to have new people from different cultures and backgrounds"

(comment 7 in appendix E)

"I would like them to make the town more alive and to help the retail economy"

(comment 20 in appendix E)

"The services that already exist would benefit from this and would be enhanced for the greatest number of people. Shops and new businesses too."

(comment 50 in appendix E)

"In order to develop the town from an economic and social point of view"

(comment 128 in appendix E)

All of these responses contribute to the face that having a larger number of people would help alleviate the worries of the town slowly declining, shops closing etc. Some of the answers also reflect the wish to have the "right" people as new residents:

"The previous question does not include the "it depends" option. To be able to go on I had to choose, I put YES. But it distorts the result. Yes, if they are productive and economically self-sufficient people. Otherwise no".

(comment 64 in appendix E)

"we wanted residents who could invest in our city and generate new jobs".

(comment 62 in appendix E)

"It depends on what kind of residents. Decent people of course! Parasites or criminals, or simply uncivilized and rude I would say no, we already have enough, indeed those could easily move, I think it would be good for the image of the country and beyond ..."

(comment 27 in appendix E)

From those answers emerges a concerning about the risk to attract people that could represent a problem rather than a solution. During the focus group, it emerged too that there is a preference in new residents able to bring new ideas and activities,

"Maybe I would like, [...] maybe young people [...] but people that and can get new ideas. [...] New business, and go on with the mind that open the mind of people that are here with the new business and your face. I think this is the type of people that should be here to live so that

(Ilaria in appendix B, ll. 316-323)

Michele wishes new residents coming in the town not because they were forced to, but because they are making a choice to live in a small community and hopefully be part of it:

"So also people that really like being here, because maybe some people who are coming here didn't really choose to come here. They had to, so I hope they will. They would like being here..."

(Michele in appendix B, ll. 324-327)

During the focus group emerged also a certain concern about how residents could welcome new people in the town, for example Ilaria indicates that the trust among the population could be compromised by newcomers:

"I know that some people think that new residents can compromising this. They will ask who is this man, or who is this woman? So this shouldn't be negative for some people, but I don't think that for some people it can be hard to comprehend who these new residents are, and it can be hard. I know some who say that the children are out alone and we don't know this man or woman, which might alarm people".

(Ilaria in appendix B, ll. 437-446)

On the other hand Michele and Janos see the population as not so conservative:

"Maybe not everyone, but they, they will get used to it, maybe it could take some months, maybe some years, but they should get used to it, I think".

(Michele in appendix B, ll. 451-454)

"I felt really really warm from specially from the older people, when i arrived the first people I met, I started with my name or people and they were so sweet".

(Janos in appendix B, ll. 463-466)

Ilaria's view is supported by Professor Bottero's answer about getting more residents:

"I do not think that, from my strictly "selfish" point of view, I would like to encourage the transfer of "foreigners" to Campo [...] Relationships are being made of mutual indifference, in the sense that the first step of one towards the other I see that the newcomers do rather than the old residents, reluctant to contact strangers"

(Prof. Bottero in appendix I)

Residents know that without new people in town there's going to be a progressive lack of services and a fall in the housing market, but on the other side there is a closure towards "forestieri" (strangers in dialect). Few voices during the survey points out the presence of immigrants, only a couple of answers from the *"Have you notice a decline in population? Motivate your answer"* point to the presence of immigrants:

"I always see new people settling here even foreigners"

(comment 21 in appendix F)

"New inhabitants from Genoa and African refugees"

(comment 132 in appendix F)

During the focus group nobody spoke about immigrants, only Janos, being immigrant himself, wishes to find others like him:

"[...]I can easier relate to other foreigners because we have a lot in common."

(Janos in appendix B, ll. 296-298)

It is clear that the population desires to have new acquaintances in town, especially on a social level, there's understanding of new residents as a need to maintain services and shops and therefore to maintain the status quo, endangered by shrinking. Some are afraid of who is going to be attracted by Campo Ligure, of course, if those will be people attracted by the lifestyle, the nature, they are welcome, but on the other hand people attracted by a cheaper way of living could endanger even more the status quo.

6.3   Opinion of services in Campo Ligure

We will here look into what offers are present in the town, and what the people in Campo Ligure think of them. From the survey overview down below, we asked them to rate how satisfied they were with the following subjects in Campo Ligure. This is their response:
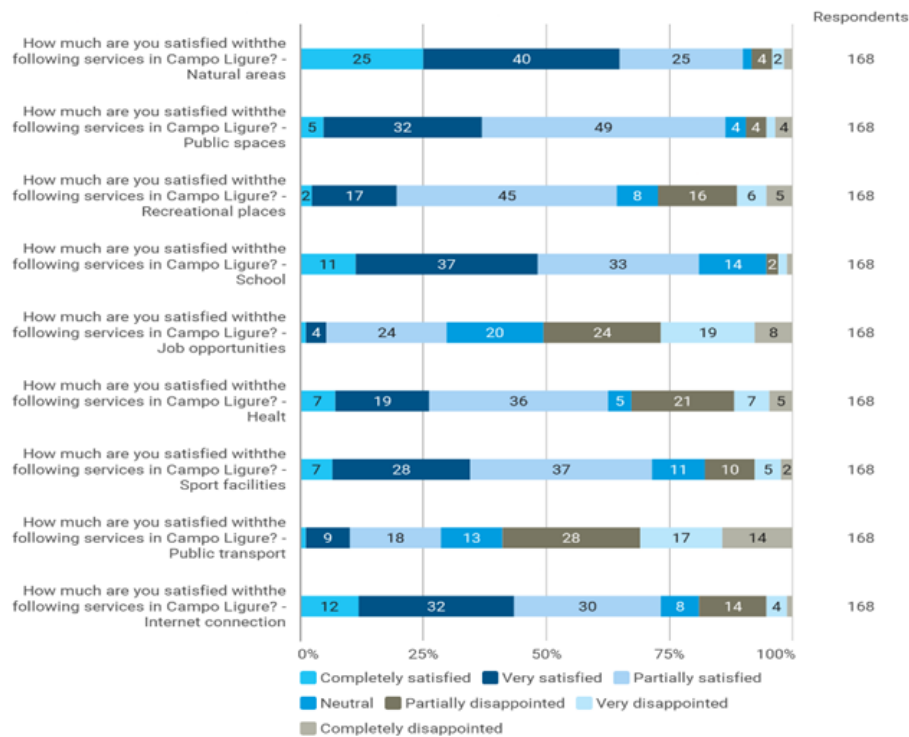
Figure 6.9: Data from survey results of residents satisfaction of facilities (Data from SurveyXact, 2021).

Overall, it seems the majority are very satisfied with the different offers in Campo Ligure, highest rating in Natural areas and the internet connection. We will note here how the lowest scores goes to public transportation and job opportunities. This is interesting, considering we are looking into the relation of less commute and living in the rural. If its solution is when mobility is no longer an issue, as jobs are performed online, and that we've previously discussed the lack of mobility being an issue both for residents already there, and for potential new ones.

Another place where they are unsatisfied is the recreational spaces. Multiple comments in the survey expand on this:

"Improvement of public transport lines, areas for dogs, areas equipped even for very young children. Main pedestrian only street. Better use of technology in everyday life, for example where we were before, you could shop through apps, subscribe to delivery services, etc."

<div align="right">(comment 17 in appendix D)</div>

"I would improve the services for families, after school, playgrounds, gyms"

<div align="right">(comment 7 in appendix D)</div>

"I would add a play area for children in the village in a more central area also with inclusive games and suitable for small children"

<div align="right">(comment 8 in appendix D)</div>

"More activities for young people .."

<div align="right">(comment 9 in appendix D)</div>

"I would improve the connections with the larger centers to facilitate access to resources that are not available in Campo. It would be nice to redevelop the cinema, which has not been in business for years."

<div align="right">(comment 54 in appendix D)</div>

"Some services related to young families. In addition to the already present nursery, incentives would be useful so that living here becomes attractive. Transport needs to be greatly improved, especially rail transport"

<div align="right">(comment 60 in appendix D)</div>

"I would like there to be real cycle paths to connect the three villages of the valley to use the bike more and less the car, but unfortunately, having little space for the conformation of our territory, I don't know if it is feasible ..."

<div align="right">(comment 104 in appendix D)</div>

"Better connections with the city, having new jobs in the village, taking care of the rural streets and in general of the green of the country"

<div align="right">(comment 78 in appendix D)</div>

"1 sport beyond football and skating 2 shed for musical events 3 put back the cinema 4 shed for musical events 5 make more use of the castle 6 shed for musical events 7 la 6 la 4 e la 2"

(comment 90 in appendix D)

"Making sure that it is again well connected with the rest of Liguria and Piedmont, the more time passes and then it becomes difficult to be able to commute, which is essential since the job opportunities in Vallestura are very limited."

(comment 44 in appendix D)

"I would improve the public areas, they are pitiful: the children's gardens have old, dirty games, with untreated flower beds; the cycle path has been open for 2 years (apparently it is more useful as a landfill). The cleanliness of the streets of the town must be taken care of, which are littered with dog excrement and various dirt. I would improve the safety of the territory, in the middle of the afternoon drunk and drug addicts in the square are a bad presentation card."

(comment 91 in appendix D)

A recurring theme in these comments, and many others present in appendix D, is a focus on recreational offers and services around the city. This especially with offers for younger people and children in mind, but there's also a consensus that there could be improvements for the already present public areas. Flower beds, cycle paths, general care-taking and cleanup, focus on building for the pedestrian rather than for the car, the residents seem to have many viewpoints for which areas they specifically would like to see improvements in.

There's also another completely different viewpoint presented by one of the survey participants. They feel that it's not the country itself that needs improvement, but rather the residents viewpoints of strangers that need to be addressed in order to make it more attractive for new residents.

"In itself, the town has nothing wrong with it, it's the residents who have a bit of a gruff approach to strangers"

(comment 92 in appendix D)

This is further supported by other comments, where the focus lies on other more specific issues, but it remains clear that it's a state of mind, rather than the infrastructure, that needs to be addressed.

"I would eradicate the "Grebani" and provincial behavior inherent in the mentality of the citizens (not all for charity) which is one of the reasons that did not make me weigh the removal from the field, and I often hear complaints from those who were not born and raised in the field."

(comment 95 in appendix D)

"The managers of public establishments should be more available, as well as the population but we are Ligurians and hospitality is not really our strong point"

(comment 96 in appendix D)

"communication and sharing, which for the "camparolli originals" (ironic to indicate people with Campo Ligure's heritage) is something very difficult to assimilate"

(comment 97 in appendix D)

Another comment point to a problem of mobility and infrastructure, as previously mentioned in chapter 5, but here points out that they are barriers for the improvement of the aesthetic sides of Campo Ligure.

"I find that in recent years Campo Ligure has been able to improve its aesthetic and therefore attractive appearance. Unfortunately, the latest events do not make it easily accessible, the motorway is now a problem since the Morandi bridge fell and is almost impassable, the state road towards Ovada has been closed for more than a year and a half due to a phantom landslide that no one tries to fix. And the railway line favors goods to the detriment of commuters. So I would say that the biggest problem is the viability and this is a strong handicap for those who want to move to Campo Ligure or want to start a business. However, I understand that this is a problem that cannot be easily solved by those who administer the country as it should be taken over by bodies at least at the regional level."

(comment 21 in appendix D)

There no sense of putting oil on a wheel where the pin holding it is not functional. In this point of view, the first need is to improve the general infrastructures and road connections, before expanding and building upon them with new things. This also corresponds with what the villagers have been saying before, that they appreciate that the development is with them in mind, and not for tourism. Having the basic infrastructures in mobility optimized would then allow for further expansion of Campo Ligures other offers, such as:

"A focus on rebuilding the things that are already present, such as the cinema."

(comment 86 in appendix D)

"I would make the historic center pedestrian"

(comment 112 in appendix D)

"Close the traffic in the historic center (excluding goods at the right time, ambulances, Red Cross, etc.)"

(comment 113 in appendix D)

"It is necessary to give old houses at excellent conditions of price and expense for restoration"

(comment 116 in appendix D)

"Pedestrian historic center always. Dramatically improve garbage collection. Move the market to the square and adjacent streets."

(comment 77 in appendix D)

"I would always close to cars, leaving the town a pedestrian zone"

(comment 114 in appendix D)

"In itself it is a beautiful and livable place that must be enhanced. I would improve hiking and outdoor activities. The tennis courts, which is a rising national sport and may be of interest to new residents, are completely ruined."

(comment 105 in appendix D)

These ideas come from people who experience these issues on a daily basis. Though, as pointed out here, a lot of this type of work would require intensive state management:

"A lot of choices unfortunately depend on state management: a more present local health system, more connections thanks to public transport, better maintained roads, etc. I would like the municipality to undertake to encourage youth entrepreneurship"

(comment 56 in appendix D)

Restructuring and planning for an entire town is a long process, and the answers are not as clearly defined.

In general, there seems to be these recurring themes, that the residents would like to see improvements in:

1. More spaces for Children/Young people
2. Focus on improving structures/services/recreational values that are already there
3. Create more spaces for pedestrians
4. Connection: Improvement of public transportation systems
5. Improvements of infrastructure e.g. roads and instabilities in the city
6. Focus on job opportunities

Many thoughts from our respondents point to many ideas of improvements, and what they think could attract new residents, but also what they themselves would benefit from.

6.4 Covid-19

In our project we've come across the question of how Covid-19 has affected the expansion of smart working, and how this development can be of usage to rural areas like Campo Ligure. In this section, we will discuss our findings on the Covid-19 situation – specifically what the residents of Campo Ligure have experienced, and what in the world has changed – both for the residents, and in general. We will begin this chapter by going through the general things that has changed since the pandemic hit March 2020.

The lockdown of non-essential goods and services hit Campo Ligure hard, like many other places. Especially rural shops, that can be assumed to not get as much business as the smaller towns, can be especially affected by a sudden closing. Michele describes the situation as such:

> *"Many restaurants closed, many activities closed or at least had a breakdown."*
>
> (Michele in appendix B, ll. 680-682)

As the lockdown has occurred more or less for every person on the planet, it is not difficult to say that these changes also has forced a new type of behavior, not only in smart working, but also in the smaller everyday activities outside of work. Another way it has been felt is the lessening of movement. Mobility issues that are present in Campo Ligure, are not as prominent when the workers have been sent home. Alberto estimates, that without the pandemic the mobility issues, and thus the need to move, would be much higher:

But we also have to think that, with the Covid many people move, so probably if Covid wasn't here probably, it's much higher. For example I am home this one year instead of taking this highway train [...]"

<div align="right">(Alberto in appendix B, ll. 149-151)</div>

The mobility issues are also one of the common problems faced in rurality, which is why commuting becomes a major point to consider when choosing where to have your home. Having this mobility-issue turned upside-down by crossing it not being necessary as much, can give new opportunities.

Furthermore, the pandemic has also changed how people interact with each other, where most of communication occurs online, or at safe distances outside. Though not all outside-activities and recreational things are possible anymore, and Alberto describes one of his daily struggles with it as such:

I was used to spend a lot of time outside, just maybe for a walk with my friends, just to share some thoughts and the pandemic completely destroyed this habit. So now I'm starting with maybe in particular, one friend of mine to take short walks around but maybe just for an hour. [...] I think that the whole relationships between people changed and today I'm not. I don't know anymore how to be happy when I'm with other people. And fortunately, my work, well first before the pandemic, I also worked as a musician and concerts went completely off. We also played in many weddings, a wedding ceremonies, and all the weddings have been delayed. And so this was really bad during the pandemic. I found another work that is the work I do today. So my job life improved, but my life was really worsened."

<div align="right">(Michele in appendix B, ll. 490-506)</div>

Here we will pay attention to a great point - *My job life improved, but my life worsened* – the Covid-19 pandemic has set barriers and struggles, along with new possibilities for people. This is also why we bring to attention multiple different points of view, when considering the movement of smart workers of the rural – what attunes for a great work-life may not always attune for an improved quality of life.

It seems also from this quote, that Alberto has felt a relationship change between people in Campo Ligure since the pandemic hit. Janos agrees with this statement, and mentions:

For going out taking walks and such is the same here. I became more, I don't know, I just stay at home, even if I could go out. Somehow I realized that having to just go. It have affected my work a very positive impact on my life.

<div align="right">(Janos in appendix B, ll. 507-511)</div>

He mentions furthermore, that as he was already smart working, his work-life has only improved because of the rise in online sales, though, as he mentions here, there is a lack of motivaton to go out to meet other people.

In the interview with Stefania Caruso J, has been mentioned that Covid-19 has been easier to handle in a small community, where people could at least walk and breathe fresh air. She argued, that there is more reflection about the social life and the possibility to maintain it in the small municipalities better than in bigger cities. While it may be true that the possibility for a closer knit together community is possible in smaller cities, it becomes difficult when all communication is lowered drastically. This is another challenge that Covid-19 proves, as closely knit communities is also one of the strengths of moving to a rural area. As we've presented some of the unique challenges brought on by the Covid-19 Pandemic, it's also in our minds to look at the new opportunities the obstacles present. We've mentioned briefly the work-life balance and this situation, and if we look closer into Janos situation, he describes it well:

> *The last, I mean, 2020 was probably the best year in my practice in the last let's call it 16 years. And it's, I think it's partly because I already worked online and now is the time for that. And then of course, many people who, before didn't buy online, they started, buying a new phone online, and then they took the habit." And now today that set up before a lot of new people and that this market is already strong. But now I think this is one of the reasons why I look very bad and after all, this is really, if I don't have to be stressed out, how do I pay my rent? How I buy food? That's, that's a good, that's good*

(Janos in appendix B, ll. 511-524)

Naturally an increase in online sales is good for a smart worker already in that field. Since Covid-19 started, there has been a decrease in sales in general because of borders closing and transportation halting, but a huge increase in online sales. Described in Pontiggia et al. (2020), there has been a -47% drop in sales on every channel, where tourism and ticketing for events has faced the most. Online sales, and the other hand, has increased by 31% (ibid.).

Covid has changed the way marketing and sales works as well as the social and physical structures of how we interpret and live our every day lives. We've tried to gain answer to what kind of development all these changes Covid-19 has caused will lead to, however that remains unclear. Rita from Osservatorio says that:

[. . .] It's very difficult to forecast it because of course we still are not in the position to understand what the new normal is going to be. So, you say it, you said that probably the days in smart working, so remotely will increase after the pandemic. And do you think the first, 'what do you think the pandemic the, after the new normal will look like regarding the smart working and do you think, will it affect the mobility and the urban landscape', basically because will people decide to maybe [inaudible] because they need to go to work less days so they can accept it. What is your point of view? What is what you can forecast now? [. . .]

(Zampieri in appendix A, ll. 340-354)

As much as the changes of Covid has caused, we remain unable to say in which direction the development will go. It's difficult to forecast, when the situation remains as uncertain. We can however from the data we've gathered see that there is a dramatic change in business market, in social interaction, and in how digital development has played a major role in withstanding these obstacles.

6.5 Summary

In this section we've discussed the data collected from each survey, and pinpointed important information from the interviews. We've found mobility as one of the main concerns and issues of moving to Campo Ligure. The potential for new residents is not only based on what is physically present and possible to achieve, but it is also a question of how they will be greeted by the residents already present. The residents have many ideas and wants for how to structure Campo Ligure attractively, but simultaneously point out that in order to do so, the main components that make the town, e.g. it's rail and road-system, needs to be improved, before you can build upon it. In the next chapter, we will discuss how these points in depth, and relate to our main questions.

Discussion 7

In this chapter the findings related to research question and subquestions unfolded during the analysis will be discussed. We will examine closer some critical points that have emerged when conducting this thesis, and look into some of the most important aspects. This will be done in a context dependent way, that still relates to our main questions.

7.1 Awareness of Shrinking in Campo Ligure

Shrinking is seen in the town, and is a focus of the municipality. Efforts to alleviate it is in place from the municipality's side, and a large portion of the population in Campo Ligure does perceive Shrinking - they are aware of it happening, and a part of respondents think that people are moving away from the town. Other respondents however mention that newcomers are moving in, and they therefore they don't perceive as much the population's decrease. A differentiating opinion of the shrinking situation is not uncommon, as people with different backgrounds, age groups, ethnicity etc. would undeniably perceive their living situation differently.

In a small community like Campo Ligure, children are a recurring narrative to explain how they come to know that there are less residents. Many of them compare the current number of pupils to their own experience as children. Immigration doesn't seem to be a main topic regarding the population, very few comments has been done regarding that. It brings to thought that the population of the town is welcoming towards immigrants, but there's the possibility that people would have preferred not to express themselves about a controversial topic.

Some residents indicate as sign of shrinking that there are less customers in shops or less shops in Campo Ligure, and very few state that they are not necessarily worried about services such as health care, etc. A change in demography is not something they felt *per se,* but it has to be considered that during pandemic, lockdown and curfew it could be difficult to have a real perception of how many people are in the town. This is relevant even if the

research is based about perceptions during residents' perspective over several years, and not just from March 2020.

Janos had a point that shops and restaurants and bars are conceived to work for the population rather than for attracting outsiders. Campo Ligure is not perceived as a touristic place, but one where people have services, and can access them all year, not only seasonally. The town is described as not a village, it's a town that has it's own functions. The difference between 'Village' and 'Town' is not clearly defined here, but from context we gather that a village is a place with no shops and services and not prone to change or regrowth, and a town is something bigger that has economical activities and public services in its area and that is capable of development and regrowth.

We started with analyzing the shrinking phenomena in Campo Ligure with a pre-interpretation that there is a population decline and a loss of services, gathered from our own interpretation of shrinking as a term. We've since learned that, yes, there is a worry, but shrinking seems not an overall feel at the present moment. The consequences of shrinking seems to be something in the peripheral, that the town now, not yet at a point of no return, works to avoid. To do this, there is a need to alleviate some of the obstacles that are in the way of regrowth. One of the most prominent obstacles we've found throughout this thesis has been mobility issues.

7.2 The centrality of Mobility

Mobility has proven to be a continuous focus when speaking of movement to the rural. It is the first term we encounter when imagining moving, and the first obstacle we saw when building towards regrowth. When we talk of Regrowth we are imagining a new influx of people, however when a majority of our respondents say their main concern for not moving is mobility issues, it says that there is a need for a change in this regard. Mobility issues likewise seem as a driver for people to seek urbanisation because of convenience, and time saving on the commute. A lack of mobility becomes, in this way, also a driver for shrinking, as people move away to avoid it.

Lack of Mobility proves itself to be an issue for both the current residents, and for attracting newcomers - the current residents complain that a lack of mobility is making it more difficult to do every-day tasks (also for the future) like going to work, doing shopping, visiting or getting visits from family and

friends etc. This has been noticeably easier, to some extend, since the rise of smart working after the pandemic, however there is also a need to look into the future development. For newcomers, mobility issues is the factor that causes hesitation, and when the current residents say it not only affect their job-life, we can assume that even for a smart worker who does not need commuting, there is still going to be hesitation, as mobility covers most of what they do in everyday life.

Any category of people connected to Campo Ligure have to deal with mobility issues, residents face it while commuting, workers employed in town find it difficult to reach it and possibly avoid, when they can, to come and work there. Tourists have problems whether they choose to use the train (delays, train suppression) or their car (queue on the highway, high parking price in Genova and Riviera, closed highway). It also involves the resident that doesn't need to commute, because it compromises their free time and their access to services that are not present in the area.

However the current mobility situation has possibly a temporary effect, considering that work in progress in the highway are going to completed during the next years, and that the "III Valico" railroad will possibly relieve the rail traffic on Genova-Acqui line. Therefore there's the possibility that mobility issues will be mitigated during next years, though it is still important for the Municipality to maintain a focus on mobility, considering it is a topic that involves all the population.

Mobility is however something that will always be present in rural areas, as they are, by nature, distanced from the city centers, where most energy in development is focused. Even if the infrastructures of mobility can be improved, there will still always be the physical distance between towns and cities to account for. The question then becomes what the improvement of mobility infrastructure can actually solve, as distancing will always be present. There is therefore need, in order to present the town attractive for new residents, to compensate with other benefits.

7.3 Resources for regrowth

One of the criteria for a well-functioning town is the pre-requisite that a residents basic needs are met, and their basic wants can be met. What we mean by this is that the town needs to have access to water, food and housing.

From this comes the possibility to expand with what a resident could want, hereby social life, security in a workplace, natural areas to frequent, schools, and other things that are present to increase life quality. In Campo Ligure, we do have the basic needs met and large possibilities for wants to be met as well, though the residents voice opinions in the surveys for what could be improved in each category. The most common here is spaces for children and young people, and a restoration and maintenance of areas already present. After examining the physical structures comes the people who are using them.

In Campo Ligure many volunteering and sport associations are present, which allow the function of places such as the public library and the "Oratorio", or organizing festivals referring only to volunteers' efforts. It is therefore possible to individuate social capital in the town that the Municipality can exploit when it comes to improve the town and its resources.

If you have a demographic that is content with doing activities in the town, you also have a basis for expansion and creating new things. However if the physical structures are not present to accommodate them, these activities are limited. It thus becomes a question if there is a want from the residents, and balancing it with what the town has to offer. This is difficult, as there is no point in using resources on creating many offers without having a demographic interested in using them. There thus needs to be a dialogue, which can help interpret what is wanted on each side. There is already many things in place in Campo Ligure, that can be used for these, as also mentioned many times in the survey:

Campo Ligure has a natural, an artistic and a cultural heritage that easier to propose the town to different types of tourists. Spinola Castle is not only an attraction *per se*, but it is also a value added as scenario for festivals, ceremonies and exhibitions and it could be possibly used more to increase tourism and therefore make Campo Ligure more visible, to do so, accommodations as "albergo diffuso" are functional to the development of the town.

The analysis shows that there's a request from residents to create shared spaces, especially for younger generations, again, concepts as shrinking and regrowth for residents are measured by the presence or the well-being of children and teenagers.

The analysis shows that in Campo Ligure there is a foundation composed by social capital and basic infrastructures. Shrinking still has not seriously eroded the number and quality of services present in the area, and the population

perceives the current situation as not critical, but in any case a state in which there is room for improvement and regrowth is a real possibility.

7.4 Attracting new residents

Whereas the physical structures for improvement are important, there is another point presented by a couple of the survey participants, that is also necessary to consider when trying to attract new residents. They feel that it's not the place itself that needs improvement, but rather the residents' viewpoints of strangers that need to be addressed in order to make it more attractive. This is however in opposition to the focus group and a large part of survey's answers, that says newcomers are like a breath of fresh air, and they would like to have new people to bring new life, ideas etc. to the town. This want comes with a criteria of wanting 'good' people, capable of lifting creating new life and having idea for improvements, and being open minded. Wanting professionals or capable individuals is not far-fetched, as it is this demographic that is mostly suited to help with the regrowing process. It also makes sense that residents in a more tightly knit community would rather have people they can have a nice relation to moving in, rather than someone who they do not.

We cannot say for sure what the actually feel for a newcomer is, however some of our respondents have pointed out that there is a lack of welcoming and understanding to newcomers. In connection to the want to attract a specific type of people, e.g. people that 'want' to be there, people who have jobs and income, families, people who want children etc. does not account for demographics, who may not live up to these criteria. This raises a question of what for example a single smart worker with no kids, who wishes to move to the rural for some quiet, would meet. These kinds of worries are not points of investigation through our data collection, but it's points that have arisen automatically as we conducted the study. There is as such a definite question of the social capital, and what it's effect is on the possibility of attracting new residents.

This brings us to a point of whether purely relying on improvements of the infrastructure, basic building blocks like roads, housing etc. be enough for regrowth, and what is the exact criteria for a 'good' resident. These questions are basis for an entire study in themselves, and we will not expand further here. We will instead move on to how our chosen demographic, smart workers, fit

into this discussion, as they are the primary group of 'new residents', we wish to investigate.

7.5 Smart workers as new residents in Campo Ligure

There is a pool of people interested in moving as described in section 6.2. Though nature and family ties seem to be the main factor for attracting them to a place, we can assume that this would not always be enough - having spaces where people can work could be helpful in creating more motivation. When mobility is an issue, alleviating it by creative means becomes necessary, as we cannot solve the issue of distance, even if the current road issues are fixed. As such, having a space for working for the demographic we are trying to attract is helpful.

Smart workers can be present in the town, though there is not spaces designated for them only, meaning they would have to work from home - this is not an issue for all smart workers, but there are some who prefer a co-working space to work in. For this, there are structures present that could be used to accommodate them. One of these is in many buildings on the ground floor, as described in section 5. These are already registered as commercial space, meaning it could be possible to put an office or shop there without issue. Another location suggested by the Mayor during the first meeting is the old "Comunitá Montana Building", where at the ground floor is located an auditorium (former cinema, now closed) and at the first floor there is the office space of the "Comunitá Montana", now used only by few employees of the "Unione S.O.L.", and it could serve as CWS, being already structured as a working space.

Following this, we can assume this would also be a high relief for residents, as we have evidence that few of them were already doing smart working before, about 1% of the sample. There are also many who are going to continue after the pandemic. This allows the municipality to think about a smart working center for the residents. Therefore, having a SWC could potentially attract new residents, even if smart workers are a small percentage.

Campo Ligure can be a possible place to settle in to, though one of the answers from the smart workers' survey points out clearly that it's not the only

place to look into, many towns have the same infrastructures and social capital it has. We assume there is going to be the need to compete for new residents, therefore the infrastructure to allow smart working (which means possibility for fast internet and a co-working space) is going to be a priority to differentiate from other Municipalities. As we described in section 3.4, digitalization is the first pillar needed.

It makes sense to invest and communicate that nature is beautiful and that you can use it, and continuing investing into the town attractiveness, touristic appeal that it has to support the 'life' part of living in the rural area, but it's also necessary to have a way to support to 'work' part of living there.

However, these suggestions of improvements are wholly dependent on a development that is yet uncertain, as the world situation, and what it will look like in the coming years. As such, we will in the next section look into how the development of smart working could potentially continue in the future.

7.5.1 Continued development in smart working and the role of choice

We have in the beginning of this thesis covered how there indeed has been a rapid development in smart working since the pandemic started, however it has not been easy to estimate how it will continue, and our experts on the topic from the observatory have no concrete answer either. We are on this topic stuck in a phase of pre-interpretation, created by what we've learned in the past year and a half.

What we can say however, is that we've found a very broad divide into groups between our respondents, when asked whether they would like to continue in smart working after the pandemic is over. We assume that each of these groups have their own personal reasons for answering either 'yes' or 'no', though when only about 36% of these people have been doing smart working for more than a year, and 20% has been alternating, and only 19% have been doing it for a few months, we have to ask if their preferences are the result of being in a pandemic, rather than if they had to choose for themselves.

If Covid-19 had not existed, and these people were suddenly offered that they could choose to work from home mostly, we can ask if their answers would have been different, if it was a question of preference. Ultimately, the answers to this question could probably tell us about the future in smart working, if

working this way, when the pandemic situation is better, becomes a matter of personal preference rather than necessity.

We cannot however answer this question now, as the situation is obviously different, but we would like to bring back attention that the world-situation as is is the conductor of everything we've been able to do in this thesis.

The pandemic will most likely be on-going for at least another year. While people in the world are being vaccinated, and more and more people reach immunity, there's no saying if a new strand of the virus will develop, or if we will suddenly see another influx for whatever reason. This is also why it is so uncertain for smart working experts like at the Observatory to determine what's going to happen. For now, we can only drive experiences from what already happened, and that is there has been an increase in remote or smart working at nearly 1.054,38% (!) since March 2020. From this we can estimate that yes, smart working is going to be a new section of working that will change the context of what it means to 'go to work'. Whether or not this change means that people are more inclined to move to the rural seems to depend on the individual person, and it would take a much bigger sample size and test to determine this more fully.

As the response to a unfortunate situation would be different from person to person, we can also estimate that whether you would like to move is more based on where you are in your personal life, rather than what is offered by external factors.

7.6 Summary

Campo Ligure is a small town that, even if it still maintains the basic services for its population, is facing shrinking issues and has the necessity to develop a plan to trigger regrowth to be able to maintain services and economical activities in its area before touching the point of no return. This particular situation is however not exclusive in Campo Ligure, many towns in Europe as in other continents share the same situation, the same issues and the same perspectives. The Covid-19 pandemic is a world phenomenon that is having a profound impact on multiple levels of personal, working and economical life of many. Therefore, when researching if smart workers are a possible target to attract in order to trigger regrowth in Campo Ligure, we need to be aware that the

results of this research can be applied to other similar contexts regardless of their location.

Conclusion 8

In the beginning of this thesis, we posed the question of smart workers as a solution for shrinking in rural areas, based on the premises of rapid growth in this type of working caused by Covid-19. Our assumption was, that because Smart workers have little to no need for commuting, and mobility is thus not an issue for them, they would be more likely to move to the rural areas, where there is a possibility for cheaper housing and better natural areas. Our case area, Campo Ligure, was used as a point of reference to ground our focus. We've connected the three terms of shrinking, smart working and regrowth in an attempt to discern the situation in Campo Ligure, where shrinking was the starting point. By trying to find a solution through smart working, we hope to bring about a situation of regrowth. Mobility is a main cornerstone connected to these three, however this is more as an underlying condition that affects all of them. Mobility is part of the four corners of this project, but not a main term in itself in this way. It has instead presented itself as part of the solution for our main question.

The Covid-19 pandemic created the conditions to begin including smart working as a possible solution to shrinking in rural areas. The impact of the pandemic and its spread is undeniable, and from the very beginning in March 2020 many had to adjust to it. The diffusion of smart working, even if only during the emergency, has showed that it represents a real alternative to the old dichotomy "home" and "office", at least for one or two days a week. Still being in the pandemic (as of June 2021), it isn't possible to forecast how the "new normal" will be, and, overall, if it will be actually "new", but considering the time lapse and the world impact it has, it is possible to assume the pandemic will leave new working habits, therefore a different need of mobility. It should be considered that, if daily mobility wouldn't be necessary anymore, any place with access to internet would be suited for smart working. Campo Ligure is therefore suited for smart working in the same way that most places that has had to adapt to a bad situation is. People who can do so have set up office spaces in their homes, and work from there. In this way, suitability comes from adaptation.

If we however want to move forward and look at Campo Ligure's suitability in development for smart workers, there are definite improvements that can be made in the digitalization and working spaces. Working spaces however are not necessarily difficult to be found, as spaces that can be suited for Smart working are already present. It's a matter of restructuring the possibilities that are already there. The figure below describes what we've found are the necessary parts for having a well-functional space for smart working.
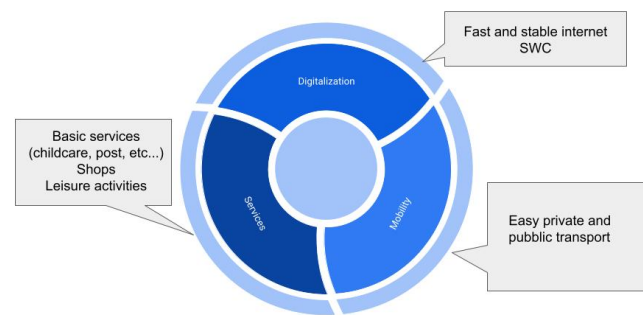
Figure 8.1: Parts needed to create a functional smart working space (Own figure 2021)

The biggest challenge is to guarantee fast and stable internet in town, and the digitalization expected with the "Strategia Area Interna S.O.L." project needs to be sped up as much as possible.

So is smart working the solution for shrinking in Campo Ligure? The short answer is no. The uncertainties of the progression of the situation that started the smart working influx in the first place, and the fact that, even if the need is lessened, smart workers still need to have access to mobility, means that regrowth is not only a matter of introducing a single part in the puzzle, and expected it to be finished. We will however argue, that smart working and centers for them are on the rise, and there are definite signs that it's a development that for many places has come to stay. As such, it is not far-fetched to say that having open spaces to accommodate them is a positive thing to have, or invest in.

We can say that there is an interest for moving as the rural offers natural areas and closer knitted family ties, both things rated high on the scale of people considering moving, though the highest score on people who didn't want to move came down to mobility. What this shows us is there seems to be some sort of a 'price to pay' for the more quiet life in the rural, like you have to choose one

or the other. Where we suggest smart working to take mobility issues out of the equation, it does not change the fact that people can still have a need to move for many other reasons than to work. This also explains why the two groups of 'yes I want to move' and 'no, i don't want to move' are so equally divided - one group simply prefers one life-style more than the other. However, as shrinking is still an issue, we suggest that maybe there is more people who do want to move, but cannot because of their ties, however their personal case is, to a life in the city. Perhaps it's not as much of a question of attraction, but more of convenience. Yes people can move, but without the possibility to leave easily it's not feasible. You need to have the basic structures of the city functional before you start building upon it with recreational values.

There is also the question of integrating yourself into a new community. In the bigger cities, everyone is anonymous. In the rural places, like Campo Ligure, your neighbors will know who you are. Feeling welcomed like a part of the community thus becomes very important for a pleasant experience living there. We would suggest that a rural town invests in SWC's for the smart workers and residents already in this form of work, though not forgetting to take care of in the general attractiveness of the town, that is not only dependent on this demographic.

Adaptation to a new situation, and how places like Campo Ligure has dealt with it, has been the driver for this project, and there is possibility for change with the possibilities brought forth. But it will depend on a lot of uncertain factors such as future development, personal preference, and how smart working itself will continue to develop after the pandemic. We can see that there are signs of development in a positive direction, but it would be up to each area for themselves to decide how they wish to influence it, and to take the chance to do so.

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Interview with Rita Zampieri and Dora Caronia from the Osservatorio in Milan. Conducted online 7th April 2021.

Beginning of audio file #1.

Interviewer: (00:02): Thank you so much. Okay, perfect. So we would like a brief presentation from you. So, which is your position, your background, and what the Osservatorio, the smart working does. Just to give us an idea of your job and your work.

Zampieri: (00:29): Oh, okay. Okay. I can start introducing myself. I am Rita Zampieri. I am a researcher at the Osservatorio, digital innovation in particular my research had allies in, let's say in the area of the future of work. So I deal with the topic related to smart working, but not all, also leadership, also digital competencies and so on and so forth. I started yes, I'll explain my background. I studied economics at the bachelor and then management at the masters in Venice. I studied in Venice, not at Polytechnical Milano and then I acquire a second level master. I don't know if it seems if it's international, you know I would say if it is recognized internationally as a master bachelor, it is something between the master, the master's degree and the PhD. So it's, it's in the middle, let's say. And then I started working at the Osservatorio digital innovation basically because I like doing research. And yes, I do apply the research because what we do at the, of digital innovation is supporting enterprises. It's an applied kind of research and not an academic one. So yes, this is briefly what I do, maybe Caronia then can introduce herself.

Caronia: (02:07): Yes. thank you. I'm Dora Caronia and I am a researcher in smart working observatory at Polytechnical and I started the psychology and then after my degree I have some other some other experience work experience. And then I start working here in Polytechnical and I deal with smart working in a particular room and all the aspects related, the smart working source spaces, technology. And also the attitude and the benefits and issues perceive the by organization and people of course so in yes this is my, my presentation.

Interviewer: (03:17): Okay. Thank you so much. Well, we are trying to get some, some info about what smart working was, and what is now because of the pandemic and what is going to be in the future, of course, because it's what we are bet on betting on for incrementing residents in in small towns. So what was, let's say before 2017. So before the law 81.

Zampieri: (04:00): Oh, okay. Maybe if you want, I can also introduce [inaudible] Osservatorio, digital innovation and what, what we do in the smart working Osservatorio. Maybe it's easier for you for understanding also the, other for going through the other questions. So digital innovation observatories are about the 35 observatories that conduct research applied research, as I said in the area of digital transformation. So they study the impact of digital transformation on let's say different topics or different areas that are, of course, related to technology. For example, there are observatories that studied the impact of digitalization on department function, for example, the human resource or marketing. There are also observatories focused on specific technologies, dock chain, for example, and there are also observatories like the smart working one that study specific phenomenon related and enabled by the digital transformation.

Zampieri: (05:16): So at this networking observatory, basically we deal with the different topics or different impacts of smart working for example, on organizations. So we monitor and study how the smart working policies are evolving our meeting and the processes. We estimate also there, we try to estimate also the number of smart workers in Italy it's a long longitudinal kind of research. We also study the impact on individualism. So I'll, for example, as Coronia said, that smart working impacts our wellbeing engagement. How it is changing how people leave. The office space is ours so the evolution of the relationship, but with the digital technologies and so on. We study also the technological aspect of smart working. So the trends of technologies, unrelated to this smart working and also how it affects, our spaces, not only offices, but also distributed workers, such as coworking spaces, the Cities for example, the impact on real estate consumption models, environmental benefits and so on. So, this is just for giving you an overview of what we do. And, and we do read the, basically using three methodology, user surveys companies, more than medium enterprises, the public administration individuals. So here's the studies, because the way we use for sharing best practices basically, and the focus group, with experts. So we also organize the workshops, sharing the results of our research about those support acquiring, inside the business landscape. So, okay. This is just a brief overview.

Interviewer: (07:25): Thank you. Thank you very much. So you are monitoring what smart working is and let's say, which kind of changes you have seen you have felt from companies in public administration from before the pandemic and the pandemic now, cause we are not in the, we are still not outside it. Unfortunately.

Zampieri: (08:01): Hah, unfortunately yeah. Okay. I can start the if Caronia agree we've given you an overview of what does smart working was be-

fore the pandemic? So according to our research of course smart working is a phenomenon that had a high potential in relation to this pandemic. We estimated in 2019 that smart workers in Italy were about 570,000 [people]. That means plus 13.6% compared to 2018 does, it was a growing phenomenon, but as growing it was not growing as fast as, as now, of course. So in 2018, according to our research in Italy, there was a 480,000 smart workers. They were located, especially in the Northwest of Italy, but also in the Northeast and in the south that these boys, this was the distribution, according to our research. Okay. The reason why people wanted to join a smart working project because, as you probably know, is not working is not something mandatory, but it's an opportunity that the enterprises give to their employees.

Zampieri: (09:43): Let's say they wanted to join a smart working project especially for a work-life balance [inaudible]. But also for savings, saving more commuting time for commuting stress for also [inaudible] they felt that more responsibility for their results. That means also more autonomy, for example and also for being more efficient and effective because there are, for example, tasks or part of their job, they can do remotely more efficiently and more effectively because you are far from the distraction of the office. Reasons not for joining the smart working project were for example, the boundaries between private and working life, because sometimes when you're working remotely, especially from home the boundaries between these let's say side the half of your life sometimes blur and those. So because some of them say it is nice going to the office because of relationships and seeing other people except your family and friends. and so on as for the companies in 2019 smart working was a phenomenon involving, especially larger companies.

Zampieri: (11:15): So 58% of our, sorry, I am reading the data. 58% of our respondents said, that they had already introduced "astractorsxx" smart working project "astractor" means with an internal policy with, you know, pilot project and then extended to a larger population and, and so on there's more than median enterprises with astractors smart working project were just the 12% and public administration, 16%. We are talking about astractor, not for example you know, sometimes enterprises as a smart working project that have not-how to say it in English?

Interviewer: (12:12): You can use Italian.

Zampieri: (12:16): Okay, "Informale".

Interviewer: (12:16): Yes, sure.

Zampieri: (12:16): Okay. And let's see, what else, I'm sorry, I'm going through the report to just to give you some other data. Okay. The reason why enterprises adopted the smart working project in 2019 was because they believed in the benefit of smart working in terms of employee work-life balance, satisfaction, engagement, the wellbeing, but also productivity and autonomy. The major obstacle for introducing a smart working project was instead of the lack of commitment of the top

management and offer you their sandboxes in general or because for example, in the case of multimedia enterprises, because they believe they have [inaudible], let's say activities. So simply it's just because they said that we can't do what we do remotely.

Interviewer: (13:33): Yes. So can we state that before the pandemic spreading just smart work was a little bit stigmatized in Italy which are your thinking about that?

Zampieri: (13:51): Hmm. What do you mean?

Caronia: (13:54): Yes. Sometimes yes, but not not always sometimes there are some cultural resistance among managers and a middle manager in particular. This is because of sometimes the manager perceived that today they are losing control on your people on a their people. Sorry. And and so they think that the, if people not working in the office, so they lose control on the works of their people. So when an organization starts a project a smart working project, it is very important to, to work on Trust between leader and the employee. So it's a milestone.

Interviewer: (15:01): Yes, sure. And well let's say now, the pandemic of course we, we saw data that says that during the first lockdown, there were like six million more than 6 million people smart working. So I guess it's a very big pool of data for you to work on. And do you have any it's a sort of very big experiment in a country, so do you have any outcomes from that? They did change the view in a certain way. Did it not, are you working on the data?

Caronia: (15:46): About cultural- for mostly organizations? Yes. There was a change on point of view some resistances are still present. So, there are some organizations that says, when pandemic, we'll finish with two are now work as we do before the pandemic about the majority of organizational states that the pandemic could change everything, and they want to come back. So, lots of organizations states that if before the pandemic they work remotely about one day a week. In the future, they will work for three or two days a week, maybe even sometimes a whole week at a time. Yes. The evening in particular three days a week is the most, is the preference for a lot of organizations. And some people say is that they want to come back. So often not in the office.

Interviewer: (17:33): Yes. Okay. Let's talk about a university. So you are in a Polytechnical in Milano, and do you think all this set up with data basically will change during the, after pandemic, the fruition of university, or which are the rumors basically in the university world in Italy? Is it going to be more DAD or, or not, or they are going to just come back to the, to the pre-covid basically.

Zampieri: (18:21): Okay. maybe we are not the right persons to answer, but because we are researchers, you know as, as research fellow, we work in a flexible way. So we did the smart, working, smart working also before the pandemic. So we work in an open space. We have a shared desk concept in our offices. We do smart working once

a week, twice a week, according to our needs. So, and we do not do I would say we don't have students, so maybe we are not the right persons to answer. The only thing I can say is, I don't know, because at polytechnical Milano, I know that they went up, they try to maintain also presence, lectures, because of the quality of say off the learning, the learning process. I don't know if in the future maybe there will be an hybrid or a hybrid way that means that students can attend lessons if they weren't in presence or if, if they weren't maybe remotely, I don't know. For sure rooms are technologically I would say ready for doing it because now lessons are conducted remotely. I think but, I don't know. I, I don't know. I'm sorry. I don't know if that's true.

Interviewer: (20:21): We just would like to, to understand if there were some rumors or at universities about this kind of changing, cause, it probably could change pretty much the shape of the cities as well, because yes, maybe Polytechnical is not the best university to think about that because there is also a lot of laboratories and there are, there is something that can't be home probably, or it's very difficult to do in remotely, but yeah. Okay. then let's talk about digitalization because from what I understood that basically the Osservatorio is working on digitalization and its impact. So how is important the digitalization for to, to allow smart working?

Zampieri: (21:24): Oh, okay. Digital technologies are, I don't know if you had the chance to go through what we mean by smart working, because of the concept of smart working as being, let's say defined by this smart working observatory and by smart working, we mean managerial philosophy that let's say questions of dated stereotypes related to work such as timetable fixed workspaces and of course it is enabled by technologies. So technologies are a fundamental part of the concept of smart working. Of course, because according to our definition in what we mean is by, by smart working smart working is based upon fundamental pillars that are of course, organizational policies that regulate there's smart working project. That means how many days in a month, you can work remotely wherever you know the, the places from which you can work, for example, you can work from home, but not only from other offices of the same enterprises or co-working spaces and so on.

Zampieri: (22:55): Of course physical layout, because smart working is not only means not only working remotely, but also working smart, you know, in a smarter way in the office. So maybe having different spaces for different activities. Maybe you can have the systems for booking the meeting room and, and so on. Of course, as smart working involves leadership styles and behaviors, because also leadership and manager had asked to change them, to change their mindset for leading people. And of course, the digital technologies that are fundamental because of collaboration, communication at a distance can be efficient and effective only through the proper digital technologies. So

that is all. It is also a matter of knowing what kind of technology you need to use and when, and for what purpose basically. And so did you have [inaudible] technologies? Yes, a fundamental, but also for, for leaving the office in a smart way for making the meeting room for upstate for isolating yourself when you have a private conversation in the open space. And so yes, digital technologies are the pillar of smart working.

Interviewer: (00:00): You spoke about coworking space. It's not so many years that they have been introduced in Italy and I guess and especially now probably they are not so much used or maybe I I'm guessing that. Could you see a development in the, could you see them increasing co-working spaces and which are the future can you forecast the future of those spaces?

Caronia: (00:42): Yes. surprisingly in 2020 in Italy our born some new coworking spaces so the trend continue even if the pandemic, continue also. So coworking spaces are, are alternative for workers now and, even for the future, also for the future they, we think that co-working spaces continue and we think that, it be new trends in these, kind of, market because, some co-working spaces, want, some coworking space in spaces I've decided to not create a coworking space, and only coworking space, but to, rent other kinds of spaces, for example, a restaurant, Barbra hotels, author's room, and also private apartment. So the business is changing now, because, they prefer to, recycler. We can, do these, other kinds of, spaces, no not to create a new, this is also to become a more, Capela the term is corrector, more Capela in there, in the town name, the territory. So there are more opportunities, by recycling other kinds of spaces, our new trend that we are observing, in particular after pandemic.

Interviewer: (03:08): Okay. Well, just take a look at the questions. So let's see the future. Okay. It's, it's very difficult to, to forecast it because of course we still are not in, in the position to understand what the new normal is going to be. So you say it, you said that probably the days in smart working, so remotely will increase after the pandemic. And do you think the first, what do you think the pandemic the, after the new normal will look like regarding the smart working and do you think, will it affect the the mobility and the, the urban landscape basically cause will people decide to maybe or be Pendlebury more because they need to go to work less days so they can they can accept it. What, what's your point of view? What is what you can forecast now? Of course, it's can be hard to be precise, but what do you think?.

Caronia: (04:55): Oh, okay. Yes, for sure. We think that the smart working is going to change the cities but also mobility and, and the way people live in the city, they are consumption and so on and so forth. Okay how much so what is the entity of this phenomenon? It is still unclear because we have read the international research that said that for sure. There is this kind of impact, but we also this is also a topic we need to and we want to deepen

during this this research year at the observatory, but we still don't have a data on on topic for the Italian landscape, let's say so. So what, what we can say is that yes, for sure. Something will change yes, maybe as you said, the people would prefer to commute more to live in in the country side, maybe or live outside of the city also because, you know, if you should do smart working maybe twice a week you prefer having a bigger house with a, with another rumor you can arrange as an office. So for example so, but you know that the, in the city center I was is hard, expensive. So if you want if you want to have a bigger house, of course, you need to move outside the city Maybe you are accept to commute an hour, an hour and a house with we're going to do office because that's not working, we'll change it, your needs. And of course your way you live in the city.

Interviewer: (07:25): Can I butt in, so you think that the, this is going to allow for more people to kind of move further to the rural area, because there is no the one hour commute to get into the city. If you can have a better living space, you think it's going to be more attractive if you can work from home to where to do that instead? Is that correct?

Zampieri: (07:50): Okay. This is a tough question because we are based in Milan. So you know, the rural areas are father from Milan. This is a tricky question. Honestly, I don't know. I don't know because part of our research of the research we are going to conduct this here is also understanding if enterprises will allow their people to stay far from the office also for a longer period of time, let's say one month or more if it will be allowed, of course this will change also the, and maybe it will, I'll say requalify the rural area because maybe people has a second house there or want to live in the rural area, and then they can do it also, of course, because they are, their company allowed them to do work from far from the office. So for, for longer period of time, honestly, this is an interesting question also because the pandemic is not over. So we are going to ask in a survey that we are going to to send to enterprises during the next month if this kind of work is allowed, but now we don't have the data.

Caronia: (09:32): Yes. Yeah. So we, we have not yet collected any data on this topic, but we are really interested in it. In fact in Italy someone called it smart working or holiday working we in the observatory we prefer for now to use the diffuse working. So it means that you can work for long periods far from your home, your typical, your main Home and far from your place of work, your your office, for example for a long period of time. So once you were for three mouth, it depends on for example, a second home. So it's a really interesting topic also for us.

Interviewer: (10:40): Can anyone do smart working? I mean, if your company realizes that, okay, maybe we can make our workspace a little bit more attractive if we could give people more freedom to work from where they want to do, but for example, if you're a carpenter or a smith or something, of course, going to be difficult, but in theory, could any company do smart working if they wanted to expand in that direction?

Zampieri: (11:11): Okay. We think that for sure, pandemic as demonstrated that many tasks, enterprises thought couldn't be done remotely. We think, for example, to customer service activities, or also some of the human resource management activities, for example, to think about recruiting and selection you know, that part of this process it's generally conducted face to face. So you want to see who is going to work in your company. I am talking about magage associates because it's an area that I can manage it and I know something about that. and so these pandemic demonstrated that there are, tasks that Indian, the can be conducted them, I guess. Can anyone work those smart working? I don't know, because there are, of course, as you said carpenters, and also are there jobs, let's say, let's talk about their dresser or, you know shops that do activities that are not able to be conduct remotely, maybe inside these jobs so that our tasks then can be conducted remotely.

Caronia: (13:04): So it is I think it's a matter of re-organizing your job. Maybe deciding that. Okay. I want to do these kinds of tasks remotely next Monday. So I said nicely to my boss, so, okay. I'm going to work them remotely. I think this is the let's say the compromise and the way that the smart working can, and maybe we hope will function **Caronia:**. U wanna add something,

Interviewer: (13:50): Okay. One question at the osservatorio, do you have any evidence of an increasing number of e-commerce in Italy during the last year?

Zampieri: (14:05): Yes. because we have an osservatorio that deal with the default Marisa. Maybe I can ask her because we don't work in this subset of Adario. If you're interested, I can ask maybe for their last rep, because I have read something somewhere about e-commerce and increasing in e-commerce, especially in relation to of course, food and also clothes. So yeah. Okay. So if you want, we can send you our last report and it is in English. It is a the report that let's say contains the major habitat Salford, the research of the last year. So the research conducted during 2020 also with data about the pandemic and some data about company let's say forecasts for the new normal. So maybe you are

Interviewer: (15:36): Yeah. I was wondering like, do you expect like the coworking spaces or the smart working centers to be more common or like, do you see it becoming more common to implement these, in rural areas maybe to sort of like yeah. If you have people living in rural areas, but if they have like this coworking station or smart working center, that it would be more or become more attractive for them to actually live there, because then they would still sort of have this social interaction with the maybe not colleagues, but other people who are like in the same situation as them.

Zampieri: (16:22): Yes. we think the transfer, the future will be that, so not the, not coworking spaces, all the in town, but also in Rural area. And for

example some big organization, very big organization are thinking about the hub working hub that for employees that working far from headquarters. So maybe you work in in the central of Italy, for example, and in some town you can find your organization hub that is more near from the headquarter, for example. So you don't have a long distance to reach, the headquarters to work in your organization, but you can work also from hub,

Interviewer: (17:42): The short of agenda diffuser.

Zampieri: (17:44): Yes, yes. Is a yes. Correct.

Interviewer: (17:48): Okay. Yeah. So it's the diffusion. Yeah I've read something about hubs that are going to be outside Midland probably. So smaller office in the center and then an hub outside.

Caronia: (18:06): Yes. Yes. So this is a trend for the future. So now very little organization do so, but we think that in future, this will be a trend because you can also find the new employees also in other parts of Italy, new talents, talent attraction, and other, and so you can expand your organization. In this way.

Interviewer: (18:42): Okay. Just one curiosity, if, is there any big company in Italy that comes before the other, speaking about smart working. So is there any big company that is really skilled in that?

Caronia: (19:07): So we, every year we do this smart working awards. That is our price we give to organization really skilled in smart working topics. And last year we will give this award to Kadimah credit. Emiliano is a banker for example. This is a bigger organization and for public sector, the prize was given to a regional Axiom. Yeah. And yes, other other organization. But I don't know, there are really a lot of organization really skilled in Italy, and you can find it on our website in free free way, because we have a section on this site for the business case. And in this section we public case the Saudi about older organization very skilled in smart working that are some project and business case are in Italian. So they are an Republican in Italian. Yes. but I can say that in Italy there are lots of bank or a finance sectors in financial sector. For example, there are a lot of big industries, very skilled also Allianz AXA

Interviewer: (21:21): Yeah. And insurance. Yes, yes. Insurance is affect or very, very skilled Eng director, for example, another yes. Also yes, I think this is one of the sector more more skilled, also because the people look for work in this sector can do remotely, I think about 90% of their task remotely.

Interviewer: (22:05): Yes. Great. Thank you. You talk about just to make sure I understood correctly. We talked a bit about the fundamental pillars of smart working and what's important, of course, the digitalization and having the technology as right now experiencing. And then we talked a bit about having the places to work, or, and all that, but is there anything else that's like an important pillar foundation in smart working then those things.

Zampieri: (22:54): Yeah. okay. Yes. So except for technology and physical space they're also leadership styles and people behaviors, as I said. And so the other one. Let me remember. Of course Organizational policies for regulating regulations market. Okay.

Interviewer: (23:16): Thank you. That was just so I understand correctly. Yep.

Zampieri: (23:22): There is also an article. We published the, an Italian newspaper that called is sort of publishing 2016. It is only Italian. So maybe Lulu, Tia, you can, you can for your colleagues. But if you want we can send it to you because there, there is very clear you know they're very, very clear definition of what we mean by smart Kinga. So maybe it could be interesting for you from the ducky or from the side of the definition.

Interviewer: (24:05): Yes. Sure. Thank you very much.

Zampieri and Caronia: (26:54): Good work. Bye bye. Yeah.

Focus-Group Interview with Janos Gabor Varga, Michele Oliveri, Alberto Oliveri and Ilaria Bucci all residents in Campo Ligure. The interview was conducted face to face at the Library in Campo Ligure 4 th May 2021.

Alberto and Michele, despite having the same surname, are not relatives, Oliveri is the most common surname in the town and belongs to different families.

Interviewer: (00:00): Okay. [Speaks Italian]. I asked you to do a very short presentation of yourself.

Michele: (00:17): My name is Michele. I been liv-
5   ing here my whole life and I grew up here as I said, okay. I studied at Genoa first at the high school, then at the conservatory three years, and I took a degree in electronic music, but nowadays I'm working in the field of digital marketing. I also have a
10   startup who sells rate free music online and then well, short presentation. Thank you

Janos: (00:55): My name is Janos , I'm from Hungary. I was born in [Budapest] and I studied agriculture. After my, after the university, I moved to
15   England, to Sussex where I worked in the cheese factory and farms. And later after CES from England I moved here to Ligure and I do, I don't work anymore. [inaudible] And a smart worker. Then so I sell online my work and I sell Filigree jeweler.
20   And they, and had been living here for 15, 16 years. Yep. Okay.

Alberto: (01:47): My name is Alberto . I was born here in Campo Ligure and I have always been living here. I started the high school in [Inaudible]
25   and then the university in Genoa really agree on [inaudible] [inaudible] and then right now, I am an associate professor at university of techno. So I used to read the famous stuff like that. And are you also actively also like the music, but then I just
30   played for as a hobby of my profession.

Ilaria: (02:35): Hello, I'm Ilaria. I can say I'm 47 and that I was born here in Campo Ligure and I have always lived here. I studied in Genoa and that I also work in Genoa and I have been working in
35   Genoa since 1993. So I took the train every day. So this isn't my life, but I also had an Campo Ligure Bed and Breakfast with my husband and saw, eh, I studied English and French at school and they had the opportunity to practice it with tourists and also
40   in my vacation because we like to travel a lot. And so this is also good experience and they live here, my family too. And so that's it. I work as a 7/10/4 hours.

Interviewer: (03:34): So, have you ever noticed
45   a decrease in population in Campo Ligure during the last year or, or during the time we have been here or?

Michele: (03:45): Well, maybe what I noticed is that school classes have fewer children in it. And so I think there has been actually a decreasing popula-   50
tion. What I'm noticing now is that there are many people here I have never seen before. And I think they come from outside Campo Ligure maybe from the city Genoa or maybe from nearby villages or towns. Yeah. Yeah. So maybe there has been an   55
increase, I think, as regards if we look at children, that's cool, but these degrees might have been adjusted by the income of foreign people.

Janos: (04:46): In theory no, because when I moved here 16, 16, 15 years ago, I remember that   60
in the account counselor here, they gave me a number, if I'm right, it was 1011 residents. That was my number. And now I think it is like 2800 [overlapping chatter] it's still it doesn't get charged.

Ilaria: (05:16): But the city, you cannot receive.   65
If you look around at the houses, there are many, many houses Sale or rent, so lots of houses are [moving] out.

Janos: (05:31): Yeah, yeah.

Ilaria: (05:33): There's lots of nice houses to rent   70
or to buy.

Michele: (05:37): Yeah. So we go for for the increase. Yeah.

Ilaria: (05:40): Lots of people ask us at the BNB if we have the possibility to rent for long long period,   75
sometimes for months at that for a year, like, yeah, we can do it, but the big house house, if we know people that can do it.

Michele: (05:58): So yes,

Janos: (06:02): These foreigners, where are they   80
from, from cause the, the, the biggest minority here is I think the Ecuadorian, from Senegal or Romania's and only one Hungarian [himself], andwhat else, maybe some from Africa, but are there foreigners from the rest of Europe? Maybe   85
[overlapping chatter].

Alberto: (06:43): Campo Ligure, I live in the main square with the three children. And I, I listened to them speaking and [Overlapping talking]. I totally cannot understand now, sounded to me like a, okay.   90
It's about the babies that I know that my parents told me that when they were children, the class, the classrooms in the school, there were many, many.

Ilaria: (07:24): We learned for example, and we have ABC, three classes over 25 it's.   95

Michele: (07:34): 17, 16 people.

Ilaria: (07:37): Not less than 15.

Michele: (07:38): Today I think we reach 15, 16, 20 [overlapping talking].

Alberto: (07:47): When I was student here. I am a 35 year old and the most that's one class, we were 24 or something like that.

Michele: (07:56): We were also one class.

Speaker 3 (08:04): Four people. And now, now they are much less. Actually in 2018 or, you know, they had the baby my size. And I know that in Campo Ligure there were twenty babies, were born in 2018.

Ilaria: (08:25): So only one Class, maybe.

Alberto: (08:30): It's a high number. I remember that [inaudible] and it was quite quite a number with respect to the previous years.

Interviewer: (08:40): Yes. Um does the decreasing population affect your life in a certain way or the life of the town?

All: (08:55): [Speakers Contemplate The Questions, But It Seems Not Really]

Alberto: (08:58): Maybe some shops or a restaurant, maybe they can be affected.

Ilaria: (09:02): Yeah, that would be enough for me, or it sounds for me. I every day I go to Genoa, I stayed there all day long, so I can leave and stay in the village in the weekend. So maybe you, you kinda understand, okay.

Janos: (09:27): Were wondering that the other 14, not 14? No, not really. Not from the people that, I mean, people from Genoa will move because I didn't notice many people who moved to Campo from Genoa, or other parts of Liguria or other parts of Italy, I don't know, maybe. Maybe there are a couple of them, maybe they married here, but I don't know.

Ilaria: (09:53): I think that we have to consider also in the last year, lots of people went away because of the program was three or train them. So we have many, many difficult to go. And so in the last year I know people that change completely their life because of it it's strange. It's like this [overlapping] because they have to move for works or also for the location for, you know? Yeah.

Alberto: (10:29): Especially on sunday, the weekends, kind of take the highway.

Ilaria: (10:35): Yeah. Once in the last year for this program, the motorway is the first one and the people that are just used to move. Yeah. And I think they would be [inaudible] because I think this situation we go on. Yeah. So this should be a reason for this decrease. Yeah.

Alberto: (11:11): But we also have to think that, with the Covid many people move, so probably if Covid wasn't here probably, it's much higher. For example I am home this one year instead of taking this highway train and people also.

Ilaria: (11:37): And I can say it because I remember that when we had the collapse on the bridge in Genoa and we said, oh, okay. [inaudible] Or the county goes of the bridge. But also when the bridge was reconstructed, the program now is the one, the way the region was, was not the problem with respect to the motorway.

Michele: (12:00): 'Cause They could find another road. Now they are trapped.

Ilaria: (12:00): So yeah, we were scared. And when the, the, the bridge collapsed because of a hole. It's finished, you can come, but they don't come because of motorway. They ask us about the traffic on the motorway, you know, not for me, they ask about the traffic to come here.

Janos: (12:21): I feel that many of your visitors who come from the road day, the don't come by car, they take a flight, and then they take a train.

Ilaria: (12:32): Yeah. Or if they come like are, eh, they need the to arrive here. They need the, to go around for hours and hours and up on the mountain, [inaudible]. They, they don't know the street cause so many, many hours to arrive here.

Janos: (12:49): I mean, I saw that many, not most of your visitors without a car because they come from. Yeah.

Ilaria: (12:57): But then last people [inaudible] arriving by flight and [inaudible], so the program is always listening to each Campo Ligure or.

Interviewer: (13:19): Okay. So we have any other thoughts about the decreasing population and our, you know, disorder, it affect your life, or can we move on?

Janos: (13:32): Can it be a program for a long term that these tendencies in a community or in a village even in a quarter of a city, they can, they can have quite inherent inherence like many stars that it's it's, it has an effect of that is it is, it is difficult to stop. Even if the population would start to grow. It will have a longer effect. And for example, if the restaurants and all the little shops would close down for this, or for another reason, then I'm not sure there is a way back. Because I'm thinking of when I lived in England, I seen many beautiful history villages without any shop or, or then a post office, maybe a part, but the rest of them, because the supermarket they take over and there is no way that these are not things that, okay, next year we started because they can't open it. One shop in the middle of nowhere, it works in the Campo Ligure and the Campo Ligure is attractive and beautiful because, because there are so many little shops of shoes and this and that and these work only together. Yes. So there is a risk of this -

Michele: (15:01): Population keeps on going down. Maybe we will experience the same fate, sort of, those villages that you saw without shops and-

Janos: (15:16): Maybe not so much, but I I'm positive about Campo Ligure because the, the criminals and the restaurants we have, they are not here for touristic reasons. Then you open the, the first Bed and Breakfast. [Inaudible] The first, yours were the one that really started some kind of tourism from abroad. The Campo Ligure was already the sparking place, not for the tourists. For ourselves. And I think this is a value because I personally don't like places when I like to raise, I don't like the visit basis. Then when I see that they are just making for me

too, I want to see how they live there. And I want to see that they have a life on their own. And if they life is me, then I don't have to go there. That's not effective for, and in Campo it's interesting because the, or you already had this, this kind of real [inaudible] commerce that you buy your shoes here just for patriotic as money, because you know that guy and you have coffe with them. Confidence. And so this is for the future. It can be,

Michele: (16:40): Absolutely positive.

Ilaria: (16:43): Yeah, but the tourism is also part of ithe commerce for the village. [inaudible]. We started in 2013 and the first year was so, so, so difficult because People in Campo Ligure were not used to see tourists and eh, to help tourists in the restaurant or to speak English, they were scared because that, eh, not so many people here speak or don't want to speak English because they are scared. So yeah, it was very difficult. And then in the, in the kiosk it wasn't good.

Alberto: (17:34): Yeah. I remember that you, you, you had troubles to people where, where to go to eat breakfast [inaudible].

Ilaria: (17:52): Because this is a small village, we had, for example, that 10 desks, so 10 people from other founders, In Campo Ligure there were thousands of them. So when they leaving at home in the evening, they say 'oh no, people [inaudible]' no no, no problem they are not used to see different people, so-

Janos: (18:16): Here in and I opened the windows, I can hear people talking on the street, then I remember the year that you open the bed and breakfast. And I noticed it like 'Somebody is speaking in English! Let's see, who is that?' And it was very remarkable.

Interviewer: (18:51): Yes, okay. Any Questions guys? Okay. Should we take a five? Or should we go on?

Interviewer: (19:12): Would you like to move to the next question or to take a break?

All: (19:17): No.

Interviewer: (19:19): Okay. Okay. That's fine. So, perfect. So that's something that you already were starting to talking about new residents, new residents, how which are your thoughts on more people moving to Campo?

Michele: (19:42): Well, on the reason why they're moving or how we see them, if we think they are positive for our community, I think they're, they are I like to see different people here. I I like to try to I like to think that my village is, can be home for different groups of people who choose to live here from all around the world. And so I think this would and reach the whole community by sharing different thoughts by sharing college or by sharing things. And this could be helping also for the, the regrowth of the population than the normal.

Alberto: (20:42): You guys took all sorts of food, more people that say that the young people, the number of people goes down, then you tend to go down, [inaudible].

Janos: (21:08): Refreshing, refreshing to have other people from other parts of Italy or Europe or other parts of [unintelligable]. And personally, I would enjoy it because because after all I had, I had to realize that for a 48 hour, 48 hour, we have the same homeland. And because our homeland, it the abroad, my chosen homeland is Campo Ligure and for me, it is abroad. And then another filigree-men come see me. We share the, the same homeland no matter if he is uh African, because we are both foreigners in our chosen land. I believe it makes sense. But for this reason I can easier often I can easier relate to other foreigners because we have a lot in common. And therefore, I think if we would have other people to create another circle, because after all, most people who was born in Campo and they are together and often it's not so easy to really socialize.

Michele: (22:26): Yeah, that's true.

Ilaria: (22:29): But we should be excited to have new people here if we are, this is the reason for, I like to, to, to talk with new people from other parts of Italy or from other countries, because for me it's exciting. So I go and look for new people to speak and to, to learn new. So

Michele: (22:53): Yes, absolutely. Yeah.

Interviewer: (22:57): Yeah. And Which kind of residents would you like to see in the town? Hmm. In the sense you want to interpret that.

Michele: (23:18): Smart people?

All: (23:21): [Laughing]

Ilaria: (23:32): Maybe I would like, it's not correct to say, maybe young people [inaudible] to see if you are old but people that and can get new ideas. [inaudible] New business, and go on with the mind that open the mind of people that are here with the new business and your face. I think this is the type of people that should be here to live so that the village can go on.

Michele: (24:14): Yes. So also people that really like being here, because maybe some people who are coming here didn't really choose to come here. They had to, so I hope they will. They would like being here and also, I hope that many more people who can choose to come here who choose to come. Yeah.

Interviewer: (24:50): Okay. What do you think is attractive in the town for a potential new resident? How would you sell Campo?

Michele: (25:06): [Mentions His Own Restaurant In Italian] Well, we have a very nice town, a really nice city center to the center village center,

Ilaria: (25:18): Not to the weather. [Unintalligible] You need to move out in the winter, and come back in June

Janos: (25:35): We have some history because we have a castle. We had the filigree for examples, for examples, for example we have nature surrounding our village, and we have maybe some attractions in, in the town. Maybe one can approach through a bed and breakfast or and then maybe somebody has horizons here stays at the bed and breakfast and sees the village, sees its beauty, sees the nature, sees some attractions. For example, the pub, if it re-opens, I don't know.

Ilaria: (26:19): We are close to the sea, should be interesting.

Michele: (26:22): We are up close to some of Italy's, major cities like Genoa, Milan. Maybe Milan is not so close, but better than [inaudible, laughter] yeah better if Milan is not too close. Just kidding.

Janos: (00:00): I think the most attractive thing in Campo Ligure for smartworkers to come here? Is that it is a living, community is a real village. It's not like a ghost village. Like I mentioned before or there's often I hear that from people from campo, or I hear that there is nothing here. It's nuts, it's not true. I have seen those villages, for example, in Hungary, there is nothing. It really is not such, that there's nothing. I think the most effective thing is it already has an organic community

Michele: (01:00): actually think that we are inclusive. I think the majority of us when we see someone from abroad or just foreinger.

Janos: (01:16): People are very closed that it might've been more, they are more open as their ages are rising, they are more open. I don't know why this is my experiences.

Michele: (01:16): For example, when I was in France with the bicycle, I stayed in a lot of Frence villages, who are really nice people, surrounded by nature, like, but I felt totally a stranger. Nobody looked at me with a smile, or I couldnt be included.

Ilaria: (02:01): Did you speak French? When you were there, because I noticed if you speak French it's very easy. If you speak French, they dont really understand you and it's like you said

Michele: (02:22): But also in the summertime, maybe we have parties in the village and we hope to have them. Heck yeah. And if a foreign comes in campo during those periods, they can see the community sharing Fun and spending some time together. I've never seen that in other towns being around in europe, maybe in other parts of Italy, maybe I never been there in the right moment. I felt that they towns of lonely people lonelier or not so lonely maybe because of course they should have a family and some friends, but they were lonelier than here. I think why I stayed here.

Ilaria: (03:22): Its ofcourse different whether your a turist or you live there.

Michele: (03:34): Does it happen with your guests, that guests fell in love as you said, they seen, maybe they were around when there was something happening here.

Ilaria: (03:50): No, just in one case they rented the house for a short period. And then that's just the one time. but they really seem to have enjoyed their time here.

Alberto: (04:15): I think it's also a very good place for families, for people who have children. Because for example if you can go out in the evening without worrying about cars. Also there are some green places where you can go.

Alberto: (04:45): Feel safe when they go outside. And then one of the other from the trunk of Campo ligure, okay, now there are some problems with the highways and trains, but if things were okay, we actually have a hideaway and we have the train. So we are quite good place. when you open the windows their might be too much noise and other times its very silent. But if you have to do anything, you can take the car or the train and you can reach the beach very quickly.

Janos: (05:34): I have to say that I have two cats. So why is it important? Because every time I go out, I call a friends to keep my cat, to do the cat sitting. And because of this in the last 15, 16 years, a number of people came from Hungary, came to stay at my place. And then in exchange, they may live here for a week or two or more. And any of them came with the family and they told me. And I also witnessed that they were amazed how, the main square first evening that the children are out in the garden and people, they don't only look at their own children but also the other children. And this, this is really fascinating. The only thing that is not safe in Campo Ligure is the "right street" which is a highway, and this is really a shame, it screws up Campo Ligure. And for the children, again, I keep hearing all day from my window that, Oh stop stop there is cars

Ilaria: (07:12): Coming back to new people in Campo Ligure. I know that some people think that new residents can compromising this. They will ask who is this man, or who is this woman? So this shouldn't be negative for some people, but I don't think that for some people it can be hard to comprehend who these new residents are, and it can be hard. I know some who say that the children are out alone and we dont know this man or woman, which might alarm people.

Interviewer: (08:30): Okay. So yes, new residents. So you said almost all, should be positive. Do you think the town, the people of the town, and not only yourself would be prepared for that?

Michele: (08:52): Maybe not everyone, but they, they will get used to it, maybe it could take some months, maybe some years, but they should get used to it, I think.

Janos: (09:08): I think it depends if we have like 200 new residency in one moment it would be confusing if it gradually grows the numbers of newcommers that shouldnt be a problem.

Ilaria: (09:33): Maybe some of the older people might not like it to much.

Alberto: (09:40): Maybe a few of them, not the majority.

Janos: (09:45): I felt really really warm from specially from the older people, when i arrived the first people I met, I started with my name or people and they were so sweet.

Ilaria: (10:08): We have to consider this is a particular moment. So with the covid And so if people is also tired and narrow Rosa, and so if in this moment, it might be different

Michele: (10:25): Yeah. Maybe someone could say that breaking the virus, but it's really prominent. We reduce this part of the problem maybe in some years it could be gone. But yeah, I think that the majority of the people living here would see that new commerce are as, maybe at first striking a bit

strange, but in some months they wouldn't accept them except from the common problem.

Janos: (11:21): the schools are closed. The parents can meet because for example are mothers, they are usually pretty bad socialized because they have to be their if the children can't go to school and then it doesn't happen, because otherwise young mothers will be very isolated. They are more socialized, probably than the husbands.

Interviewer: (12:25): Okay. So we go, we go on, and now the big question, how COVID-19 affected your life, the lifestyle in the town and your thoughts.

Michele: (12:45): I was used to spend a lot of time outside, just maybe for a walk with my friends, just to share some thoughts and the pandemic completely destroyed this habit. So now I'm starting with maybe in particular, one friend of mine to take short walks around but maybe just for an hour. I don't know. I think that the whole relationships between people changed and today Im not. I don't know anymore how to be happy when I'm with other people. And fortunately my work, well first before the pandemic, I also worked as a musician and concerts went completely off. We also played in many weddings, a wedding ceremonies, and all the weddings have been delayed. And so this was really bad during the pandemic. I found another work that is the work I do today. So my job life improved, but my life was really worsened.

Janos: (14:32): for going out taking walks and such is the same here. I became more, I don't know, I just stay at home, even if I could go out. Somehow I realized that having to just go. It have affected my work a very positive impact on my life. The last, I mean, 2020 was probably the best year in my practice in the last let's call it 16 years. And it's, I think it's partly because I already worked online and and now is the time for that. And then of course, many people who, before didn't buy online, they started, buying a new phone online, and then they took the habit. And now today that set up before a lot of new people and that this market is already strong. But now I think this is one of the reasons why I look very bad and after all, this is really, if I don't have to be stressed out, how do I pay my rent? How I buy food? That's, that's a good, that's good.

Alberto: (16:02): And my life also changed completely because before the pandemic we went to town with trains. And now I work at home because university is online now. So lessons are online and then we are encouraged to go to our lessons only for unavtoidable reasons and go there. And so I am home working in my childs room. And so we can understand that finding the concentration is not easy because sometimes he wants to stay in the rooom, of course. And so my main way of working have change I cannot obtain the same preformance as before. Without teaching them. I think that teaching online is my experience is very dead because you speak to a monitor and I have quite a lot of students. And so I cannot see their face because they are few. You can turn the camera on the other life. You cannot see them before you speak

by myself. And no one often no one has an answer at all. Even if I specifically ask them to answer a question no one answer. I actually was explaining things and it was like because it was the first time that it happened when it, when it was teaching face to face it was better, my work is worse than before. The good thing is that I'm always at home with my child. And when it, when the pandemic started, my child needed to speak everything. Now it speaks too much. Actually see, I seen every day, there's a goal, every step of my child, and I think these have been a great opportunity because otherwise I would have been at home in the evening tired. And so you use a lot of things. And so I can say that I stayed with my son at least. And then the other thing that is quite bad for me, that music is it was a hobby for me, but it wasn't quite important hobby. I used to play a band so that it wasn't important for me. And now it's almost disappeared. And so I'm sorry for these. I think I start again late because my life is only work and family, which is good, but sometimes other hobbies and things that take your mind or you food.

Ilaria: (19:09): Yeah. For me, for the first part, the same of the others, I really miss the friendships. I miss restaurants. Yeah. Because I'm not the Roof concur. So when this restaurant and Travel because I really love traveling. So this is very, very bad for me. It's like a stress not to go. So this is the far as, for where last year at the beginning of over, and I wasn't done for three months of smartworking. We were totally unprepared because I didn't have, for example, a non-spoken my office. I had a computer and bringing us all in the emergency. I am old. I went into Jenna, with my husband, I moved my moodem. I won't mind computer. And I tried to create in my kitchen a small office to work at the beginning, it was very difficult because no one in my office, I also have an old boss, so they couldn't understand how we can work by phone or zoom or meeting and conference call. And it was so strange for everyone. But at the beginning I was scared. I didn't know how I could do the work in this way, but then it was fine. It was quite excited to do it. So I was excited because the follow webinar I called the breakfast mind, for example, Excel, or follow lots and lots of this type of things. And I broke my, my job because I put the learner mad this because before I didn't have the time in my office to do it. So I wasn't really excited. And then when I think at the end of the lockdown we tried to come back to the office. So first I went by car because of the asked me to avoid to use a train. It was very very easy because no one was on the road. So it was really easy. And I started to go. So if last year I was excited to go there, the weather was wonderful. So in the morning I worked there and then I prepare my lunch and then I stayed in my husband is so really nice, but not this year because I really miss that to move and to go and to see other people. So if this ER needed to do it, or I would have been, it was my working again, I think it was not so exciting. So do much timeline, you risk to lose that and not friendship. But i needed to see other people and to

speak and to have a coffee also the street about to move. So let's see. I don't know. It's really strange. I'm very happy to go. I did go Reese. I know because I use the trainer. I don't want my car now for the program. Well, the way so I know I got the risk for me, for my family, for my husband bonds at the same time, then I'm very happy to go, so it's difficult to understand.

Janos: (22:55): I think all of us are fairly lucky.

Ilaria: (23:02): Yeah. I have some friends. They have been smart workingis since last year. So one year and half, all of this is my work. I've never seen that in Draino in Jenna, because they are not working since March last Year. I, I can understand that they really stress. I think that it's the most to go on, go on. And you sat and you become used to this situation. So I had some friends like this that are really, really, I think, stressed. Maybe they don't know, they feel that more than this comfort zone, but it's not that I know if you, if you have the same feeling.

Michele: (24:06): Yes, of course. For many people to work from home is a stress because they are not used to stay there because there are many distractions and, or maybe just the fact that they could go to work was to, I don't know change their location temporarily and not to be every day in the same place, doing the same things in the same place.

Speaker 2 (24:39): Yeah. Maybe the, that should be some mounth with smart working and then go.

Michele: (24:52): But maybe for other people's smart working is good because maybe they don't like to travel. They don't like To take the car. Maybe depends on what kind of people you are

Ilaria: (25:09): Maybe it's because in this case, in this moment, you have not choice. So if you can choose to say that, I can say, oh, okay, this morning, I don't want to go so I can stay here. But if you have to stay for months, months, a month,

Janos: (25:25): like I talked to some people who do smartworking by day because they can do it for anywhere. They take their computer and they travel around and they literally, they call them and like, no, no mate, no mate. And I even had some in my home because of my cats. And last year there was a girl for homeowners in Campo Ligure with her computer. And she, she didn't even take holidays. She kept working from here maybe next summer. She like went to other places.

Ilaria: (26:06): But anyway, these situations changed also the mind of people. Also, for example, in my job now in my office, if they were willing to do smart work in a day, we are prepared because we have a new notebook. We have a new connections. We have, for example, a new software where we can put all, we have like a server and then you can, you can put everything there not like before.

Alberto: (26:48): It does. It depends on your family. I mean, you know, some people who have the same work as myself and they say, I work a lot at home, but they don't have timing, so end up working till 10 pm 11 pm Yeah. If you live alone, or maybe you live with a roommate, so your workload is alright. But if you have a family with babbies it becomes quit deficult to maintain family and job at the same time, unless you have a big house where you can go into a room by yourself it might be alright

Interviewer: (00:03): Okay. What do you think changed with COVID-19 in the town and generally the community, the town itself, the services?

Michele: (00:17): Well as we've had say, maybe many people since they had to do smart working became more acquainted with technology, but this maybe it's not the point. Many restaurants closed,many activities closed or at least had a breakdown. But, the strange thing that I noticed now is that there are more people outside. If you go, through Campo maybe in the afternoon, you can see, many people just maybe walking or talking to each other. And before the pandemic. Yes, of course there were people,maybe because before they were in the bars, in the locals and the restaurants and so on, and now they are all outside or maybe some of them were just maybe to Genoa in general or away to work. And now they are all here.

Janos: (01:35): And I have noticed, especially when you are in very restricted orange or red zone. So it means that pretty far restaurants are closed, then and even myself that... Let's go to the supermarket to buy some biscuits....

Ilaria: (02:10): I noticed everyone now runs or do sports. So a lot of people started to do sports,during covid. You can see them running or with bicycle... Not before this would be the good, the change of life. Yes.

Alberto: (02:30): And also for restaurants or maybe for a table, but for other things, it's the challenge and the opportunity, because for example, some restaurants started to take away also the bars start take away

Ilaria: (03:01): Yeah. No one was prepared so they run up in town, so they are trying to do it because we don't have any idea about this period so.... They have, they need it, they have to try this, if you don't do it, I think you close. It's very difficult to respect time... Close or open takeaway. One day you can stay inside, one day you can stay outside , and that is spent a lot of money for glasses for this (napkin) to cover (mask) and then so it's a really difficult from this type of ....

Janos: (03:55): Think it, yeah, I guess this takeaway kind of eating in Italy is not so very well compared to England or other places...

Michele: (04:08): Especially in the towns.

Janos: (04:12): Yeah.

Michele: (04:13): If you go, maybe in Milan, in Tourin, maybe some people will stay at work and make a phone call and then you have food, but here it's not.

Alberto: (04:26): But for example, my case during the COVID, I always took pizza at home, but now I'm also taking hamburgers, aperitivo. And on the first day of the year, we took the dinner from a restaurant in Masone and we never did this before.

Ilaria: (04:47): Yeah. In Italy it's different. For example, if you think of like a coffee, if you go in USA,

say everyone works with a coffee and for us, and I say in general, we might go "oh my God"

Janos: (05:05): If you take a coffee or even a pizza, or you're not taking only the coffee. You're just being in this place, having a chat with somebody because the coffee itself, you can make the same at home. If you have a nice coffee machine but if you go for a takeaway, then, then you lose that part. That is the fun part of any of this It's not cheaper. I mean, of course it doesn't matter. But if you eat takeaway food because more or less the same, I see. But you lose that part, that you are out of your own bloody kitchen, very well. You don't want to be there because that's why you go out at first.

Alberto: (05:57): Having a baby. It would be sometimes difficult to go to a restaurant with the baby, with the baby that they sat there. And so for us, for me, has been given an opportunity to have different food at home, maybe a pizza or something different that you don't want to cook, but going to a restaurant with babies always, unless you have a big restaurant, like "Galbiati" there you can move around, but otherwise. And so for, for me, for example, it's much better to invite some friends, also the babies and take the takeaways so that they can go and destroy their room Speaker 3 (06:43): Yes, this is what I improved during COVID because I didn't cook. So I had to, to cope. And so I tried that. I tried and then I can (now)invite people,so this is another good part of COVID.

Interviewer: (07:06): Let's talk about commuting. So moving everyday for work what do you think it is for you, for your family or friends? How is positioned Campo about that? So ...your thoughts,

Michele: (07:30): Well, in Campo as in other small towns, I think that many, many people are commuters because they moved to the city to work. My father has been a commuter, his whole life, and many other people are commuters. And you (Ilaria) also are, when I went to school, I was a commuter. And I think this is quite a common thing here.

Janos: (08:06): The commuting is I got from home that I used to be a commuter and my whole life a lot. Was it back in Hungary or my studies and in England. And, and there is one thing that I think is very positive in community,that,uI noticed in my generation that, that for some reason or another don't really read books, it's just unexplainable, but it's difficult that many of us are able to read a bloody book from one page one to the last one. And it is, it's this really terrible. I used to read a lot and I have to say, I realized that most of the books I read commuting because if you do that, you have sometimes two or even more hours, that is completely a loss of time unless you read. And then, okay, you can find it with your phone. I'm not setting to my phone, but nowadays you can do that.

Alberto: (09:11): Not in Liguria (because of tunnels in the railways, there's not signal)

Janos: (09:18): Read books and it came that was a big deal.

Alberto: (09:23): I mean, for people in Campo and me, my stuff, I have a laptop and sometimes

they work. So I don't throw away the time when commuting, or if I have a friend I speak. And it's a moment where I can chat with the friends and the things that make you angry is that is when the trains are late or when they stop or thinking that actually Genoa is close, because it's less than 40 kilometers and you take one hour and maybe the train be back there in half an hour. So these makes me feel angry, but it's not a great issue for me also, because the alternative to the train is the car much, much more expensive. And if you are in traffic jam you are ther most of the time. I also spoke, one year I had because my wife worked in Genoa. And so we went both by car because it was more convenient for the time. Like it was really stressful because in the morning, then you were blocked in the highway and looking at the clock and ...Come on! Train is better, I can say that train is better than car.

Ilaria: (11:04): Me the same, lets see...35 Years of train. I went on it tonight . I can't read on the train. And can't listen to music because we are a group of friends. So the good part of the trip is to be a group of friends is we can talk about the weekend and we can, we can talk about our job, and we can joke , we can also talk about a serie of things. So this is the good part of the job. The worst part is that the services in Liguria, or especially in this part of the trip are not so good. So everyday you are late, so you need time from your job, because every day, five minutes, ten minutes and the same when you come back. So you, in fact, you lose lots and lots of time that with the trip. Anyway, we have, as **Alberto:** said no choice, because by car not only traffic, it is expensive, but even if you have a parking, for example, that I can use the parking lot of my boss or my colleagues. If you, if you see what you pay with the train for one month and what you paid for highway one week...that's it, so anyway, the most part of the people in Campo Ligure are commuters, all my family, no one in my family has never worked in Campo Ligure. My husband, the same. So I know you lose time,you lose money, because if you're [inaudible] as some, you'll have to think about the eating outside and the train, the bus or sports, or, or if in the break for me, Hey, you are around and then I decide, you can buy theese ....okay! So you spend your time and also buying something just for buying. So I know you lose also money not only time but if you are used to doing it. I can't imagine to live and to work here because all my life was like this. And so it should be not impossible, but difficult to imagine. I don't know if it's the same for you, maybe not for you because now you stay here. So ....

Alberto: (13:50): Yeah. I actually know some people that work here and sometimes complained about this. Especially if you work outside, old people sees you and they see what you do or what you don't do. And so

Ilaria: (14:06): Maybe because I have different life, but also your situation with Fanny because for example, I don't have children So my husband, who is away all day long, so we can stay together in the evening and then in the weekend. But we can talk

about a lot of things because we are not all day together or we do different jobs, totally different that we can say together in the week. Or we kind of work again with the bed and breakfast for example. But, we are away... It should Be different if you have children I know, though, maybe if you need to stay at home it's because you need time to stay with your children or because you have maybe no choices. A lot of people I know their are parents once you're there, so you need to stay. And in this case, smart working is very useful. Yeah.

Janos: (15:06): But that's Another thing that many people from Campo Ligure go to Genoa to commute for the job. But I, I would have expected that there, there will be more people from Genoa who do smart work and they move to Campo Ligure because of this like, sort of agglomeration of Genoa, because Campo Ligure could be the agglomeration of Genoa but it's not. And I don't really know why because rents are much cheaper , or you are not so far from the city. You have supermarkets, you have correct me if I'm wrong, five bakeries about the same butcher we have. ...

Ilaria: (16:01): Hairdresser, a lot of hair dresser!

Alberto: (16:01): I think that people is cared from community. If you're not used too... I mean... People in big cities. I think that for some people is difficult to think about live in a small village. For some people is

Janos: (16:41): Other cities around the world, this is a very typical thing that people are fed up with the city. I am from a city down in Budapest. I know this feeling when you say I want to get out and live in this small community, I think it gives them the same time it gives you social security and so on.

Alberto: (17:02): I agree with you. But I know that some people in Genoa, and when I went to school...

Michele: (17:17): They were always saying "you live in that small town" where do you live in the countryside...

Ilaria: (17:18): Oh, you are from Stura Valley....The rain (laugh)

Ilaria: (17:33): Anyway, I think the problem is if we talk about this specific moment, I think the problem is always the same because if we don't improve our services, transport and everything no one can stay here, can decide to stay here because looked, for example, at teacher they've come from Genoa to the school here. I don't know what time they leave in the morning to come here at time, because every day there are problems or so in the other direction. So, and I don't think I noticed, for example, in the medical center here, not all the doctors or the technicians a work here. Now, they refuse to come. Because for example, they came one day per week . And that day they lose two hours in the car to come to Campo Ligure. So they refused to come to the center. In fact, in this moment, if you go for some exams, they tell you, I don't know if there would be the doctor. So this situation is really bad this moment. And this is the reason for theese teachers or doctors have it difficult to reach Campo Ligure so the problem is obviously the same

Speaker 2 (19:03): Again, all the little things add up, and then they started a tendence that might be difficult to turn back. But I understand the highways because I mean, italian politics it's a big question. How we are at here? So we could talk a little about, it's not the topic, but what I don't really understand is the condition of the train, because this is, this is not the same problem. I don't know about. I, I see that all the tunnels and, and the highway will be long job to, to fix if you'd want to make it happen from one day to another, by the train. U

Ilaria: (19:51): If you catch the train every day, you cannot be sick because sometimes ....

Janos: (19:57): Can they do the time planning? I don't see the really technical reason behind, maybe I don't know the others....

Ilaria: (20:11): I don't know the reason....But you are at the station. And suddenly said, ah, the train number.... Is cancelled for... And you have to wait for one hour more because our train are one per hour. So

Janos: (20:27): I have the feeling that it would be easy to fix the train, but easier than the highway.

Michele: (20:35): Our line is not so profitable for them. Maybe they say why do we have to fix it? There are a few people compared to, other cities....

Ilaria: (20:48): And then for example, other problem, I don't know if it is related to our discussion but, they close the line for example, for one month in Summer to do works. And so we have a lot of tourist that... For example, they came by car. They might've been saying, oh, I would like to go to the acquarium for example, or to visit Genoa is it possible to go by train? So we can avoid to pay the parking. Yes. Okay. And then when they go to the station there's not train, there is a bus. So the same for commuters. So you go by bus or by car. So it's just like this, every year, this year all the month of august there will be no train.

Janos: (21:40): I understand that these trains are privatized and they need to make profit but trains should't be only to make profit . They should be more statal (public) because they are responsible for the surviving of the villages and the regional.... Even if they are not profitable.

Michele: (22:08): I think that the transports should be statalized. Absolutely. They have to be guaranteed for everyone in every part of Italy, but unfortunately they got privatized. So our line is still not so profitable. And, they decided to close it. They give us bad trains, maybe old trains...

Alberto: (22:33): Like there are new trains, but IN-AUDIBLE

Ilaria: (22:47): New trains but old line. So I remember about that. So I was a student. So one time, we had to come down from the train in Acquasanta and walk on the bridge because some people saw this down in the valley (under Acquasanta bridge), there were problems on the bridge, just so we walked and then the other side of the, there was another train because maybe it's dangerous to pass with the train with people. So I think, from [inaudible] **Alberto:** (23:33): It's a 100 year old bridge.

Ilaria: (23:37): So we work on the bridge because it was dangerous to pass with the train with people up, because down the valley, some people maybe there were some stones from the bridge and it needed renovation.

Michele: (23:59): (Facing The camera) So when you come here, come by train! (laugh)

Interviewer: (24:08): Let's say that infrastructures are yes and no.

Alberto: (24:24): Yes, they can be both Yeah.

Ilaria: (24:27): Yes. Especially with trains.

Interviewer: (24:31): Yes. Okay. One very last question. Why is it good to live in Campo why you do live in camp?

Michele: (24:42): Well, I live here because I was born here and I never had the real opportunity to, but when I was younger, I always thought one day I'll go off road one day and go to Northern Europe and find a great job there and follow my aspirations and so on. But I... I found myself in some situations here, for example, my work at the restaurant, my friends, my band so on that,made me stay here just to keep on those things. And, hm slowly changed my mind today. I won't go anywhere else. Maybe then here. And I like to stay here because life is quiet. I have all that I need, I have good friends. I have a girlfriend. Um'm starting thinking of building, maybe something I'm going to live in a new house. Or, I found the job that I'm keeping my activities from here. I feel very well here. So I don't, I don't feel the need for going anywhere else. And I like to stay here because what I think I just said, I just said it.

Janos: (26:21): Okay. That's on me. I was born. I was born in a big city Budapest. And let's see, is I left Budapest about eight or 19 years, 18 years ago. I always lived in the countryside in England. And then and I realized that I like to live in a small village because it's not, Campo Ligure it's not a village. It's just a small town, I think it's, it's important. And because I live for my work, that's my life for me, but it's one same crucial. Just let me do it. Nobody disturbs me. I don't want anybody to disturb me. Let me do it. Ab´Nd here I can do it. Maybe another place would be more problematic I like to be here, is a fine place.

Alberto: (27:30): For me is like Michele, I have all that things that are not here are closer. Oh, I have a family and I have a house, I don't feel the need to go anywhere else.

Ilaria: (28:55): For me the same. I have always been here, I like to stay here, in summer more than in winter, during the last year I thougt about moving somewhere else but I have my parents and you see them becoming older so I spend with them. Why should I go? But I'm fine here When I go to other countries or other cities sometimes I think "I could live there" but I am here, I like living here

Interviewer: (29:19): So thank you very much for participating. Thank you for your help. And okay. We, as I said before in Italian, but I'm going to record that we are going to use your, the, the transcription of this of this focus group. So if you if you don't want to ask to show your name or whatsoever, just tell us, and of course, okay.

Survey done with residents in Campo Ligure

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Siamo un gruppo di studenti dell'Universitá di Aalborg, e stiamo scrivendo la nostra tesi sul ripopolamento della zone rurali, nello specifico attraverso lo smart working nella fase post pandemica.

Il sondaggio é rivolto ai residenti di Campo Ligure, e richiede pochi minuti per essere completato

Questionnaire 1

Overall Status

	Respondents
New	0%	0
Distributed	0%	0
Partially Complete	0%	0
Complete	100%	168
Rejected	0%	0

Questionnaire 2

Gender

	Respondents
Male	37%	62
Female	63%	106
Other	0%	0
Don't answer	0%	0

Questionnaire3

Age

	Respondents
<18	1%	1
18-30	21%	36
31-40	22%	37
41-50	27%	45
51-60	16%	27
60 or more	13%	22
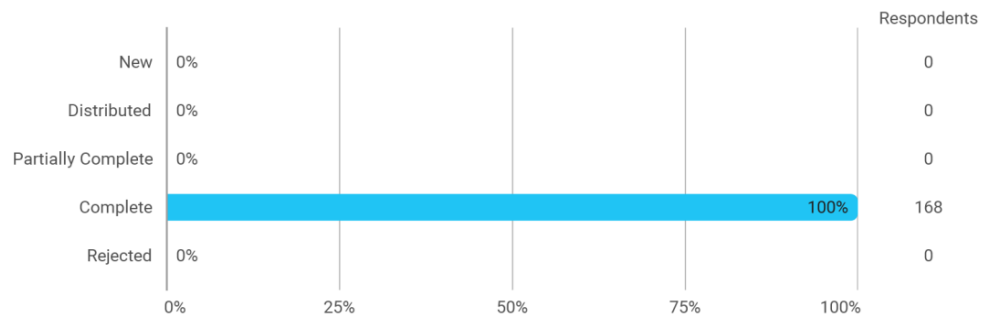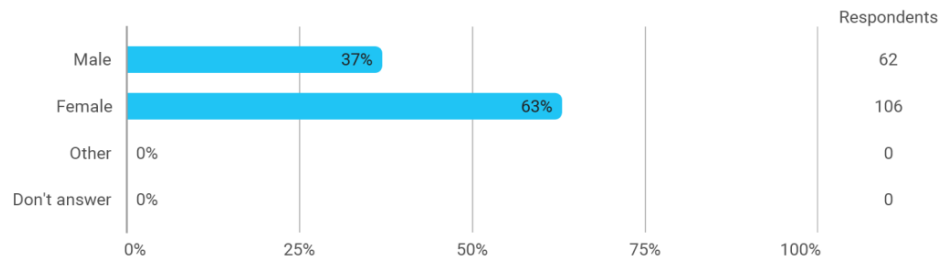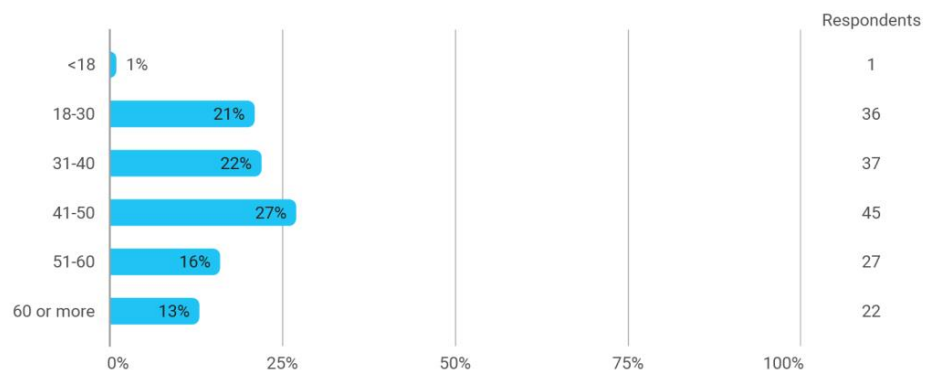
Questionnaire 4

How long have you been living in Campo Ligure?

	Respondents
All my life — 46%	77
Less than 5 years — 7%	11
6-9 years — 2%	3
10-20 years — 11%	19
More than 20 years — 15%	26
I lived here the most of my life but I spent some time in other places — 19%	32
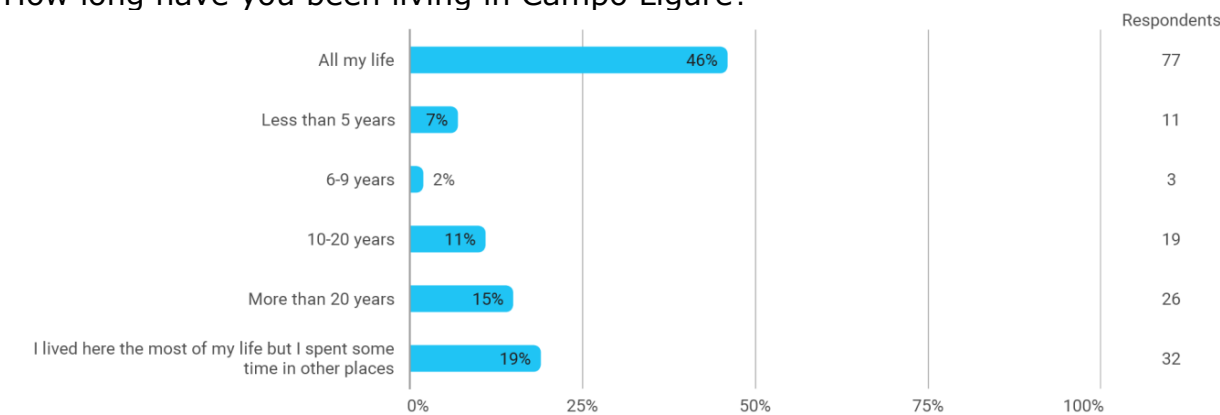
Questionnaire 4.1

Why did you moved?

	Respondents
Study — 16%	5
Work — 25%	8
Personal/family reasons — 59%	19
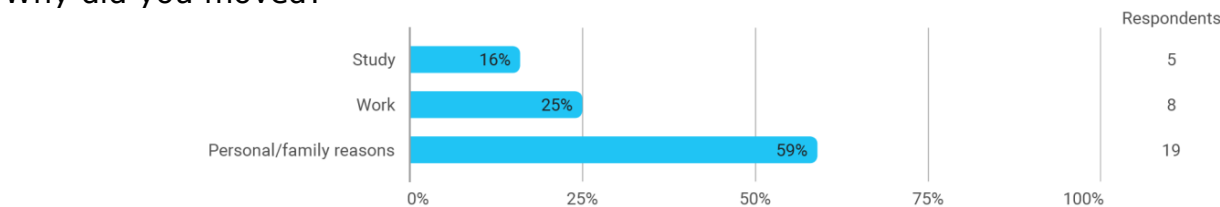
Questionnaire 4.2

Why did you came to live/come back to Campo Ligure?

	Respondents
To be closer to work — 11%	10
I moved to my partner — 22%	20
I had an house/apartment — 24%	22
To spare on housing — 7%	6
To be closer to my family — 23%	21
Because it is a good environment to live in — 31%	28
I followed my parents — 14%	13
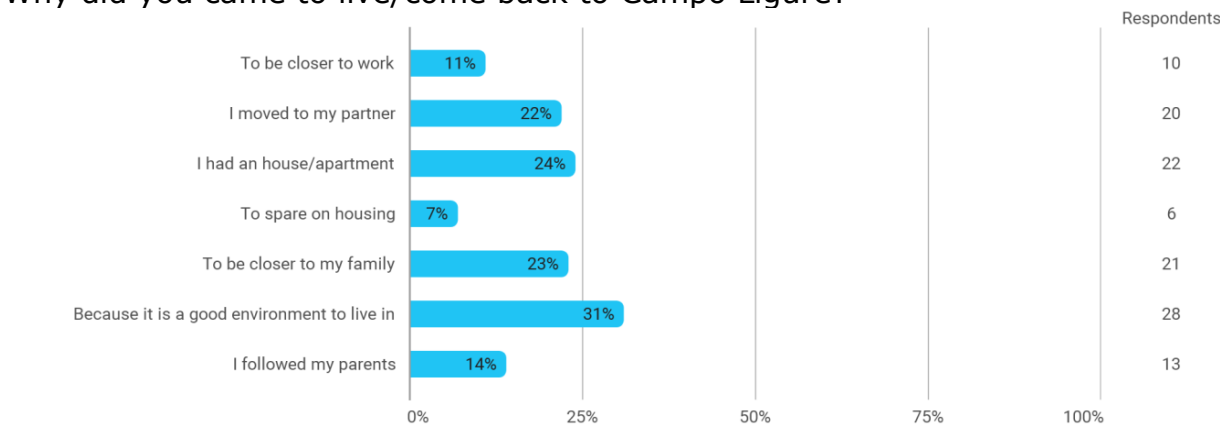
Questionnaire 5

How long do you commute?

	Respondents
Less than 1 hours — 55%	42
Less than 2 hours — 27%	21
More than 2 hours — 0%	0
I don't commute — 18%	14
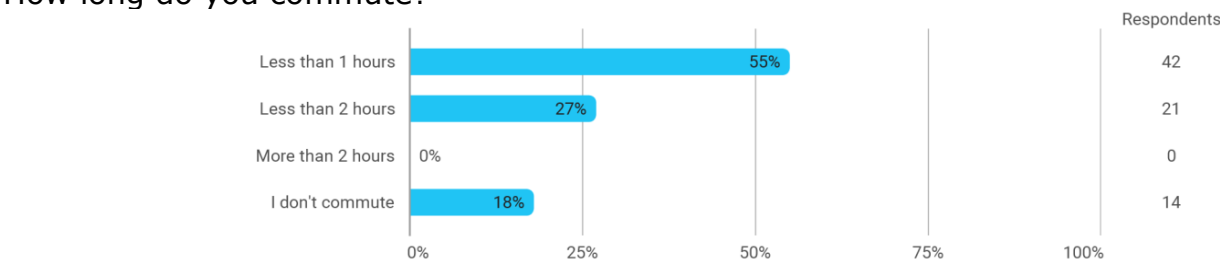
Questionnaire 5.1

Where do you work or study?

	Respondents
In Stura Valley — 17%	11
In the province of Genoa — 59%	37
In the province of Alessandria — 16%	10
In the province of Savona — 5%	3
None of them — 3%	2

0%   25%   50%   75%   100%
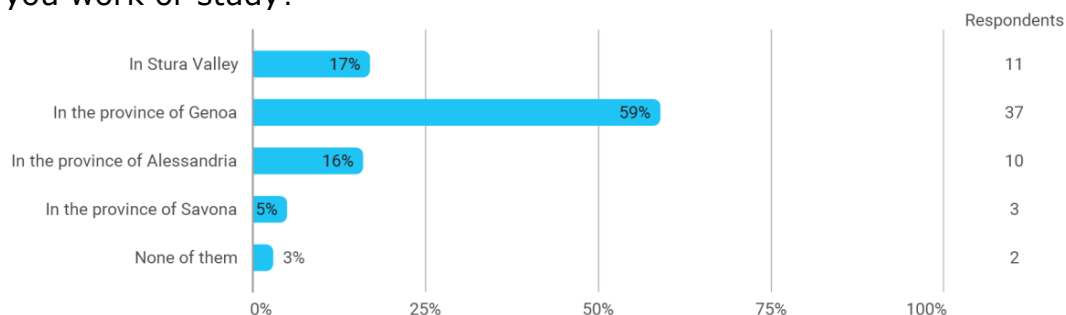
Questionnaire 6

Have you noticed a decrease in the population?

	Respondents
Yes — 68%	114
No — 11%	19
I don't know — 21%	35

0%   25%   50%   75%   100%
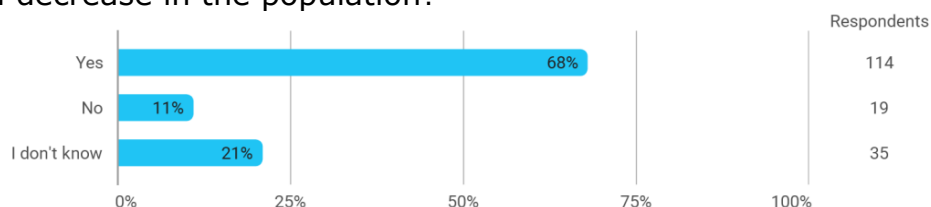
Questionnaire 6.1

Motivate your answer to the previous question

- Trr
- Non sono informata sul calo o aumento demografico del paese
- Molti giovani si sono trasferiti
- Ricordo che a scuola eravamo quasi sempre due classi, solo della mia leva (1993) eravamo 32. Faccio il paragone con la leva di mia figlia (2019) sono appena 13/14 bambini.
- .
- L'ho notato soprattutto quando nel 2019 sono nati solo 9 bambini (di cui uno, mio figlio). Ho pensato al fatto che in proporzione alle persone decedute, sono molto pochi.
- Non so il numero di abitanti negli ultimi anni quale fosse
- L'iscrizione scolastica è diminuita sensibilmente.
  La percentuale delle persone mancate rispetto ai nati ed agli immigrati, è sensibilmente maggiore
- Meno bambini in giro
- Non posso dire di aver notato un calo demografico nel mio paese perché nonostante i numeri parlino chiaro, noto molti giovani che si trasferiscono a campo ligure e molte persone nate in questo paese che non vogliono andarsene principalmente perché la qualità della vita è molto buona.
- I problemi con i mezzi di trasporto, treni sempre in ritardo, autostrade chiuse o congestionate
- Guardando i numeri di nati ad esempio nel 1994 e nel 2019 c'è stato un calo..
- le classi elementari sono composte da pochissimi bambini a differenza di quando andavo a scuola io che si raggiungeva tranquillamente la ventina
- Ho fatto l'animatrice in Oratorio fino al 2016, negli ultimi anni le prime elementari erano composte da molti meno bambini rispetto alla media degli anni precedenti. Alcune passavano di poco i 10. Ricordo che quando io ho iniziato prima elementare nel 2002 eravamo 21 bambini
- Credo sia sintomatico con morte degli anziani e la mancanza di figli da parte delle nostre generazioni
- Evidente dal numero di bambini nati fin daglianni '80, manca il loro gridare per le strade
- Ho notato un calo demografico rispetto ad una decida/quindicina di anni fa
- Le nuove generazioni sono meno numerose
- Ci sono molti meno bambini, gli anziani se ne sono pian piano andati
- Si avverte la diminuzione della popolazione, principalmente confrontando le classi scolastiche o le iscrizioni all'asilo
- Lavorando a scuola vedo le classi farsi sempre meno numerose.

- Vedo sempre persone nuove stabilirsi qui anche stranieri
- Non so non ho notato nessun calo demografico
- Secondo me continua a trasferirsi gente sempre di più in posto come campo ligure
- Un paese di anziani sempre più morti e sempre più ragazzi che si trasferiscono a genova per far crescere i figli
  In città
- Non so
- C è il calo demografico
- Ci sono poche nascite e qualcuno si trasferisce per essere più vicino al posto di lavoro
- Non so
- Pochi bambini...L'età media si è notevolmente alzata
- Non lo so
- So del calo demografico grazie alle informazioni demografiche che il comune mette a disposizione sui social network. A mio avviso è dovuto al fatto che la maggior parte della popolazione è in età avanzata e certamente ci sono meno nascite di un tempo. A questo aggiungerei che ci sono stati periodi in cui le persone che si trasferivano erano in numero maggiore rispetto a quelle che venivano ad abitare a Campo
- Non so
- È un dato tratto dalle indagini Istat
- Ci sono meno nascite
- Pochi bambini, meno gente
- Non vivo più a Campoligure da 17 anni
- Sebbene il numero dei morti superi quello dei nati mi sembra ci sia molta gente anche giovane che sceglie di stabilirsi qui
- Molte persone che conosco si sono dovute spostare per motivi di lavoro o studio, a fronte di un calo nelle nascite (abbastanza in linea con il trend nazionale)
- Sono anni che la popolazione di Campo Ligure è in diminuzione
- Nascono meno bambini e molti miei coetanei sono andati a vivere in città più grandi. Sono rimaste le persone anziane
- Non so
- Ho notato un calo demografico dovuto probabilmente ad una sempre più grande migrazione dei giovani nelle città.
- Ho notato sicuramente un calo nelle nascite.
- Vero, nascono meno bambini rispetto a tempi passati, però ci sono anche molte famiglie che si sono trasferite a Campo Ligure da fuori.
- Se c'è stato non l'ho notato, c'è molto turnover basta assentarsi un anno che si vedono per strada persone sconosciute e spariscono quelle che si vedevano fino all anno precedente, almeno questa è la mia sensazione
- Non so rispondere sinceramente..
- Sì ho notato un forte caldo demografico negli ultimi anni
- Sono diminuiti i residenti, come in tutta la provincia di Genova
- Molti appartamenti chiusi
- Ci sono meno bambini e in generale meno residenti
- Sembrerebbe di sì, soprattutto guardando le sezioni scolastiche ma non ho numeri alla mano.
  Di sicuro la popolazione totale, dati alla mano, è calata parecchio.
- Il numero dei decessi è inferiore a quello delle nascite
- Molte persone si sono trasferite, ritengo che le motivazioni principali siano:essere più vicine al posto di lavoro,avere maggiori opportunità (anche a livello extralavorativo) e non essere più ostaggio della pessima rete autostradale della nostra zona.
- Si in termini di minori nascite, le classi di scuola sono sempre meno numerose
- Si fanno meno figli
- Minor numero di clienti nei negozi
- Meno bambini urlanti in giro
- il calo demografico è evidente, così come i motivi di isolamento di queste valli dell'entroterra ligure (carenza di servizi /infrastrutture / trasporti)
- Poche nascite
- Leggero calo dimostrato dai dati anagrafici e dovuto principalmente al deficit tra nati e morti.
- Ho notato un calo demografico sulla base delle statistiche dei dati istat pubblicati
- Si, ho notato
- Ci sono stati anni in cui i nati erano circa una decina, decisamente meno rispetto al numero di morti dello stesso anno.

- So quanti sono i residenti dai dati pubblicati dal comune
- Rispetto alla media dei paesi in valle in questi ultimi anni la natalita' mi sembra abbia un buon andamento
- Si nota sempre di più...ci sono pochissime nascite e tante emigrazioni
- popolazione in costante calo
- Non saprei dire
- Essendoci sempre stato "astio" tra campo ligure e masone (ho solo amiche madonesi) ogni tanto curioso quanti abitanti in meno abbiamo e ho notato così il calo
- È evidente....nascono sempre meno bambini come nel resto d'Italia
- Ho risposto di "pancia" non basando la risposta su dati statistici, indicativamente negli anni a livello nazionale la natalità è diminuita difatti mi pare che nuove leve con più di 30 persone non ci siano da anni, di contro, un po' di immigrazione ha sopperito a questo; quindi non mi pare ci siano stati grandi cambiamenti di residenti negli ultimi 10/15 anni
- Non lo so
- .
- Le persone si spostano dai piccoli comuni per andare in posti che offrano più possibilità sia dal punto di vista lavorativo che per attività di svago
- Lo dice l'istat
- Lo dice l'ISTAT
- Ricordo da bambina che venivo a giocare ai giardini pubblici ed eravamo più bambini di quelli che vedo ora in giro..
- Ci sto benissimo e non mi interessano gli altri
- Non sono informata
- Viste le difficoltà a raggiungere il posto di lavoro sia verso Genova che verso il Piemonte tanti si trasferiscono.
- L'ho notato dei pochi bambini che frequentano l'asilo e le elementari a Campo e anche dalla poca presenza nello sport
- La popolazione è molto diminuita prima eravamo sui 3.000 abitanti
- Poche nascite, emigrazione
- Non l'ho notato
- Si, perché una volta nascevano circa 50 bambini all'anno adesso circa 20
- Ci sono meno nascite
- Sono un insegnante e nei prossimi anni le classi saranno poco numerose
- Ho due bambini in due anni con un discreto numero di bambini ma in altri anni ne so nati meno mi è stato detto esserci un incremento non so però quale sia in trend attuale
- Siamo scesi sotto i 3000 abitanti da un po'
- Si l'ho notato
- Potrebbe essere diminuita la popolazione originaria, ma noto tante facce nuove e penso si siano aggiunti nuovi residenti
- Meno persone che popolano il paese. Meno classi a scuola. Tanti anziani e pochi giovani
- Tanti abitanti che vedevo negli anni scorsi non li vedo + e poi vengo a sapere che abitano fuori da Campo ligure
- Ci sono nata ed ho vissuto lì fino ai 24 anni. Non ho notato grandi differenze
- vedo i dati
- Eravamo quasi il doppio in aula rispetto ad ora
- Forse rispetto a quando mi sono trasferita c'è meno persone
- Il calo demografico di Campo Ligure, come di tutti gli altri Comuni limitrofi, è sotto gli occhi di tutti ed riscontrabile dalle statistiche, a partire dal dopoguerra. La concezione urbanocentrica ormai diffusa sta creando disastri 'planetari', e chi la possiede è una piccola parte del problema...
- Non ho dati certi anche perché non me ne sono mai occupato, , direi comunque che di mamme con la carrozzina in paese ne ho sempre viste quindi se c'è stato un calo sarà modesto
- Non lo so
- Calo dovuto a minori nascite e trasferimento di cittadini per motivi di lavoro
- Non ho notato
- Non me ne interesso, mi pare di si
- Scuole più vuote
- Tendenzialmente negli ultimi anni ci sono stati meno nati e alcuni ragazzi preferiscono trasferirsi più vicini al luogo di lavoro.
  Ci sono molti più appartamenti in vendita rispetto a qualche anno fa
- Non lo so sinceramente penso di sì soprattutto dopo la situazione che si è creato con il covid
- Sinceramente non credo ci sia stato, non ho notato differenze.

- Ci sono meno bambini di un tempo
- Ci sono molte più case disponibili e meno gente in giro
- Non so come sia possibile ma purtroppo anche la percorrenza sulle strade è diventato un problema e quindi le persone preferiscono cambiare città
- Popolazione più anziana e calo di nascite.
- Riduzione delle prospettive lavorative, depotenziamento dei servizi di trasporto, accentramento dei servizi e delle opportunità nei grandi centri urbani.
- Secondo quanto riportato da informazioni e siti
- Non so
- Numerose case sfitte ed in vendita
- La gente si trasferisce in città per lavoro
- Decessi e partenze maggiori di nascite e nuovi arrivi
- Non l'ho notato personalmente, ma il numero degli alunni per classe so che è sempre inferiore
- Più o meno le leve dei bambini negli ultimi anni sono come quelle degli anni 90
- Mancanza di lavoro per i giovani
- Decremento demografico
- Ho un negozio e vedo tutti i giorni il calo nei clienti
- Non lo so.
- Sicuramente questa situazione delle reti autostradali e una linea ferroviaria poco asservita non aiutano gli abitanti della valle stura.
- La tendenza ad avere meno figli rispetto al passato e, in anni passati, l'idea di trasferirsi in città per avere una vita migliore hanno determinato un calo demografico.
- Ho notato un calo demografico semplicemente confrontando casualmente i dati sulla densità di popolazione di Campo Ligure di qualche anno fa con dati più recenti
- Ho notato un calo demografico semplicemente confrontando casualmente i dati sulla densità di popolazione di Campo Ligure di qualche anno fa con dati più recenti.
- Dal numero di iscrizioni alle classi della scuola primaria
- Sono tornato dopo 30 anni e gli abitanti sono molto meno
- Ci aggiorna il comune
- C'è meno gente da 30 anni a questa parte.
- Nuovi abitanti da Genova e da rifugiati africani
- Alcuni bar hanno chiuso, una scuola superiore ha cessato di esserci, natalità in diminuzione
- si ho notato un calo demografico, presumo per colpa della disoccupazione giovanile
- Negli ultimi anni ci sono state molte nascite
- Meno bambini
- Anche se ci sono meno nascite mi sembra che ci siano più residenti provenienti da fuori
- Il calo demografico è evidente non solo per Campo Ligure ma per tutta la Valle Stura e, credo, lo sia per tutto l'entroterra ligure. La situazione decrementale è principalmente riconducibile alla situazione dei trasporti pubblici che collegano la vallata con il capoluogo ligure e in ogni caso con il resto del mondo. I trasporti pubblici non sono assolutamente adeguati allepoca in cui viviamo e le condizioni attuali dei servizi di trasporto non sarebbero state adeguate nemmeno nel secolo scorso. I mezzi di trasporto pubblici dell'interland dovrebbero essere un'estensione di quelli del centro provinciale di riferimento sia per l'entità del servizio sia per le tariffe applicate, purtroppo non è così perchè abbiamo tarriffe di 4.80 € a persona per percorrere in un'unica soluzione 30 Km con tempi di percorrenza che spesso superano l'ora, contro biglietti da 1.60 € per 100 minuti di viaggio, anche frazionato e su mezzi differenti (treno - bus - metropolitana). Qualcono sperava in un miglioramento con l'avvento della Città Metropolitana ma le sorti dei nostri paesi sono forse ulteriormente peggiorate. I piccoli paesi dell'entroterra dovrebbero essere considerati veri e propri satelliti della grande città e per questo valorizzati in modo tale da rappresentare una vera alternativa apprezzabile alla vita in città come avviene in molte altre nazioni più all'avanguardia in termini di benessere collettivo. Forse qui in Liguria non c'è la volontà di migliorare il territorio interno e le condizioni di vita dei suoi cittadini e ciò potrebbe sembrerebbe intuibile dalla mancanza totale di interventi realmente improntati a rendere i paesi dell'entroterra più vicini al resto del mondo. Basterebbe assai poco.
- Non ho gli strumenti per stabilirlo
- A causa del problema strade diversi pendolari hanno preferito trasferirsi in città
- Pochi bambini
- non risiedo più a campo ligure
- Ci sono sempre meno bambini, rispetto ai miei tempi sono meno della metà
- ?
- Mi sembra che ci siano più o meno sempre le stesse nascite annuali

- La mia leva 1972 era di 40 bambini, quella di mia figlia Linda 2017 di 9.
- Meno nascite più morti
- Lo dicono i dati demografici
- Pessima qualità dei trasporti e della condizione delle strada (autostrada e statale)
- ho notato un calo demografico perché seguo l'andamento della popolazione
- Popolazione anziana, scarse nascite non compensate dall'immigrazione
- Poche famiglie giovani
- La difficoltà nei trasporti costringe molte persone a trasferirsi a Genova e sono soprattutto i giovani o chi si era trasferito qui in precedenza (i foresti!) A tornare indietro.
  Noi che abbiamo superato i cinquanta difficilmente ce ne andiamo, ma a volte la tentazione c'è
- Essendo assente tutto il giorno per lavoro non riesco a recepire se c'è stato un calo demografico
- Il resoconto delle nascite annuale è minore di anno in anno
- Non conosco precisamente l'andamento demografico degli anni precedenti quindi non so se ci sono state meno nascite in confronto
- Molti dopo I 25 anni vanno via per studio o lavoro
- No, anzi ci sono famiglie nuove venute da fuori
- C sono molti più giovani di una volta secondo me....poi con il fatto che questo è un paese "tranquillo" dalle città si spostano e vengono a rompere il belino qui.....
- Perché a Campo Ligure vivono tantissimi bambini e inoltre si vedono spesso giovani donne in dolce attesa.
- Ho visto che il numero di residenti è più basso e molti che conosco (me compreso sono andati via)
- Ci sono meno bambini
- Non mi interessa della popolazione di campo
- Ho visto anni con meno nascite di quest'ultimi
- Ho consultato i dati sulla popolazione di Campo Ligure
- non so
- Vedo meno bambini

Questionnaire 7

Would you like to see new residents in the town?
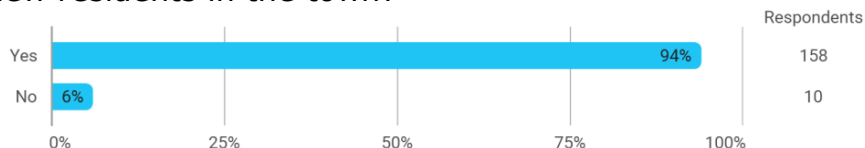
Questionnaire 7.1

Why would you have or not more residents in the town?
- Ttt
- Perché un paese di una piccola comunità dove tutti si conoscono ed ampliare le conoscenze è sempre bello
- Ci sono molte case vuote da ristrutturare
- Nella vita mi sono confrontata con persone e culture diverse dalla mia, ho anche abitato per un breve periodo in Germania. Successivamente ho abitato in provincia di Savona per poi tornare a Campo. È sempre bello conoscere storie nuove!
- .
- Perché le persone che arrivano da contesti diversi, portano con se esperienze, idee e mentalità nuove che possono solo che arricchirci
- Vorrei averli perché è bello avere nuove persone di diversa coltura e provenienza
- Potrebbero dare maggiore slancio alla vita economica, sociale e culturale del paese
- Perché saremmo di più
- Il paese è bello se è vivo.
  Per essere vivo c'è bisogno di persone che facciano vivere le attività commerciali presenti sul territorio, acquistando nei loro esercizi e questo avviene solamente se c'è un numero consistente di residenti. Quindi più residenti ci sono meglio è per tuttim
- Per ringiovanire l'età media e per far ripartire l'economia dei negozi
- Campo Ligure è un bel posto in cui vivere..é una bella comunità e sarebbe bello continuasse a popolarsi
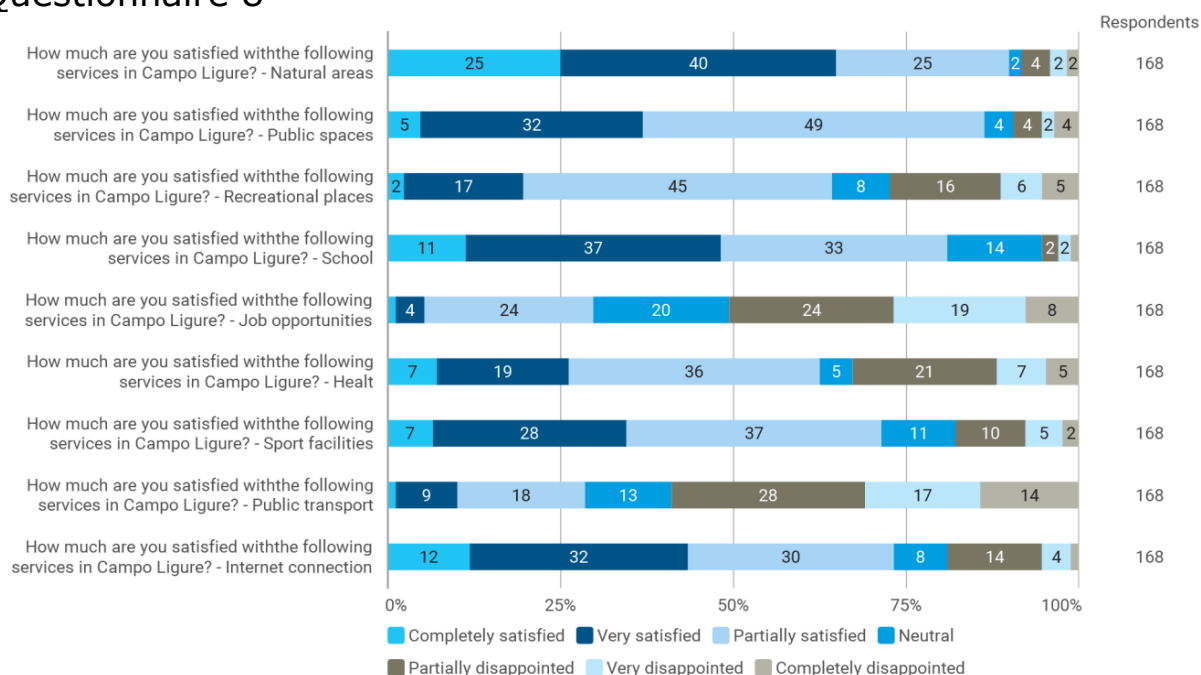- un po' più di vita!

- Nuove conoscenze
- Perché ormai l'attaccamento al luogo, alle tradizioni, al dialetto sta venendo meno e chi non c'è nato difficilmente può vedere il luogo come un posto dove metter radici viste anche le oggettive difficoltà logistiche di lavoro ecc
- Piu' residenti, più vita
- Vorrei nuovi residenti per vedere brillare il paese
- Per conoscere gente nuova
- Perché ci sarebbe più vita e ossigeno per le attività commerciali. A patto che i nuovi arrivati siano brave persone.
- Li vorrei per rendere il paese più vivo e per aiutare l'economia dei negozi
- A livello personale trivo che sia sempre positivo allargare la rete di amicizie e a livello di paese sarebbe una rinascita!
- Più popolazione c è più è vivo il parse
- Più gente più possibilità di comunicare
- Perché se no non è più un paesino
- Perché sarebbe bello vedere il paese tornare a vivere e perché credo che il paese abbia molto da offrire
- Rafforzare la comunità
- Dipende da che tipo di residenti....., persone per bene certo ! Parassiti o delinquenti, o semplicemente incivili e maleducati direi di no , ne abbiamo già a sufficienza, anzi quelli potrebbero tranquillamente trasferirsi, credo sarebbe un bene per l immagine del paese e non solo....
- Per aumentare la popolazione
- M
- È bello conoscere nuove persone; è sempre una scoperta e fonte di arricchimento
- Non mi cambianite, sì spera persone interessanti
- Un maggior numero di residenti garantirebbe la sopravvivenza al paese e alle sue attivita
- Più varietà di pensieri
- Il primo fattore a manifestarsi una volta inserito un nuovo residente è profondamente legato al suo impatto economico, ogni nuovo residente porta ricchezza (affitti/case di proprietà; spesa nei negozi,; contributi e tasse, servizi, ecc ecc...)È indubbio.
  Una volta inseritosi nel contesto, un nuovo residente può diventare un protagonista attivo di tutto ciò che è vita comunitaria: cultura,relazioni sociali, volontariato.
- Per vedere crescere il paese in modo da creare nuove opportunità
- Affinché il borgo continui a vivere
- Perché il paese deve restare vivo
- Per rendere il paese ancora più vivo
- Perché conoscere persone nuove è sempre un arricchimento
- Per evitare lo spopolamento
- È un paese molto gradevole in cui vivere, ci si conosce tutti e le persone sono gentili. sarebbe un peccato se dovesse spopolarsi o diventare una città dormitorio per chi lavora e vive in città più grandi
- Più gente più vita più opportunità
- Mi piacerebbe avere nuovi residenti per dare di nuovo vita al paese che ogni anno si spegne sempre di più.
- Vorrei un paese più ricco di culture diverse, con più movimento e più attività.
- Per conoscere persone nuove, che a volte portano anche stimoli nuovi.
- Non voglio che il paese scompaia
- Un paese ripopolato porta anche a più persone in giro e quindi una maggior voglia dì vivere il paese.. Le strane vuote specialmente verso sera mettono tristezza.. Penso che campo ligure abbia un buon potenziale.. Bisognerebbe migliorare il trasporto pubblico per agevolare i pendolari e magari tante persone con un efficiente trasporto pubblico, sarebbero anche più invogliare a vivere in "campagna" piuttosto che tra lo smog della città..
- Vorrei avere nuovi residenti, magari porterebbero una ventata di novità a questo mortorio
- Vorrei vedere più bambini
- Ne gioverebbero i servizi che già esistono e sarebbero potenziati proprio per il maggior numero di persone. I negozi e anche nuove attività.
- Più residenti significa anche più servizi
- Perchè comunque c'è stato un calo vistoso del numero di abitanti, soprattutto giovani.
- Per rendere più vivo il paese
- L'età media della popolazione è alta, vorrei che ci fossero più bambini e più giovani .Un maggior numero di famiglie giovane porterebbe più vita ,più servizi e opportunità per tutti.

- È un modo per mantenere più vivo e giovane il paese
- Più di é meglio é
- Per evitare che il paese perda servizi, sportelli banca e posta
- Perché è bello incontrare facce nuove
- nuovi residenti portano cambiamento e nuove idee soprattutto se stranieri
- Per fare nuove conoscenze
- Ne vale la sopravvivenza del nostro comune. Soprattutto nuove giovani coppie sarebbero la soluzione al rischio spopolamento
- La possibilità di avere più residenti nel paese garantirebbe a quest'ultimo di affrontare in modo migliore le difficoltà collettive, di creare una comunità che sia indipendente e solida nel mantenere le tradizioni locali, le attività commerciali e quelle turistiche, inoltre fornirebbe la possibilità e la necessità di creare un maggior numero di infrastrutture, servizi e nuove opzioni lavorative.
- volevamo residenti che potessero investire nella nostra città e generare nuovi posti di lavoro
- Avere più residenti dovrebbe garantire più servizi in paese.
- La domanda precedenti non prevede l opzione "dipende". X poter andar avanti ho dovuto per forza scegliere, ho messo SI. Ma falsa il risultato. Si se sono persone produttive ed autosufficienti economicamente. No in caso contrario
- È bello avere un paese vivo, con tante attività
- Per fare vivere di più il paese
- sopravvivenza la comunità
- Non per so di avere ragioni contrarie.penso che nuovi residenti possano solo essere un fattore positivo per in piccolo paese
- Credo che campo sia semplicemente meraviglioso, ma ho bisogno di persone che continuino a voler stare in un paesino tranquillo
- Più gente c'è e più rimane "vivo" il paese
- Un aumento del 10% della popolazione, sarebbe tranquillamente tollerabile mantenendo ciò che di positivo è presente nelle piccole realtà ma al contempo l'aumento potrebbe essere dovuto alla creazione di nuove piccole realtà lavorative che manterrebbero vivo il paese.
- Per ampliare le conoscenze
- .
- Vorrei che il mio paese si ripopolasse
- Ripopolare l'entroterra è importante
- Perché si
- Più residenti più crescita del oaese più amicizie
- Mi piace l'idea
- Più gente c'è meglio è per tutte le attività
- Nella speranza che aprano nuove attività da renderebbe paese un po più vivo.
- Per avere maggiori possibilità in qualsiasi ambito e perché se no il paese "moriebbe"
- Per fare rivivere il paese che è piuttosto.. spento
- Il centro storico si sta svuotando
- È bello che i piccoli paesi continuino a vivere
- Perché il paese sarebbe più vivo e i negozi non sarebbero costretti a chiudere
- Scambio di esperienze
- Il paese ultimamente è "morto"
- Vedo molti lati positivi nell'inserimento di nuove persone in realtà piccole come Campo Ligure
- Più è popolato più un paese è florido
- Per non far morire questi piccoli borghi
- Lo vorrei per tenere vivo un piccolo borgo dove la qualita' della vita e', secondo me, molto buona
- Il paese continuerebbe a vivere e si arricchirebbe sotto tutti i punti di vista
- Vorrei avere + residenti pk un paese in calo demografico muore
- Un paese abitato è un paese vitale
- per trovare nuovi amici
- Per rendere più vivo il paese
- Perché meno abitazioni sarebbero vuote e ci sarebbe chi farebbe girare un po' di economia
- Campo Ligure è tradizionalmente chiuso verso i 'foresti' e il campanilismo (ad esempio verso Masone) è di antica data; altri Comuni limitrofi sono più aperti, almeno mentalmente, ed è chiaro che 'l'unione fa la forza'. Ovviamente, quando parliamo di 'residenti in paese', si intendono, in generale, persone che abbiano un lavoro ed auspicabilmente possano formare una famiglia.
- Sono una persona cordiale , la gente mi piace, e se si comportano in modo civile e corretto ben vengano
- Per rendere vivo questo paese

- Perchè il paese merita a 360 gradi e perchè ci poprebbero essere innumerevoli occasioni di sviluppo lavorativo
- Se sono giovani è meglio... Bisogna ravvivato sto paese solo di anziani chiusi mentalmente
- Vivacità dell'ambiente
- Per dare più vita è movimento al paese
- Mi piacerebbe che il paese rimanesse vivo, con i suoi negozi e con gente in giro
- Per me è indifferente ma penso che nuovi residenti possano portare una ventata di aria fresca, possano arricchire il paese.
- Per vedere volti nuovi
- Arricchisce il territorio sotto ogni punto di vista
- Se la popolazione cala il paese muore
- Sarebbe molto bello avere nuovi residenti in fondo il paese merita
- Perché è un paese che sta morendo.
- Perché mantenere vivi i piccoli borghi significa mantenere viva l'Italia e le sue origini.
- Mi piace il mio paese natale e vorrei vederlo crescere
- Mantenimento servizi
- Per vivacizzarlo, renderlo più interessante e frequentato, rendere le attività ed i servizi sostenibili
- Perché campo ligure è bellissimo e ci si vive bene
- Per far sì che le attività in paese non siano costrette a chiudere o spostarsi in città
- Magari ci sarebbe più apertura mentale, più locali ecc
- Perché mi piace conoscere gente nuova
- Li voglio x ripopolare il paese
- Avere più persone che occupano il paese lo rende più vivibile
- Vorrei che fosse di nuovo vivo come anni fa
- Per conoscere altre persone.
- Sicuramente vedere persone nel mio paese è motivo di orgoglio per questi fantastici posti
- Perché i paesi vivono se sono abitati, i servizi aumentano se c'è un'utenza che ne usufruisce.
- Non c'è un vero motivo, semplicemente sono una persona molto aperta a fare nuove conoscenze
- Sono una persona molto aperta a fare nuove conoscenze.
- Per poter sviluppare il paese dal punto di vista economico-sociale
- Più vita,più negozi, più socialità
- Più persone significa più diversità e si può sempre imparare
- Spero che arrivino persone giovani e c on iniziative.
- Più case abitate, più manutenzione, magari cascine utilizzate, campi e boschi più curati
- Perché ci sarebbe più arricchimento culturale
- per ripopolare e dare vita a un paese ormai troppo silenzioso
- Preferisco posti tranquilli
- Più multiculturala
- Mi piacerebbe vedere più residenti provenienti da fuori per arricchire la popolazione
- Dove c'è vitac'è speranza o meglio c'è futuro. Questo dovrebbe essere il leitmotiv dei piccoli borghi liguri che stanno costantemente viaggiando senza freni verso lo spopolamento definitivo. L'insediamento di nuovi abitanti equivarrebbe al ripristino nella propria sede di un ingranaggio mancante ormai da decenni, riavviando quel naturale meccanismo che da sempre è alla base della vita di ogni realtà sociale organizzata in comunità. Ne trarrebbe vantaggio ogni settore e si avrebbero miglioramenti immediati e via via sempre maggiori sotto ogni punto di vista. Ne trarrebbero giovamento tanto l'economia quanto la vita sociale, aumenterebbero le possibilità occupazionali e ne gioverebbero anche i rapporti tra cittadini ed istituzioni. Ne trarrebbero vantaggio anche i nuovi residenti che potrebbero apprezzare i molti aspetti positivi della vita in un piccolo centro dell'entroterra coma Campo Ligure.
- Perché il paese sarebbe più vivo.
- L'arrivo di nuove persone permette di sopravvivere a un comune molto piccolo e permetterebbe di conoscere nuove persone e nuovi modi di pensare
- Per ripopolare il mio paese
- più vita, più idee
- Perché il ora se resti vivo
- ?
- Perché credo sia un paese con pochi giovani
- Perché senza residenti il paese muore
- Dipende da chi arriva. Se sono persone oneste ben vengano.
- Penso che questo sia il numero giusto
- .

- perché diventerebbe un paese ancora più vivo e con più opportunità per tutti
- Mantenimento e/o ampliamento servizi necessari alla sopravvivenza del paese
- Per avere un commercio piu' vivo
- Perché un paese che si spopola è destinato a morire e io vorrei che Campo vivesse for ever!
- Sono contenta se arrivano nuovi residenti perché più persone rendono più viva e attiva la comunità
- Per ravvivare il paese
- Perché il paese ha bisogno di nuove risorse
- Piu' residenti piu' "domanda interna"
- Non lo so
- Accoglienza ligure.
- Perché credo che nuovi residenti, rinvigoriscono la comunità inoltre creano nuovi scambi culturali.
- Sarebbe in peccato se si svuotasse. È un bel posto dove crescere e nonostante sia un paese vecchio è molto inclusivo da sempre.
- Perché portano vita nel paese
- Perché rompete i coglioni
- Perché praticamente il 90% delle persone che si sono trasferite a Campo negli ultimi anni sono dei mezzi delinquenti, o dei nullafacenti. Preferirei evitare nuovi acquisti. Gli scalini della chiesa sono già saturi.
- Il paese si sta spopolando e ne risentono le attività commerciali, culturali e sportive
- per aprire la mente
- Con più residenti il paese sarebbe più vivo

Questionnaire 8

Questionnaire 9

Have you ever been in smart working or in digital learning?

		Respondents
Yes, during pandemic but I stopped/will stop after the lock down	32%	53
Yes, during pandemic and I probably will continue after	18%	30
Yes, from before pandemic	7%	12
Never, and I probably will never do it in future	23%	38
Never, but maybe will do it in future	11%	18
I'm pensionist/out of labour market	10%	17

0%   25%   50%   75%   100%
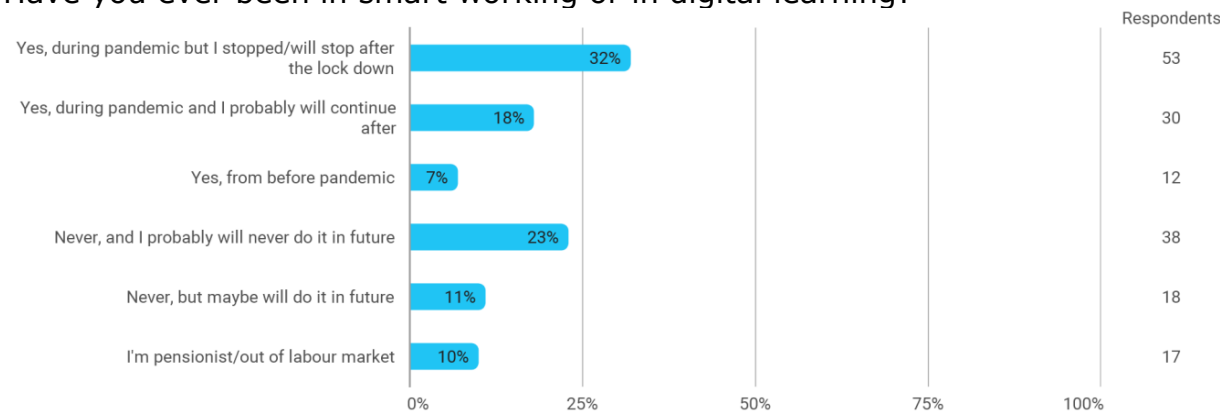
Questionnaire 9.1

How much do you agree with the following statements? - If I could, I'd continue with smart working/digital learning

		Respondents
Completely agree	9%	5
Much agree	11%	6
Partially agree	19%	10
Neutral	4%	2
Partially disagree	17%	9
Much disagree	25%	13
Completely agree	15%	8

0%   25%   50%   75%   100%

Questionnaire 9.2

Statement	Respondents
How much do you agree with the following statements? - I could balance better work and life	23 / 25 / 17 / 12 / 16 / 4 / 3 — 95
How much do you agree with the following statements? - I improved my digital skills	14 / 25 / 22 / 28 / 6 / 3 — 95
How much do you agree with the following statements? - I spared money	38 / 37 / 11 / 11 / 3 — 95
How much do you agree with the following statements? - I've been more productive	18 / 16 / 24 / 18 / 9 / 8 / 6 — 95
How much do you agree with the following statements? - I spent more time with my family	34 / 27 / 27 / 5 / 5 — 95
How much do you agree with the following statements? - I was able to maintain my social and work relationship with my colleagues	8 / 23 / 36 / 14 / 9 / 6 / 3 — 95

Legend: Completely agree · Much agree · Partially agree · Neutral · Partially disagree · Much disagree · Completely agree

Questionnaire 10

What would you improve in Campo Ligure, to make it more attractive to potential new residents?

- Ttt
- Creerei più attività per i giovani come locali per aperitivi soprattutto di inverno quando fuori fa molto freddo e creerei posti di lavoro più sicuri e meno stagionali .
- Mezzi di trasporto
  Strada Statale
  Autostrada
  Linea ferroviaria
- Miglioramento delle linee dei mezzi pubblici, aree destinate ai cani, aree attrezzate anche ai bambini molto piccoli. Via principale esclusivamente pedonale.
  Miglior impiego della tecnologia nella vita quotidiana, per esempio dove eravamo prima si poteva fare la spesa tramite app, adesioni a servizi delivery ecc..
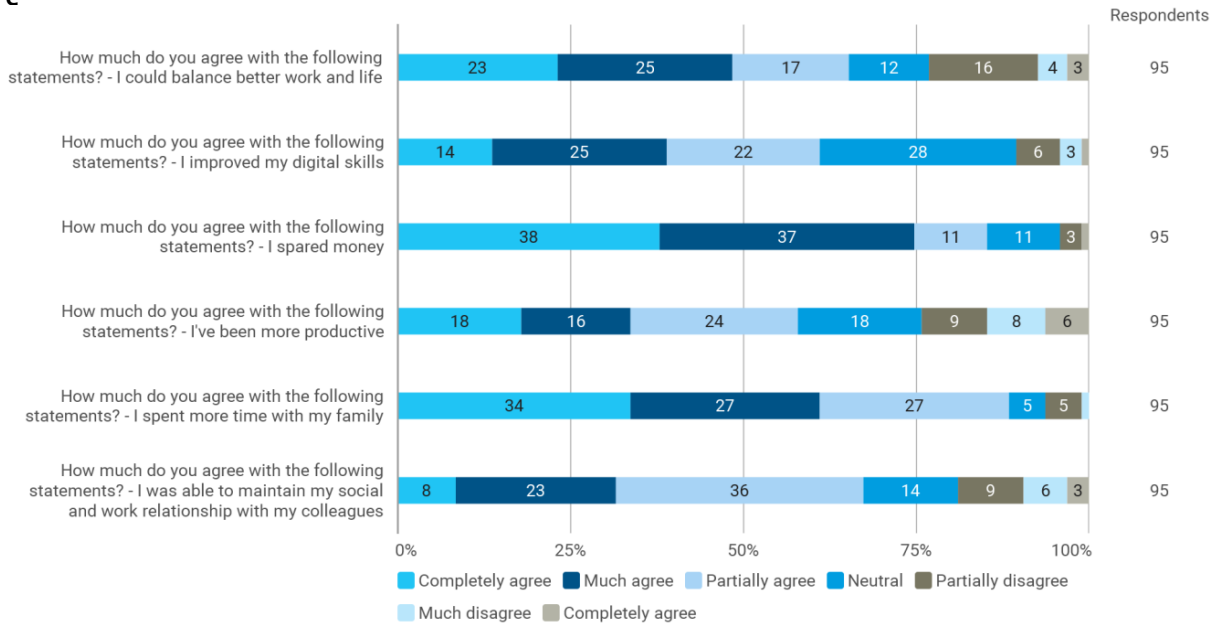- .
- Aumentare la professionalità di esercenti e delle imprese, che spesso non sono competitivi rispetto ad altre realtà, sia a livello economico che per i servizi offerti. Diffondete una mentalità aperta ed indirizzata all'interesse comune. Meno diffidenza nei confronti degli estranei. Avere più offerta per il divertimento dei giovani e per gli interessi culturali quali musica, sport e teatro.
- Renderei migliori i servizi per le famiglie, dopo scuola, parchi gioco,palestre
- Trasporti pubblici e viabilità
- Migliorato il trasporto pubblico e la situazione delle autostrade, il nostro paese è veramente un'isola di tranquillità quasi perfetta.
- Chiedere di diminuire il costo del riscaldamento domestico, sennò i costi per chi si vuole trasferire si alzano
- Aggiungerei un'area giochi per bambini in paese in una zona più centrale anche con giochi inclusivi e adatti a bambini piccoli
- Di per se io paese non ha niente che non va, sono i residenti che hanno un approccio un po' burbero con gli sconosciuti
- Wifi potente e gratuito
  Scuole serali anche online
  Recupero della memoria storica attraverso lezioni di storia locale che tramandi le tradizioni
  Scuola di dialetto locale
  Punti di incontro culturali

Corsi di arti varie, musica
Sviluppo di una sensibilità ecologica e forme di energia rinnovabile
- Attività di svago
- Fondamentali sono le infrastrutture (strade, autostrade, ferrovie) per potersi muovere rapidamente verso Genova, la riviera o il Piemonte. Poi ci vorrebbero delle industrie che garantiscano posti di lavoro, sfruttando la vicinanza del casello autostradale e dei porti di Genova e Pra
- Piscina al coperto asilo nido palestra
- La mentalità chiusa della gente!
- Non saprei
  Forse la sanità
- Migliorare il trasporto pubblico e le vie di comunicazione
- Certi abitanti.... non tutti eh !!
- Più attività per i giovani ..
- Molte cose
- Trovo che negli ultimi anni Campo Ligure abbia saputo migliorare la sua veste estetica e quindi attrattiva. Purtroppo gli ultimi eventi non lo rendono facilmente accessibile, l'autostrada è ormai un problema dalla caduta del ponte Morandi ed è quasi impercorribile, la statale in direzione Ovada è chiusa da più di un anno e mezzo per una fantomatica frana che nessuno cerca di sistemare e la linea ferroviaria privilegia le merci a scapito dei pendolari. Direi quindi che il più grosso problema è la viabilità e questo è un forte handicap per chi vuole trasferirsi a Campo Ligure o vuole far partire un'attività. Capisco che questo però sia un problema non facilmente risolvibile da chi amministra il paese in quanto dovrebbe essere preso in carico da enti quanto meno a livello regionale.
- Trasporti
- Sicuramente andrebbero migliorati i collegamenti con Genova e con il basso Piemonte. Inoltre bisognerebbe migliorare la connessione ad internet.
- Politiche per il turismo che siano più intelligenti, stop alle sagre fatte solo per il piccolo cerchio di amici.
  Miglioramento della viabilità e pedonalizzazione totale del contro storico.
- I trasporti e le vie di comunicazione
- Migliorerei i collegamenti con i centri più grandi per facilitare l'accesso a risorse poco disponibili a Campo. Sarebbe bello riqualificare il cinema, che da anni non è più in attività.
- Migliorare la viabilità ed i collegamenti ferroviari con Genova ed il Piemonte
- Molto scelte dipendono purtroppo da una gestione statale: una sanità locale maggiormente presente, più collegamenti grazie ai mezzi pubblici, strade tenute meglio ecc. Mi piacerebbe che il comune si impegnasse a incentivare l'imprenditoria giovanile
- Abbiamo molto potenziale per quanto riguarda sentieri e percorsi, si potrebbe sfruttare meglio il territorio per incentivare sport e attirare gente sotto quel punto di vista..
- Estirperei il fare grebano e provinciale insito nella mentalità dei cittadini (non tutti per carità) che è uno dei motivi che non mi ha fatto pesare l allontanamento da campo, e spesso sento lamentarsene da chi non è nato e cresciuto a campo.
- Trasporti pubblici.. Riuscire a far vivere di più il paese.. Chiudere il centro storico per permettere ai commercianti e bar specialmente in estate di mettere tavoli, più fiori.. Insomma renderlo più turistico e ancora più estetico di quel che è..
- Molte cose, tra cui :

  - Un servizio efficiente di medicina territoriale

  - Un'offerta culturale adeguata

  - Impianti sportivi al passo con i tempi (skatepark etc.)

  - Un trasporto pubblico efficiente

  - Viabilità efficiente
- La mobilità e i servizi alla persona
- Wifi gratis 8n tutto il paese
- Ci vorrebbe una connessione internet degna di questo secolo e qualche area in più per i giovani.
- I collegamenti con Genova e il basso Piemonte dovrebbero essere molto più veloci e vari.
  Dovrebbero esserci più posti di lavoro in Valle.
- Servizi di collegamento stradale e ferroviario
- I collegamenti verso Genova ed il Piemonte

- maggiori servizi digitali
- Paese chiuso al traffico.
- Alcuni servizi relativi alle giovani famiglie. Oltre al già presente asilo nido sarebbero utili incentivi affinché diventi attrattivi vivere qui. Occorre migliorare molto i trasporti, soprattutto quello ferroviario
- Inserire più luoghi dedicati al tempo libero e all'intrattenimento (es.: cinema, pub)
- per l'arrivo di nuove aziende che generano lavoro. Vorrei esplorare un po 'di più nel turismo e nell'agriturismo .. un'attrazione per chiamare nuovi residenti
- I mezzi di trasporto e le infrastrutture. La fibra.
- collegamenti stradali e ferroviari
  servizi alle famiglie
- Potenzierei i servizi di assistenza per le famiglie (es.asili nido ecc) per incentivare le nascite
- Le risposte date in precedenza non vogliono sminuire ciò che si è fatto e si sta facendo x il "bene" del paese e della collettività, ma forse, vedendo le cose un poco criticamente si ha maggior spinta a farle meglio

  (Un aumento esponenziale della burocrazia e delle relative tempistiche, una diminuzione delle risorse
  sia economiche disponibili intese come fondi, che delle forze fisiche intese come giovani in un mondo, nazione, regione, comune con età media sempre più alta a mio modesto parere impediscono un costante miglioramento)

  Utile a parer mio è destinate risorse a chi decide di acquistare casa, sposarsi, avere figli poi migliorare il trasporto pubblico incentivando economicamente chi vivendo nel comune, lavora fuori.

  E per ultimo, ma non per importanza, in una società mondiale che fa della frenesia riassumibile in una parola "citta", il fulcro della vita, investire sulla salvaguardia ed il mantenimento del verde sarebbe un investimento non privo di interessi sicuri.
- Trasporti impianti sportivi negozi servizi
- .
- Punterei su attrazioni turistiche,valorizzerei il centro storico. Punterei su forme di energia ecosostenibili
- Infrastrutture e turismo
- Servizi e turismo. Migliorare infrastruttura e collegamenti.
- Servizi per adolescenti
- Pedaggio autostradale gratis
- Più trasporti e strade migliori
- Potenzierei mezzi pubblici... strade e la pubblicità facendo conoscere la bellezza di Campo Ligure.. uno dei Borghi più belli d'Italia
- Occorre dare case antiche a ottime condizioni di prezzo e spesa x restauro
- Cercherei di migliorare i servizi generali
- Più pulito e le attività più aperte
- Luoghi e attività turistiche aperti nei week end, rivalutazione aree gioco per bambini,
- Ci sarebbe bisogno di spazi fruibili al coperto per bambini e/o adulti quando il tempo non permette di stare all'aperto
- Migliorerei il trasporto pubblico
- Qualita' dei collegamenti ai centri vicini: stradali e ferroviari
- Mezzi di trasporto e collegamenti con la città.
  Renderei il centro zona pedonale
  Dovrebbe essere inserito in circuiti turistici naturalistici internazionali
- Renderei pedonale il centro storico
- chiudere il trafico nel centro storico (escluso merce nel giusto orario, ambulanze, Croce Rossa ecc)
- Ci vuole più attrazione turistica curando al meglio il nostro borgo
- + aree ricreative x i bambini, valorizzare il territorio attraverso eventi sportivi (mtb/ trekking), e sicuramente vedere una estrema pulizia sia nel paese , in periferia e nei boschi che la circondano....
- Parchi per i bambini, locali per i giovani , più verità di negozi
- Secondo me ci sono margini sufficienti per aperture di nuovi locali, vorrei più pedonalizzazione, migliore offerta ferroviaria
- Ci vorrebbe un posto o un qualcosa per i giovani, il paese vicino è molto più giovanile, campo ligure no assolutamente

- Migliorerei la rete dei trasporti, mi piacerebbe ci fossero tariffe agevolate per il clima rigido, vorrei il doposcuola per i bambini, e che i residenti fossero meno polemici e meno gelosi e orgogliosi del proprio Paese
- Migliorare connessione a internet, valutare possibilità di uffici share, in modo da avere relazioni umane con nuovi colleghi anche di altre realtà.
- Penso la sezione dei trasporti verso le cittadine limitrofe e città principali, la viabilità che ultimamente è stata compromessa, e qualcosa per i ragazzi più grandi che sono penalizzati perché non hanno grandi svaghi rispetto ai più piccoli.
- Gli impianti sportivi, gli spazi pubblici.
- Miglioramento collegamenti ferroviari e stradali con Genova
- Ci sono tante piccole cose da migliorare : più servizi, più cura per i luoghi pubblici, più attività per i giovani......
- Ci sono parecchie cose da rivedere
- Mi piacerebbe ci fossero delle vere piste ciclabili per collegare i tre paesi della valle per usare più la bici e meno l'auto.Ma purtroppo avendo poco spazio per la conformazione del nostro territorio non so se sia attuabile...
- I servizi di scuola materna e nido gratuiti grazie alla collaborazione delle ditte locali. Puntare di più sul turismo.
- Potenziare strutture e servizi
- Shuttle
- Centro Storico pedonale sempre.
  Migliorare parecchio la raccolta spazzatura.
  Spostare il Mercato in Piazza e vie adiacenti.
- Migliori collegamenti con la città, avere nuovi posti di lavoro in paese, occuparsi delle vie rurali e in generale del verde del paese
- Ci sarebbe da lavorare molto sui servizi. Spostarsi da Campo Ligure per andare a lavorare è sempre un'odissea
- Il servizio di trasporto pubblico.
- I trasporti
- Più area giochi per i bambini. Più parcheggi.
- >Credo che sia un OffTopic quello che starò per dire, ma se può servire a qualcosa..
  Da poco sono diventato papà, e dovendo uscire con il passeggino mi sono accorto di quante barriere architettoniche siano presenti in tutto il paese, anche solo per uscire dal mio condominio.
  Se io dovessi mettermi nei panni di una persona sulla sedia a rotelle, privo di aiuti, non avrei assolutamente modo di uscire di casa.
  >Per quanto riguarda attrazioni, covid permettendo, sicuramente ripristinerei il CINEMA. Da ragazzino mi ricordo che con gli amici passavamo molto tempo lì, fino a quando non lo hanno chiuso.
  >Migliorerei sicuramente le zone ricreative pubbliche per i bimbi (i cosiddetti "giardinetti")
  >Recinterei una zolla di terra per farne una zona dedicata ai cani (per es. presso i "giardinetti" oppure dalla pista ciclabile). In questo modo gli animali avrebbero la possibilità di stare slegati in un'area sicura e non in paese. Per non parlare delle defezioni che si trovano in giro.
  >Non sarebbe male sfruttare (o sfruttare di più) alcuni luoghi per MUSICA dal vivo, vedi Castello, Comunità Montana, all'aperto perché non Piazzale Europa (il parcheggio di fronte al Palazzetto)
  Al momento non mi vengono in mente altre idee ;)
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  Al momento non mi vengono in mente altre idee ;)
- Strutture ricreative e ricettive

- Aumentare i collegamenti ferroviari e autostradali.
- Migliori trasporti pubblici
  Corsi per la terza età
  Aiuto per attività culturali Piemonte e Genova
- Bisognerebbe che i gestori di esercizi pubblici fossero più disponibili, così come la popolazione ma siamo liguri e l' accoglienza non è proprio il ns forte
- comunicazione e condivisione, cosa che per i camparolli originals è cosa assai difficile da assimilare
- Più zone ricreative, più attività naturali
- Trasporti pubblici, luoghi ricreativi al chiuso visto il clima, scambi culturali tra diverse nazionalità, eventi per giovani, più scelta di sport o attività motoria per diverse età.
- In primo luogo, mi ripeto ma è inevitabile, migliorerei i trasporti, sia quelli regionali totalmente inadeguati sia quelli locali inesistenti. Infati non è possibile che nel 2021 non esiste un servizio navetta gestito dal Comune che garantisca il collegamento tra il paese e la locale stazione ferroviaria, la stazione sembra vicina al paese ma quando piove o nevica diventa assai scomodo raggiungerla o ritornare in centro. Si tratterebbe di un piccolo pulmino che facesse servizio per ciascun treno in arrivo ed in partenza, ovviamente a pagamento con una tariffa proporzionata al servizio (massimo 1€ a corsa). In secondo luogo opererei una riduzione delle tasse comunali per tutti i residenti, e proporrei anche una revisione del piano regolatore che, nonostante la crisi del settore edilizio, impone restrizioni tali da impedire quasi la costruzione di nuove piccole abitazioni che sarebbero molto ricercate da possibili nuovi residenti.
  Attuerei anche la chiusura totale del centro storico concedendo il lasciapassare elettronico ai soli residenti nell'area interessata, eliminerei la fontana recentemente costruita all'ingersso del paese dove realizzerei la fermata della navetta di collegamento alla stazione ed alcuni parcheggi di sosta breve 20 minuti per chi deve recarsi nel centro per brevi commissioni. Infine rivedrei completamente il museo della filigrana che non può, così com'è impostato, suscitare il giusto interesse in potenziali turisti visitatori e non ultimo provvederei a riallestire il Pinocchio meccanizzato nel Castello medievale e realizzerei nell'area circostante, compreso tutto il centro storico, un parco o percorso in tema del personaggio collodiano. Dimenticavo, riorganizzare il concorso di pittura che si svolse dagli anni50 fino alla fine degli anni 70 ripristinando la tradizionale e singolare affissione alle facciate delle case dei quadri prodotti ogni anno.
- Manutenzione strade, mezzi di trasporto.
- Qualsiasi cosa per i giovani e bambini per loro non c'è nulla
- Il trasporto pubblico ed i collegamenti con Genova.
- Mezzi di trasporto e viabilità
- Logistica
- Servizi per infanzia
  Servizi digitali
  Servizi sanitari
- Chiuderei sempre alle auto , lasciando il paese zona pedonale
- Assolutamente un miglioramento dei trasporti sia su rotaia che su gomma, poi delle agevolazioni sul costo del riscaldamento che qui è una voce pesante del bilancio delle famiglie
  Un abbraccio a Lucia nostra compaesana
- Maggiore attenzione per il recupero di sentieri escursionistici , migliorare la pulizia nel paese
- Una maggiore disponibilità di mezzi di trasporto.
- Di per se e' un bel posto e vivibile va valorizzato quello. Migliorerei sentieristica e attivita' outdoor. I campi da tennis, che e' uno sport nazionale in ascesa e puo' essere di interesse a nuovi residenti, sono completamente rovinati
- 1 sport oltre il calcio e il pattinaggio
  2 capannone per eventi musicali
  3 rimettere il cinema
  4 capannone per eventi musicali
  5 sfruttare di più il castello
  6 capannone per eventi musicali
  7 la 6 la 4 e la 2
- Campo Ligure è bellissimo così come è! Ma lo vorrei più pulito! Più illuminato, il vicolo dove vivo è a lume di candela! Indubbiamente manca senso civico. Purtroppo è anche vero che le persone non hanno rispetto del paese dove vivono, lasciando spazzatura e deiezioni degli animali! Ma sono fiduciosa che tutto si può migliore, anche il genere umano!
- Fare in modo che sia di nuovo ben collegato con il resto della Liguria e il Piemonte, più passa il tempo e poi diventa difficile poter essere pendolari, cosa indispensabile visto che le possibilità lavorative in vallestura sono molto limitate.

- Lo raderei al suolo e lo ricostruirei con meno comunisti
- Migliorerei le zone pubbliche, sono pietose : i giardini per bambini hanno giochi vecchi, sporchi, con aiuole non curate; la pista ciclabile è initilizzabile da 2 anni (è più utile come discarica a quanto pare). Va curata la pulizia delle vie del paese, che sono disseminate di deiezioni canine e sporcizia varia. Migliorerei la sicurezza del territorio, in pieno pomeriggio ubriachi e drogati in piazza sono una pessima cartolina di presentazione.
- Migliorerei soprattutto i trasporti, specialmente i treni
- Maggiore attenzione allo sport e piste ciclabili

Grazie per aver partecipato, ti auguriamo una buona giornata!

Individual Questionnaire Comments from Campo Ligure *D*

This appendix contains all the respondents individual comments from the questionnaire survey done in Campo Ligure. The question was a followed: What would you improve about Campo Ligure, to make it more attractive to new potential residents? (optional)

1. Ttt
2. .
3. .
4. There are several things to review
5. I erase it and rebuild it with fewer Communists
6. I would create more activities for young people as aperitifs especially in winter when it is very cold outside and I would create safer and less seasonal jobs.
7. I would improve the services for families, after school, playgrounds, gyms
8. I would add a play area for children in the village in a more central area also with inclusive games and suitable for small children
9. More activities for young people ..
10. I would enhance assistance services for families (e.g. nursery schools, etc.) to encourage births
11. Services for teenagers
12. Tourist places and activities open on weekends, re-evaluation of play areas for children,
13. There would be a need for usable indoor spaces for children and / or adults when the weather does not allow them to be outdoors
14. It would take a place or something for young people, the neighboring town is much younger, a Ligurian camp absolutely not
15. Anything for young people and children for them there is nothing
16. Means of transport State road Highway Railway line
17. Improvement of public transport lines, areas for dogs, areas equipped even for very young children. Main pedestrian only street. Better use of technology

in everyday life, for example where we were before, you could shop through apps, subscribe to delivery services, etc.

18. Public transport and traffic

19. Having improved public transport and the state of the highways, our country is truly an island of almost perfect tranquility.

20. Improve public transport and communication routes

21. I find that in recent years Campo Ligure has been able to improve its aesthetic and therefore attractive appearance. Unfortunately, the latest events do not make it easily accessible, the motorway is now a problem since the Morandi bridge fell and is almost impassable, the state road towards Ovada has been closed for more than a year and a half due to a phantom landslide that no one tries to fix. and the railway line favors goods to the detriment of commuters. So I would say that the biggest problem is the viability and this is a strong handicap for those who want to move to Campo Ligure or want to start a business. However, I understand that this is a problem that cannot be easily solved by those who administer the country as it should be taken over by bodies at least at the regional level.

22. Transportation

23. Transport and communication routes

24. Improve traffic and railway connections with Genoa and Piedmont

25. Mobility and personal services

26. Road and rail link services

27. Connections to Genoa and Piedmont

28. Free motorway toll

29. More transport and better roads

30. I would upgrade public transport ... roads and advertising by making known the beauty of Campo Ligure .. one of the most beautiful villages in Italy

31. I would improve public transport

32. Quality of connections to nearby towns: road and rail

33. Improvement of rail and road connections with Genoa

34. Shuttle

35. There would be a lot of work on services. Moving from Campo Ligure to go to work is always an odyssey

36. The public transport service.

37. Transports

38. Increase rail and motorway connections.

39. Road maintenance, means of transport.

40. Public transport and connections with Genoa.

41. Means of transport and traffic

42. Logistics

43. Greater availability of means of transport.

44. Making sure that it is again well connected with the rest of Liguria and Piedmont, the more time passes and then it becomes difficult to be able to commute, which is essential since the job opportunities in Vallestura are very limited.

45. I would especially improve the transport, especially the trains

46. Increase the professionalism of exhibitors and companies, which are often not competitive compared to other realities, both economically and for the services offered. Spread an open mindset aimed at the common interest. Less distrust of strangers. Have more offer for the entertainment of young people and for cultural interests such as music, sports and theater.

47. "Powerful and free wifi Evening schools also online

48. Recovery of historical memory through local history lessons that pass on traditions School of local dialect Cultural meeting points Courses of various arts, music Development of an ecological sensitivity and forms of renewable energy"

49. The infrastructures (roads, motorways, railways) are fundamental to be able to move quickly towards Genoa, the Riviera or Piedmont. Then there would be industries that guarantee jobs, taking advantage of the proximity of the motorway exit and the ports of Genoa and Pra

50. Indoor pool kindergarten gym

51. A lot of things

52. Connections with Genoa and lower Piedmont should certainly be improved. Furthermore, the internet connection should be improved.

53. Policies for tourism that are smarter, stop at festivals made only for the small circle of friends. Improvement of the viability and total pedestrianization of the historical counter.

54. I would improve the connections with the larger centers to facilitate access to resources that are not available in Campo. It would be nice to redevelop the cinema, which has not been in business for years.

55. A lot of choices unfortunately depend on state management: a more present local health system, more connections thanks to public transport, better maintained roads, etc. I would like the municipality to undertake to encourage youth entrepreneurship

56. Public transport .. Being able to make the town live more .. Close the historic center to allow traders and bars, especially in summer, to put tables, more flowers .. In short, make it more touristy and even more aesthetic than it is ..

57. Many things, including: - An efficient territorial medicine service - An adequate cultural offer - Sports facilities in step with the times (skatepark etc.) - An efficient public transport - Efficient traffic

58. The connections with Genoa and the lower Piedmont should be much faster and varied. There should be more jobs in the Valley.

59. Some services related to young families. In addition to the already present nursery, incentives would be useful so that living here becomes attractive. Transport needs to be greatly improved, especially rail transport

60. Means of transport and infrastructure. The fiber.

61. road and rail links services to families

62. The answers given above do not want to diminish what has been done and is being done for the "good" of the country and the community, but perhaps, seeing things a little critically, one has a greater drive to do them better (An exponential increase in bureaucracy and the relative timing, a decrease in both available economic resources intended as funds, and physical strengths understood as young people in a world, nation, region, municipality with an increasingly higher average age in my humble opinion prevent a constant improvement) mine is destined for resources to those who decide to buy a house, get married, have children and then improve public transport by providing financial incentives for those who live in the municipality, work outside the country. And last but not least, in a world society that makes frenzy summed up in one word "

63. Transport sports facilities shops services

64. I would focus on tourist attractions, I would enhance the historic center. I would focus on eco-sustainable forms of energy

65. Infrastructure and tourism

66. Services and tourism. Improve infrastructure and connections.

67. Cleaner and more open activities

68. Means of transport and connections with the city. I would make the center a pedestrian zone. It should be included in international naturalistic tourist circuits + recreational areas for children, enhance the territory through sporting events (mtb / trekking), and certainly see an extreme cleanliness both in the town, in the suburbs and in the woods that surround it ....

69. Parks for children, clubs for young people, more truths than shops

70. In my opinion there are enough marks for the opening of new premises, I would like more pedestrianization, better railway offer

71. I would improve the transport network, I would like there were preferential rates for the harsh climate, I would like after school for children, and that the residents were less controversial and less jealous and proud of their country

72. I think the section of transport to neighboring towns and main cities, the road system that has recently been compromised, and something for the older kids who are penalized because they don't have great entertainment compared to the little ones.

73. There are many small things to improve: more services, more care for public places, more activities for young people ...

74. Free nursery and nursery school services thanks to the collaboration of local companies. Focus more on tourism.

75. Strengthen facilities and services

76. Pedestrian historic center always. Dramatically improve garbage collection. Move the market to the square and adjacent streets.

77. Better connections with the city, having new jobs in the village, taking care of the rural streets and in general of the green of the country

78. More play area for children. More parking.

79. > I think what I'm going to say is an OffTopic, but if it serves any purpose .. I recently became a dad, and having to go out with the stroller I realized how many architectural barriers are present all over the country, even just to go out from my condominium. If I were to put myself in the shoes of a person in a wheelchair, unaided, I would have absolutely no way out of the house. > As for attractions, covid permitting, I would definitely restore CINEMA. As a kid I remember spending a lot of time with friends there, until they closed

it. > I would certainly improve the public recreational areas for children (the so-called "gardens").> Recinterei a clod of earth to make it an area dedicated to dogs (eg at the "gardens" or by the cycle path). In this way the animals would have the opportunity to stay untied in a safe area and not in the country. Not to mention the defections that are around. > It would not be bad to exploit (or exploit more) some places for live MUSIC, see Castello, Comunità Montana, outdoors why not Piazzale Europa (the parking lot in front of the Palazzetto) At the moment I can't think of other ideas;)

80. Better public transport Courses for the elderly Help for cultural activities in Piedmont and Genoa

81. More recreation areas, more natural activities

82. Public transport, indoor recreational places given the climate, cultural exchanges between different nationalities, events for young people, more choice of sports or physical activity for different ages.

83. In the first place, I repeat myself but it is inevitable, I would improve transport, both totally inadequate regional and non-existent local ones. In fact it is not possible that in 2021 there is no shuttle service managed by the Municipality that guarantees the connection between the town and the local train station, the station seems close to the town but when it rains or snows it becomes very uncomfortable to reach it or return to the center. It would be a small minibus that would serve for each arriving and departing train, obviously for a fee with a proportionate rate for the service (maximum € 1 per trip). Secondly, I would make a reduction in municipal taxes for all residents, and I would also propose a revision of the master plan which, despite the crisis in the construction sector, it imposes restrictions that almost prevent the construction of new small houses that would be highly sought after by possible new residents. I would also implement the total closure of the historic center by granting the electronic pass only to residents in the area concerned, I would eliminate the fountain recently built at the entrance of the town where I would make the shuttle stop connecting to the station and some short-term parking lots for 20 minutes for those who he has to go to the center for short errands. Finally, I would completely review the watermark museum which cannot, as it is set up, arouse the right interest in potential tourist visitors and not least I would reorganize the mechanized Pinocchio in the medieval castle and build in the surrounding area, including the entire historic center, a park or path in the theme of the Collodi character. I forgot, to reorganize the painting competition that took place from the 50s

to the end of the 70s by restoring the traditional and unique posting of the paintings produced every year on the facades of the houses.

84. "Childcare services

85. "A focus on rebuilding the things that are already present, such as the cinema."

86. Health services

87. Absolutely an improvement in transport both by rail and road, then by facilitations on the cost of heating which here is a heavy item in the household budget A hug to Lucia our fellow countryman

88. More attention to the recovery of hiking trails, improve cleanliness in the country

89. 1 sport beyond football and skating 2 shed for musical events 3 put back the cinema 4 shed for musical events 5 make more use of the castle 6 shed for musical events 7 la 6 la 4 e la 2

90. I would improve the public areas, they are pitiful: the children's gardens have old, dirty games, with untreated flower beds; the cycle path has been open for 2 years (apparently it is more useful as a landfill). The cleanliness of the streets of the town must be taken care of, which are littered with dog excrement and various dirt. I would improve the safety of the territory, in the middle of the afternoon drunk and drug addicts in the square are a bad presentation card.

91. In itself, the country has nothing wrong with it, it's the residents who have a bit of a gruff approach to strangers

92. The closed mind of the people!

93. Some inhabitants .... not all eh !! ??

94. I would eradicate the Greban and provincial behavior inherent in the mentality of the citizens (not all for charity) which is one of the reasons that did not make me weigh the removal from the field, and I often hear complaints from those who were not born and raised in the field.

95. The managers of public establishments should be more available, as well as the population but we are Ligurians and hospitality is not really our strong point

96. communication and sharing, which for the camparolli originals is something very difficult to assimilate

97. Ask to reduce the cost of domestic heating, otherwise the costs for those who want to move will rise

98. Leisure activities

99. Insert more places dedicated to free time and entertainment (e.g .: cinema, pub)

100. I don't know. Maybe health care

101. We have a lot of potential in terms of paths and routes, we could make better use of the territory to encourage sports and attract people from that point of view ..

102. Sports facilities, public spaces.

103. I would like there to be real cycle paths to connect the three villages of the valley to use the bike more and less the car, but unfortunately, having little space for the conformation of our territory, I don't know if it is feasible ...

104. In itself it is a beautiful and livable place that must be enhanced. I would improve hiking and outdoor activities. The tennis courts, which is a rising national sport and may be of interest to new residents, are completely ruined.

105. More attention to sports and cycle paths

106. Free Wifi 8n all over the country

107. It would take an internet connection worthy of this century and a few more areas for young people.

108. more digital services

109. Improving internet connection, evaluating the possibility of share offices, in order to have human relationships with new colleagues also from other realities.

110. Country closed to traffic.

111. I would make the historic center pedestrian

112. close the traffic in the historic center (excluding goods at the right time, ambulances, Red Cross, etc.)

113. I would always close to cars, leaving the town a pedestrian zone

114. for the arrival of new companies that generate work. I would like to explore a little more in tourism and agritourism .. an attraction to call new residents

115. It is necessary to give old houses at excellent conditions of price and expense for restoration

116. I would try to improve the general services

117. Campo Ligure is beautiful as it is! But I would like it cleaner! More illuminated, the alley where I live is candlelit! Undoubtedly there is a lack of civic sense. Unfortunately, it is also true that people have no respect for the country where they live, leaving behind garbage and animal waste! But I am confident that everything can be better, even mankind!

118. It takes more tourist attraction by taking care of our village in the best possible way

119. Recreational and accommodation facilities

120. > I think what I'm going to say is an OffTopic, but if it serves any purpose .. I recently became a dad, and having to go out with the stroller I realized how many architectural barriers are present all over the country, even just to go out from my condominium. If I were to put myself in the shoes of a person in a wheelchair, unaided, I would have absolutely no way out of the house. > As for attractions, covid permitting, I would definitely restore CINEMA. As a kid I remember spending a lot of time with friends there, until they closed it. > I would certainly improve the public recreational areas for children (the so-called "gardens").> Recinterei a clod of earth to make it an area dedicated to dogs (eg at the "gardens" or by the cycle path). In this way the animals would have the opportunity to stay untied in a safe area and not in the country. Not to mention the defections that are around. > It would not be bad to exploit (or exploit more) some places for live MUSIC, see Castello, Comunità Montana, outdoors why not Piazzale Europa (the parking lot in front of the Palazzetto) At the moment I can't think of other ideas;)

Individual Questionnaire Comments from Campo Ligure E

This appendix contains all the respondents individual comments from the questionnaire survey done in Campo Ligure. The question was a followed: why would you like to see new residents or not?

1. Ttt

2. Because a country of a small community where everyone knows each other and expanding knowledge is always nice

3. There are many empty houses to renovate

4. In my life I have dealt with people and cultures different from mine, I also lived for a short time in Germany. Later I lived in the province of Savona and then returned to Campo. It's always nice to hear new stories!

5. .

6. Because people who come from different backgrounds bring with them new experiences, ideas and mentalities that can only enrich us

7. I would like to have them because it is nice to have new people from different cultures and backgrounds

8. They could give greater impetus to the country's economic, social and cultural life

9. Because we would be more

10. The country is beautiful if it is alive. To be alive there is a need for people who make the commercial activities present in the area come alive, buying in their shops and this only happens if there is a consistent number of residents. So the more residents there are, the better for everyone

11. To rejuvenate the average age and to restart the shop economy

12. Campo Ligure is a nice place to live… it's a nice community and it would be nice if it continued to populate

13. a little more life!

14. New acquaintances

15. Because now the attachment to the place, to the traditions, to the dialect is fading and those who were not born there can hardly see the place as a place to put down roots also given the objective logistical difficulties of work etc.

16. More residents, more life

17. I would like new residents to see the country shine

18. To meet new people

19. Because there would be more life and oxygen for commercial activities. As long as the newcomers are good people.

20. I would like them to make the town more alive and to help the retail economy

21. On a personal level, I believe that it is always positive to expand the network of friendships and at the country level it would be a rebirth!

22. The more population there is, the more the parse is alive

23. More people, more opportunities to communicate

24. Why else is it no longer a village?

25. Because it would be nice to see the country come back to life and because I believe the country has a lot to offer

26. Strengthen the community

27. It depends on what kind of residents ..... decent people of course! Parasites or criminals, or simply uncivilized and rude I would say no, we already have enough, indeed those could easily move, I think it would be good for the image of the country and beyond ....

28. To increase the population

29. M.

30. It's nice to meet new people; it is always a discovery and a source of enrichment

31. Don't change me, yes hopefully interesting people

32. More residents would ensure the survival of the country and its businesses

33. More variety of thoughts

34. The first factor to manifest itself once a new resident is inserted is deeply linked to its economic impact, each new resident brings wealth (rents / owned homes; shopping in shops,; contributions and taxes, services, etc ...). . Once inserted in the context, a new resident can become an active protagonist of all that is community life: culture, social relations, volunteering.

35. To see the country grow in order to create new opportunities

36. So that the village continues to live

37. Why the country must stay alive

38. To make the country even more alive

39. Because meeting new people is always an enrichment

40. To avoid depopulation

41. It is a very pleasant country to live in, everyone knows each other and the people are nice. it would be a shame if it were to become depopulated or become a dormitory city for those who work and live in larger cities

42. More people, more life, more opportunities

43. I would like to have new residents to give new life to the country that every year fades more and more.

44. I would like a country that is richer in different cultures, with more movement and more activity.

45. To meet new people, who sometimes also bring new stimuli.

46. I don't want the country to disappear

47. A repopulated country also leads to more people around and therefore a greater desire to live the country .. The strange voids especially in the evening put sadness .. I think the Ligurian field has good potential .. Public transport should be improved to facilitate commuters and maybe many people with efficient public transport, would be even more tempting to live in the "countryside" rather than in the smog of the city ..

48. I would like to have new residents, maybe they would bring a breath of fresh air to this mortorium

49. I would like to see more children

50. The services that already exist would benefit from this and would be enhanced for the greatest number of people. Shops and new businesses too.

51. More residents also means more services

52. However, there has been a noticeable decline in the number of inhabitants, especially young people.

53. To make the country more alive

54. The average age of the population is high, I wish there were more children and more young people. A greater number of young families would bring more life, more services and opportunities for all.

55. It is a way to keep the country more alive and young

56. More is better

57. To prevent the country from losing services, bank and post offices

58. Because it's nice to meet new faces new residents bring change and new ideas, especially if they are foreigners

59. To make new acquaintances

60. The survival of our municipality is worth it. Especially new young couples would be the solution to the risk of depopulation

61. The possibility of having more residents in the country would guarantee the latter to better deal with the collective difficulties, to create a community that is independent and solid in maintaining local traditions, commercial and tourist activities, moreover it would provide the possibility and the need to create more infrastructures, services and new job options.

62. we wanted residents who could invest in our city and generate new jobs

63. Having more residents should ensure more services in the country.

64. The previous question does not include the "it depends" option. To be able to go on I had to choose, I put YES. But it distorts the result. Yes, if they are productive and economically self-sufficient people. Otherwise no

65. It's nice to have a lively country, with so many activities

66. To make the country live more

67. community survival

68. But I don't know I have reasons to the contrary. I think new residents can only be a positive factor for a small town

69. I think the camp is just wonderful, but I need people who continue to want to be in a quiet village

70. The more people there are, the more the country remains "alive"

71. An increase of 10% of the population would be easily tolerable while maintaining what is positive is present in small realities but at the same time the increase could be due to the creation of new small working realities that would keep the country alive.

72. To broaden knowledge

73. .

74. I would like my country to be repopulated

75. Repopulating the hinterland is important

76. Because yes

77. More residents the more growth of the country and the more friendships

78. I like the idea

79. The more people, the better for all activities

80. In the hope that they will open new businesses that would make the country a little more alive.

81. To have more chances in any area and why else the country would "die"

82. To revive the country which is rather ... dull

83. The historic center is emptying

84. It is good that the small villages continue to live

85. Because the country would be more alive and the shops would not be forced to close

86. Exchange of experiences

87. The country has recently "died"

88. I see many positives in the inclusion of new people in small companies like Campo Ligure

89. The more populated it is, the more prosperous a country is

90. In order not to let these small villages die

91. I would like it to keep alive a small village where the quality of life is, in my opinion, very good

92. The country would continue to live and enrich itself from all points of view

93. I would like to have + pk residents a declining country dies

94. An inhabited country is a vital country

95. to find new friends

96. To make the country more alive

97. Because fewer houses would be empty and there would be those who would run a little economy

98. Campo Ligure is traditionally closed towards the 'outsiders' and the parochialism (for example towards Masone) is of ancient date; other neighboring municipalities are more open, at least mentally, and it is clear that 'unity is strength'. Obviously, when we talk about 'residents in the country', we mean, in general, people who have a job and hopefully can form a family.

99. I am a friendly person, I like people, and if they behave in a civil and correct way they are welcome

100. To make this country alive

101. Because the country deserves all-round and because there could be countless opportunities for job development

102. If they are young it is better ... I need to revive this country only of mentally closed elderly people

103. Vivacity of the environment

104. To give more life and movement to the country

105. I would like the country to stay alive, with its shops and people around

106. For me it is indifferent but I think that new residents can bring a breath of fresh air, they can enrich the country.

107. To see new faces

108. It enriches the territory from every point of view

109. If the population drops, the country dies

110. It would be very nice to have new residents at the bottom the country deserves

111. Because it is a country that is dying.

112. Because keeping the small villages alive means keeping Italy and its origins alive.

113. I like my hometown and would like to see it grow

114. Maintenance of services

115. To liven it up, make it more interesting and popular, make activities and services sustainable

116. Because the Ligurian field is beautiful and you can live well there

117. To ensure that businesses in the village are not forced to close or move to the city

118. Maybe there would be more open-mindedness, more clubs, etc.

119. Because I like meeting new people

120. I want them to repopulate the country

121. Having more people occupying the country makes it more livable

122. I wish he was alive again like years ago

123. To get to know other people.

124. Surely seeing people in my country is a source of pride for these great places

125. Because countries live if they are inhabited, services increase if there is a user who uses them.

126. There is no real reason, I am simply a very open person to making new acquaintances

127. I am a very open person to make new acquaintances.

128. In order to develop the town from an economic and social point of view

129. More life, more shops, more sociability

130. More people means more diversity and you can always learn

131. I hope that young people and initiatives will arrive.

132. More inhabited houses, more maintenance, perhaps used farmhouses, more manicured fields and woods

133. Because there would be more cultural enrichment to repopulate and give life to a country that is now too silent

134. I prefer quiet places

135. More multicultural

136. I would like to see more residents from outside to enrich the population

137. Where there is life there is hope or rather there is a future. This should be the leitmotiv of the small Ligurian villages that are constantly traveling without brakes towards definitive depopulation. The settlement of new inhabitants would be equivalent to restoring a mechanism that has been missing for decades in its headquarters, restarting that natural mechanism that has always been at the basis of the life of every social reality organized in the community. Every sector would benefit from it and there would be immediate and gradually increasing improvements from every point of view. Both the economy and social life would benefit from it, employment opportunities would increase and relations between citizens and institutions would also benefit.

138. Because the country would be more alive.

139. The arrival of new people allows you to survive in a very small municipality and would allow you to meet new people and new ways of thinking

140. To repopulate my country

141. more life, more ideas

142. Why now if you stay alive

143. ?

144. Because I believe it is a country with few young people

145. Because without residents the country dies

146. It depends on who comes. If they are honest people, they are welcome.

147. I think this is the right number

148. .

149. because it would become an even more lively country with more opportunities for everyone

150. Maintenance and/or expansion of services necessary for the survival of the country

151. To have a more lively trade

152. Because a country that is depopulated is destined to die and I would like Campo to live for ever!

153. I am happy if new residents arrive because more people make the community more alive and active

154. To revive the country

155. Because the country needs new resources

156. More residents, more "domestic demand"

157. I do not know

158. Ligurian welcome.

159. Because I believe that new residents invigorate the community also create new cultural exchanges.

160. It would be a pity if it emptied itself. It is a beautiful place to grow up and despite being an old country it has always been very inclusive.

161. Because they bring life to the country

162. Why break my balls

163. Because practically 90% of the people who have moved to Campo in recent years are half-delinquents, or doers. I'd rather avoid new purchases. The steps of the church are already saturated.

164. The country is becoming depopulated and commercial, cultural and sporting activities are affected to open the mind

165. With more residents, the country would be more alive

Individual Questionnaire Comments from Campo Ligure F

This appendix contains all the respondents individual comments from the questionnaire survey done in Campo Ligure. The question was a followed: Have you noticed a decrease in the population? Motivation for your answer to the previous question

1. I am not aware of the country's demographic decline or increase

2. Many young people have moved

3. I remember that at school we were almost always two classes, only of my draft (1993) we were 32. I make a comparison with my daughter's draft (2019) they are just 13/14 children.

4. .

5. I especially noticed this when only 9 babies were born in 2019 (one of which, my son). I thought about the fact that in proportion to the people who died, they are very few.

6. I don't know the number of inhabitants in recent years what it was

7. School enrollment has dropped significantly. The percentage of people missing compared to those born and immigrants is significantly higher

8. Fewer children around

9. I cannot say that I have noticed a demographic decline in my country because despite the numbers speak for themselves, I notice many young people who move to the Ligurian camp and many people born in this country who do not want to leave mainly because the quality of life is very good.

10. Problems with transport, trains always late, closed or congested highways

11. Looking at the numbers of births for example in 1994 and 2019 there has been a decline ..

12. elementary classes are made up of very few children unlike when I went to school, who was easily reaching twenty

13. I was an animator in the Oratory until 2016, in recent years the first elementary school was made up of far fewer children than the average of previous years.

Some were just past 10. I remember that when I started first grade in 2002 we were 21 children

14. I think it is symptomatic of the death of the elderly and the lack of children on the part of our generations

15. Evident from the number of children born since the 1980s, their shouting in the streets is missing

16. I have noticed a demographic decline compared to a decida / fifteen years ago

17. The new generations are fewer

18. There are far fewer children, the elderly have slowly gone away

19. Population decreases are felt, mainly by comparing school classes or kindergarten enrollments

20. As I work at school, I see classes get fewer and fewer.

21. I always see new people settling here even foreigners

22. I don't know, I haven't noticed any demographic decline

23. In my opinion, more and more people continue to move to place as a Ligurian camp

24. A country of more and more dead elderly people and more and more children who move to Genoa to raise their children in the city

25. I do not know

26. C is the demographic decline

27. There are few births and some are moving to be closer to the workplace

28. I do not know

29. Few children ... The average age has risen considerably

30. I do not know

31. I know of the demographic decline thanks to the demographic information that the municipality makes available on social networks. In my opinion it is due to the fact that most of the population is in old age and certainly there are fewer births than in the past. To this I would add that there have been periods in which people who moved were more in number than those who came to live in Campo

32. I do not know

33. This is a figure taken from the Istat investigations

34. There are fewer births

35. Few children, fewer people

36. I haven't lived in Campoligure for 17 years

37. Although the number of deaths exceeds that of births, it seems to me that there are many people, even young people, who choose to settle here

38. Many people I know have had to move for work or study, in the face of a drop in births (fairly in line with the national trend)

39. The population of Campo Ligure has been decreasing for years

40. Fewer children are born and many of my peers have moved to larger cities. The elderly remained

41. I do not know

42. I noticed a demographic decline probably due to an ever greater migration of young people to the cities.

43. I have certainly noticed a decline in births.

44. True, fewer children are born than in the past, but there are also many families who have moved to Campo Ligure from outside.

45. If there has been I have not noticed it, there is a lot of turnover just take a year off when you see unknown people on the street and those you saw until the previous year disappear, at least this is my feeling

46. I can't answer honestly ..

47. Yes, I have noticed a strong demographic heat in recent years

48. Residents have decreased, as in the whole of the province of Genoa

49. Many closed apartments

50. There are fewer children and fewer residents in general

51. It would seem so, especially looking at the school sections but I don't have numbers in hand. Certainly the total population, data in hand, has dropped a lot.

52. The number of deaths is lower than that of births

53. Many people have moved, I believe that the main reasons are: to be closer to the workplace, to have more opportunities (even at a non-working level) and to no longer be a hostage to the bad motorway network in our area.

54. Yes, in terms of fewer births, school classes are fewer and fewer

55. There are fewer children

56. Fewer customers in stores

57. Fewer children screaming around

58. the demographic decline is evident, as well as the reasons for the isolation of these valleys of the Ligurian hinterland (lack of services / infrastructures / transport)

59. Few births

60. Slight decrease shown by the personal data and mainly due to the deficit between births and deaths.

61. I have noticed a demographic decline based on the statistics of the published Istat data

62. Yes, I have noticed

63. There have been years in which there were about ten births, much less than the number of deaths in the same year.

64. I know how many residents there are from the data published by the municipality

65. Compared to the average of the villages in the valley in recent years, the birth rate seems to me to have a good trend

66. You notice more and more ... there are very few births and many emigrations

67. population in constant decline

68. I can't tell

69. Since there has always been a "bitterness" between the Ligurian field and Masone (I only have Madonese friends ??) every now and then I am curious how many fewer inhabitants we have and I have thus noticed the decline

70. It is evident .... fewer and fewer children are born as in the rest of Italy

71. I replied "belly" by not basing the answer on statistical data, indicatively over the years at the national level the birth rate has decreased in fact it seems to me that new recruits with more than 30 people have not been there for years, on the other hand, some immigration has made up for this; so I don't think there have been any major changes in residents in the last 10/15 years

72. I do not know

73. .

74. People move from small municipalities to go to places that offer more possibilities both from the point of view of work and for leisure activities

75. Istat says so

76. ISTAT says so

77. I remember as a child that I used to come to play in public gardens and we were more children than those I see around now ..

78. I'm fine there and I don't care about others

79. I am not informed

80. Given the difficulties in reaching the workplace both towards Genoa and Piedmont, many move.

81. I noticed the few children who attend kindergarten and elementary school in Campo and also by the little presence in sport

82. The population has decreased a lot before we were about 3,000 inhabitants

83. Few births, emigration

84. I haven't noticed

85. Yes, because once about 50 babies were born a year now about 20

86. There are fewer births

87. I am a teacher and there will be few classes in the next few years

88. I have two children in two years with a fair number of children but in other years I have been born less I was told there is an increase but I do not know what is the current trend

89. We have dropped below 3000 inhabitants for a while

90. Yes, I noticed

91. The original population may have decreased, but I notice many new faces and I think new residents have added

92. Fewer people populating the country. Fewer classes at school. Many old people and few young people

93. I don't see many inhabitants that I saw in recent years + and then I learn that they live outside Campo Ligure

94. I was born there and lived there until I was 24. I didn't notice any major differences

95. I see the data

96. We were almost twice as many in the classroom as we are now

97. Maybe compared to when I moved there are fewer people

98. The demographic decline of Campo Ligure, like all the other neighboring municipalities, is visible to everyone and can be seen in the statistics, starting after the war. The now widespread urbanocentric conception is creating 'planetary' disasters, and who owns it is a small part of the problem ...

99. I do not have certain data also because I have never dealt with it, I would say however that I have always seen mothers with a wheelchair in the village so if there has been a decline it will be modest

100. I do not know

101. Decrease due to minor births and transfer of citizens for work reasons

102. I have not noticed

103. I don't care, I think so

104. Emptier schools

105. There have tended to be fewer births in recent years and some young people prefer to move closer to the workplace. There are many more apartments for sale than there were a few years ago

106. I don't know honestly, I think so, especially after the situation that was created with the covid

107. I honestly don't think there was, I didn't notice any differences.

108. There are fewer children than there used to be

109. There are a lot more houses available and fewer people around

110. I don't know how this is possible but unfortunately also the distance on the roads has become a problem and therefore people prefer to change cities

111. Older population and decline in births.

112. Reduction of job prospects, weakening of transport services, centralization of services and opportunities in large urban centers.

113. As reported by information and sites

114. I do not know

115. Numerous houses vacant and for sale

116. People move to the city for work

117. Deaths and departures greater than births and new arrivals

118. I haven't noticed it personally, but I know the number of pupils per class is always lower

119. More or less the levers of children in recent years are like those of the 90s

120. Lack of work for young people

121. Demographic decrease

122. I have a shop and I see the decline in customers every day

123. I do not know.

124. Surely this situation of the motorway networks and a poorly serviced railway line do not help the inhabitants of the stura valley.

125. The tendency to have fewer children than in the past and, in past years, the idea of moving to the city to have a better life have led to a decline in the population.

126. I noticed a demographic decline simply by casually comparing the data on the population density of Campo Ligure a few years ago with more recent data

127. I noticed a demographic decline simply by casually comparing the data on the population density of Campo Ligure from a few years ago with more recent data.

128. From the number of enrollments in primary school classes

129. I returned after 30 years and the inhabitants are much less ??

130. The municipality updates us

131. There have been fewer people for 30 years now.

132. New inhabitants from Genoa and African refugees

133. Some bars have closed, a high school has ceased to exist, birth rates are decreasing

134. yes I noticed a demographic decline, I presume because of youth unemployment

135. There have been many births in recent years

136. Fewer children

137. Even though there are fewer births, it seems to me that there are more residents from outside

138. The demographic decline is evident not only for Campo Ligure but for the whole Stura Valley and, I believe, it is so for the whole Ligurian hinterland. The decrease is mainly due to the situation of public transport that connects the valley with the Ligurian capital and in any case with the rest of the world. Public transport is absolutely not adequate for the time we live in and the current conditions of transport services would not have been adequate even in the last century. The public means of transport in the hinterland should be an extension of those of the provincial center of reference both for the extent of the service and for the rates applied, unfortunately this is not the case because we have rates of € 4.80 per person to travel in one only solution 30 Km with travel times that often exceed an hour, against tickets from € 1.60 for 100 minutes of travel, even split and on different means (train - bus - subway). Some hoped for an improvement with the advent of the Metropolitan City but the fortunes of our countries have perhaps worsened even further. The small villages of

the hinterland should be considered real satellites of the big city and therefore valued in such a way as to represent a real appreciable alternative to life in the city as happens in many other more avant-garde nations in terms of collective well-being. Maybe here in Liguria there is no it is the will to improve the internal territory and the living conditions of its citizens and this could seem intuitive from the total lack of interventions really aimed at making the inland countries closer to the rest of the world. It would take very little.
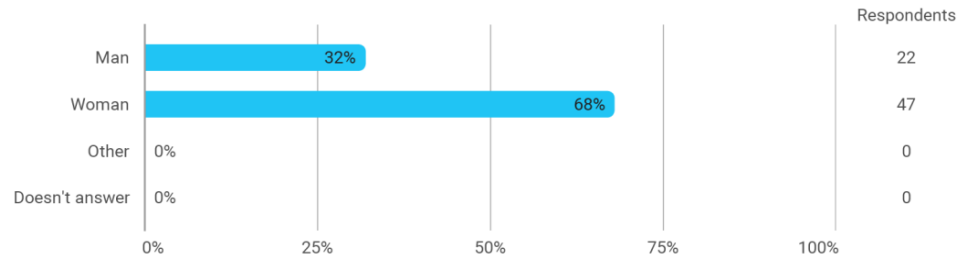
139. I don't have the tools to tell

140. Due to the road problem, many commuters have preferred to move to the city

141. Few children

142. I no longer reside in the Ligurian field

143. There are fewer and fewer children, less than half of my time

144. ?

145. It seems to me that there are more or less the same annual births

146. My 1972 draft was 40 children, my daughter Linda's 2017 9.

147. Fewer births more deaths

148. The demographics say so

149. Poor quality of transport and road conditions (highway and state)

150. I noticed a demographic decline because I follow the population trend

151. Elderly population, few births not compensated by immigration

152. Few young families

153. The difficulty in transport forces many people to move to Genoa and it is above all young people or those who had moved here previously (the foreigners!) To go back. We who are over fifty hardly leave, but sometimes the temptation is there

154. Being absent all day for work, I cannot understand if there has been a demographic decline

155. The annual birth report is less from year to year

156. I don't know exactly the demographic trend of the previous years so I don't know if there have been fewer births in comparison

157. Many after the age of 25 leave for study or work

158. No, indeed there are new families from outside

159. There are many younger than once in my opinion .... then with the fact that this is a "quiet" country from the cities they move and come to break the belino here .....

160. Because in Campo Ligure there are many children and moreover we often see young pregnant women.

161. I have seen that the number of residents is lower and many I know (including myself have left)

162. There are fewer children

163. I don't care about the camp population

164. I have seen years with fewer births than the latter

165. I have consulted the data on the population of Campo Ligure

166. I do not know
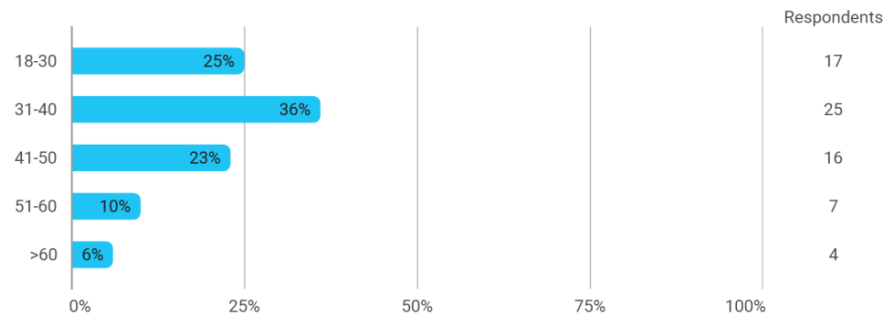
167. I see fewer children

Survey done with Smart Workers not living in Campo Ligure

G

1 I am:

	Respondents
Man	32%	22
Woman	68%	47
Other	0%	0
Doesn't answer	0%	0

2 Age:

	Respondents
18-30	25%	17
31-40	36%	25
41-50	23%	16
51-60	10%	7
>60	6%	4

3 Do you have children?

	Respondents
Yes, 1	30%	20
Yes, 2	7%	5
Yes, 3 or more	0%	0
No, I don't intend to have	25%	17
No, but I'd like to have	37%	25

4 How do you know Campo Ligure?

	Respondents
I was born there	28%	18
I lived there	27%	17
I have been visiting relatives or friends	14%	9
I have been there to attend a sport event	2%	1
I practice/ed an hobby there	0%	0
I've been there for work	3%	2
Tourism	8%	5
Other	19%	12

5 How long have you been smart working?

	Respondents
1-3 months	19% — 11
3-6 months	10% — 6
6-9 months	7% — 4
9-12 months	5% — 3
More than a year	36% — 21
More than 2 years	3% — 2
Alternating phases	20% — 12
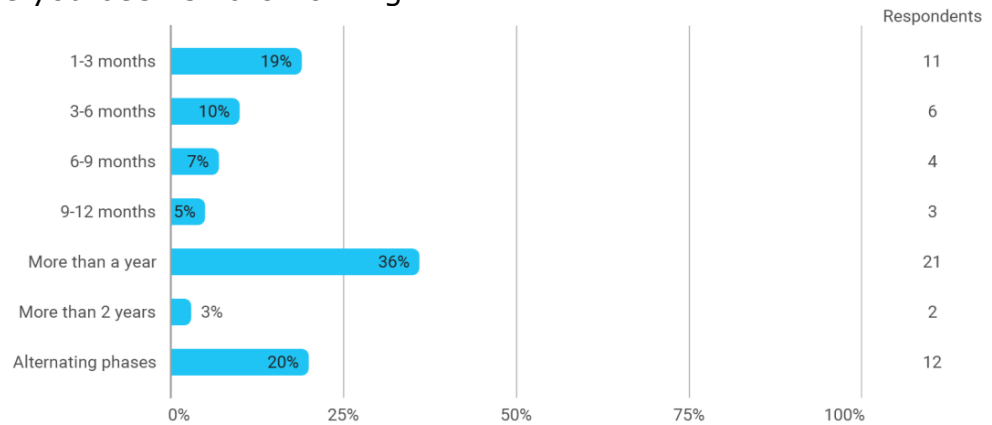
6 Have you ever been thinking while smart working to move in another Municipality, if you would continue to smart work after pandemic?

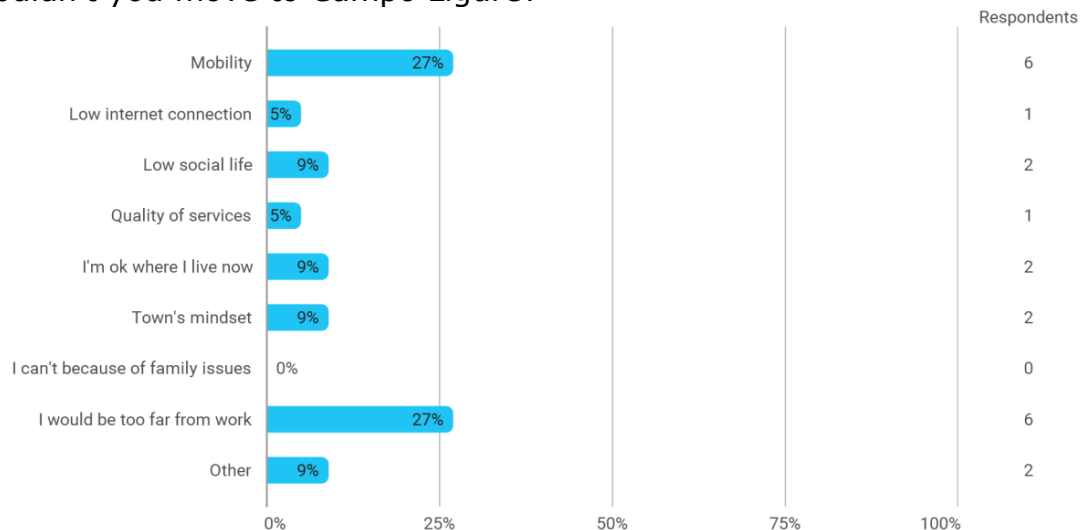|	Respondents
Yes	39% — 22
No	42% — 24
I don't know	19% — 11
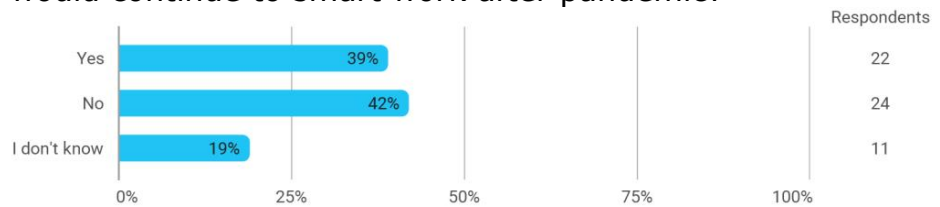
7 Have you ever thought to move to Campo Ligure?

	Respondents
Yes	31% — 10
No	41% — 13
I don't know	28% — 9
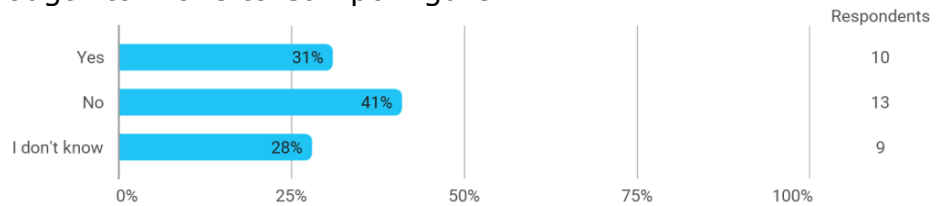
8 Why wouldn't you move to Campo Ligure?

	Respondents
Mobility	27% — 6
Low internet connection	5% — 1
Low social life	9% — 2
Quality of services	5% — 1
I'm ok where I live now	9% — 2
Town's mindset	9% — 2
I can't because of family issues	0% — 0
I would be too far from work	27% — 6
Other	9% — 2

9 Why would you Move to Campo Ligure?

	Respondents
Mobility	0% — 0
Internet connection	0% — 0
Better social life	0% — 0
Quality of services	11% — 2
I have access to an apartment/house	16% — 3
Town's mindset	0% — 0
Family bonds/to take care of family's member	16% — 3
To spare on living costs	5% — 1
Natural Context	42% — 8
Other	11% — 2
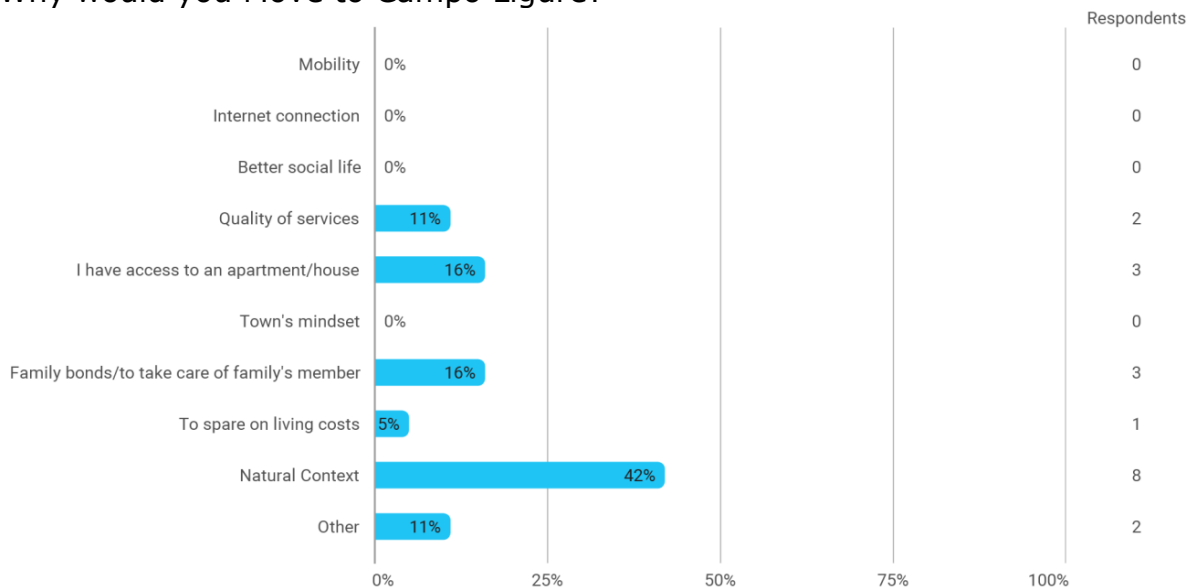
10 Thank you for answering, you can leave a comment about smart working from Campo Ligure

- Sarebbe l'ideale
- .
- 1
- X
- Ho lavorato in smart working da Campo Ligure nel periodo estivo, pur abitando a Genova. Ho fatto questa scelta perché, avendo un bimbo piccolo, mentre io lavoravo lui poteva non solo passare il tempo con i nonni, ma farlo stando all'aria aperta (in giardino, facendo passeggiate, andando al fiume). Si tratta di opportunità poco accessibili in città che, soprattutto in estate, migliorano significativamente la qualità della vita.
- credo equivalga ad ogni altro paese o città...tanto si lavora da casa
- Faccio un lavoro per il quale lo smart working non è idoneo (istruttore pilates) quindi spero di non ripetere l'esperienza.
- Inutile
- Secondo me la vita di paese ha senso soprattutto se si ha modo di migliorare la qualità della vita ad esempio disponendo di uno spazio all'aperto. Dovendo abitare in appartamento preferisco avere le comodità della città. Un aspetto che potrebbe scoraggiare un trasferimento in paese potrebbe riguardare le relazioni sociali perché, generalmente, se non si conosce nessuno potrebbe essere difficile intessere relazioni significative.
- Paese colmo di beni culturali e fonte di benessere nel verde della natura. Sarebbe bello poter lavorare da remoto attraverso un pc portatile in mezzo alla natura .
- Sicuramente un posto tranquillo dove poter lavorare concentrati
- Può essere molto rilassante
- Campo Ligure è perfetto per il periodo primavera /estate ma non ci vivere su base stabile in inverno. Inoltre è collegato male con i mezzi pubblici e adesso anche l 'autostrada è un problema
- Anche in smart working preferirei vivere in città (soprattutto, come nel mio caso, vicino al mare)
- Vivo già in un piccolo paese
- Vivo in un altro piccolo paese
- NC
- Nulla da aggiungere
- .
- Non saprei
- Sicuramente è un bel borgo dove vivere bene per la tranquillità e per la comodità dei servizi di necessità.
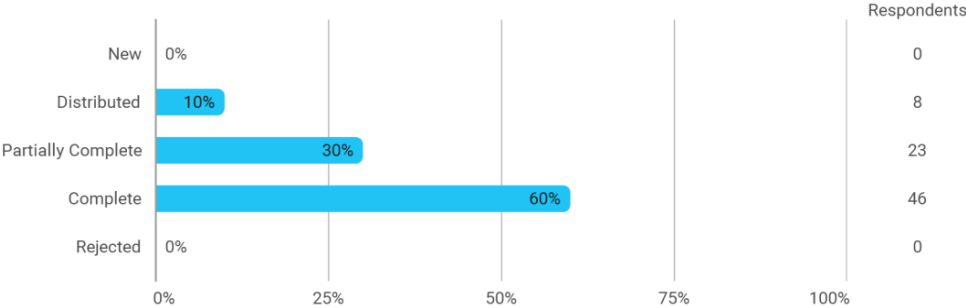- Credo si potrebbe migliorare la qualità della connessione
- No

- Mi piacerebbe vivere in un posto fuori dal traffico della città e Campo ligure sarebbe una delle opzioni ma non l'unica
- Penso sarebbe moltobello
- Sono nata e cresciuta a Campo Ligure. Dopo l'università tuttavia ho sentito la necessità di spostarmi a Genova per lavoro. Ho fatto la pendolare per più di 12 anni (liceo + università + primo anno di lavoro) con treni quasi inesistenti, sempre in ritardo, corriere etc, perdendo ogni giorno più di 3 ore in viaggio. Amo il mio paese d'origine, ma nonostante lo smart working si è isolati dal mondo, e con la situazione autostrade di adesso è impensabile. Solo ieri per andare a Campo Ligure ci sarebbero volute più di 2 ore da Genova (follia). Considerando anche che lo smartworking totale è lontano (ora per il Covid ok, ma si pensa comunque di fare almeno 2 giorni a settimana in ufficio) diventa una scelta consapevole ma difficile da attuare. Se poi si hanno dei figli, se non si ha aiuti, come si fa quando esci di casa alle 7 di mattina e rientri alle 8? (quando a Genova esci alle 9 e rientri alle 18:30 massimo).
  Se la viabilità fosse nettamente migliore e lo smartworking totale, oltre alle infrastrutture stabili in inverno (con neve e gelo a volte la rete salta per giorni interi) allora sarebbe possibile prenderlo in considerazione.
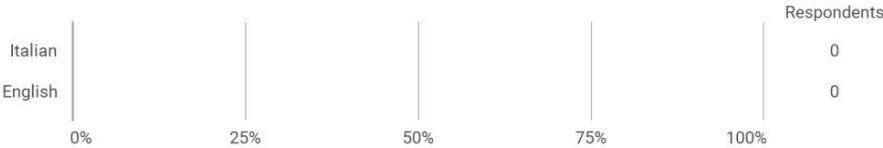- .
- E
- La vita sembra scorrere più lentamente nel borgo di Campo Ligure, permette di esprimere al meglio le proprie potenzialità
- Credo che con una buona connessione internet si possa lavorare bene anche da Campo Ligure
- Attualmente non risiedo a Campo Ligure, ma ritengo che lo smart working abbia aspetti sia positivi e negativi sia in città che nei paesi.
- Ho vissuto a Campo Ligure per 4 anni, poiché lavoravo in presenza nella zona della Valle Stura. Ho scelto questo paesino perché è il più caratteristico della zona e il costo degli affitti non è alto. Non credo che tornerei a vivere lì se lavorassi in smart- working per i seguenti motivi: la viabilità, i continui problemi sulla linea ferroviaria (che invece andrebbe potenziata e valorizzata), la distanza dai presidi ospedalieri, la distanza dai miei familiari che non mi seguirebbero. Per quanto riguarda la vita sociale, durante la mia permanenza non ho avuto modo di stringere relazioni significative con gli abitanti della zona, probabilmente per varie ragioni: le feste e i momenti conviviali si tengono solamente in estate, l'inverno è lunghissimo e le occasioni di incontri in quel periodo sono pochi. Forse il paese è più adatto per famiglie con bambini, anche se l'offerta formativa è adeguata fino ai 14 anni di età, mentre per le scuole superiori i ragazzi sono comunque costretti ad iscriversi ad istituti genovesi o della provincia di Alessandria.
- Credo che lavorare da remoto abbia dei vantaggi soprattutto per chi risiede a Campo. Le condizioni in cui si trovano la linea ferroviaria e la rete autostradale purtroppo rendono la vita da pendolari estremamente stressante.
- .
- La connessione internet non è sempre favorevole allo smart working. Basta un temporale o una nevicata e salta tutto. La Fibra non è contemplata
- .
- No
- Potessi lo farei
- In questo momento abito a Rossiglione, ma ho vissuto Campo Ligure e lo frequento quasi quotidianamente. Ritengo che vivere in un piccolo borgo, avendo l'opportunità di effettuare il telelavoro, sia ottimale e migliori drasticamente la qualità della vita. E' presente e attiva una forte rete sociale e sono disponibili ampi spazi in cui effettuare attività all'aperto, elemento non secondario in caso di pandemia (ed in generale!). E' assolutamente essenziale però che la connettività resti stabile e consenta di fruire del telelavoro. Sarebbe molto bello avere a disposizione degli spazi di coworking, per mantenere la socialità (che il telelavoro riduce drasticamente) e una sana divisione tra luogo di lavoro e spazi domestici.
- Comodo
- .
- No grazie
- Niente da aggiungere
- Lavorare in un ambientr rilassante
- .
- Nulla

E-mail

Overall Status

		Respondents
New	0%	0
Distributed	10%	8
Partially Complete	30%	23
Complete	60%	46
Rejected	0%	0

Language

	Respondents
Italian	0
English	0

Individual Questionnaire Comments from Smart Working survey H

This appendix contains all the respondents individual comments from the questionnaire survey with smart workers if they had something to add:

1. It would be ideal

2. .

3. 1

4. X

5. I worked in smart working from Campo Ligure in the summer, even though I live in Genoa. I made this choice because, having a small child, while I was working he could not only spend time with his grandparents, but do so in the open air (in the garden, taking walks, going to the river). These are not very accessible opportunities in the city which, especially in summer, significantly improve the quality of life.

6. I think it is equivalent to any other town or city ... so much you work from home

7. I do a job for which smart working is not suitable (pilates instructor) so I hope not to repeat the experience.

8. Useless

9. In my opinion, village life makes sense above all if there is a way to improve the quality of life, for example by having an open space. Having to live in an apartment I prefer to have the comforts of the city. An aspect that could discourage a move to the country could concern social relationships because, generally, if you do not know anyone it could be difficult to forge meaningful relationships.

10. Country full of cultural heritage and source of well-being in the green of nature. It would be nice to be able to work remotely through a laptop in the middle of nature.

11. Definitely a quiet place where you can work concentrated

12. It can be very relaxing

13. Campo Ligure is perfect for the spring / summer period but don't live there on a stable basis in the winter. It is also poorly connected to public transport and now the motorway is also a problem

14. Even in smart working I would prefer to live in the city (especially, as in my case, near the sea)

15. I already live in a small town

16. I live in another small country

17. NC

18. Nothing to add

19. ..

20. I don't know

21. It is certainly a beautiful village where you can live well for the tranquility and the convenience of the necessary services.

22. I think the connection quality could be improved

23. No

24. I would like to live in a place out of the traffic of the city and Campo Ligure would be one of the options but not the only one

25. I think it would be very nice

26. I was born and raised in Campo Ligure. After university, however, I felt the need to move to Genoa for work. I have been commuting for more than 12 years (high school + university + first year of work) with almost non-existent trains, always late, courier etc, losing more than 3 hours traveling every day. I love my home country, but despite smart working, you are isolated from the world, and with the current highway situation it is unthinkable. Only yesterday to go to Campo Ligure it would have taken more than 2 hours from Genoa (madness). Considering also that total smartworking is far away (now for Covid ok, but we still plan to do at least 2 days a week in the office) it becomes a conscious choice but difficult to implement. And if you have children, if you don't have help, what do you do when you leave the house at 7 in the morning and come back at 8? (when in Genoa you leave at 9 am and return at 6:30 pm maximum). If the viability were much better and the total smartworking, in addition to stable infrastructures in winter (with snow and frost, the network sometimes jumps for whole days) then it would be possible to take it into consideration.

27. ..

28. AND

29. Life seems to flow more slowly in the village of Campo Ligure, allowing you to better express your potential

30. I believe that with a good internet connection you can also work well from Campo Ligure

31. I do not currently reside in Campo Ligure, but I believe that smart working has both positive and negative aspects both in the city and in the towns.

32. I lived in Campo Ligure for 4 years, as I worked in presence in the Valle Stura area. I chose this village because it is the most characteristic of the area and the rental cost is not high. I don't think I would go back to live there if I worked in smart-working for the following reasons: the viability, the constant problems on the railway line (which instead should be strengthened and enhanced), the distance from hospitals, the distance from my family members who do not would follow. As far as social life is concerned, during my stay I did not have the opportunity to forge meaningful relationships with the inhabitants of the area, probably for various reasons: parties and convivial moments are held only in summer, winter is very long and the occasions of meetings in that period are few. Perhaps the country is more suitable for families with children, even if the educational offer is adequate up to 14 years of age, while for high schools the children are in any case forced to enroll in institutes in Genoa or in the province of Alessandria.

33. I believe that working remotely has advantages especially for those who reside in Campo. Unfortunately, the conditions of the railway line and the motorway network make life as a commuter extremely stressful.

34. ..

35. The internet connection is not always conducive to smart working. Just a storm or a snowfall and everything is blown. Fiber is not contemplated

36. ..

37. No.

38. I could I would

39. At the moment I live in Rossiglione, but I have lived in Campo Ligure and I frequent it almost daily. I believe that living in a small village, having the opportunity to telework, is optimal and drastically improves the quality of life. A strong social network is present and active and large spaces are available in which to carry out outdoor activities, a not secondary element in the event of a pandemic (and in general!). However, it is absolutely essential that the

connectivity remains stable and allows the use of teleworking. It would be very nice to have coworking spaces available, to maintain sociability (which teleworking drastically reduces) and a healthy division between workplace and home spaces.

40. Convenient
41. ..
42. No thanks
43. Nothing to add
44. Work in a relaxing environment
45. ..
46. Nothing

Professor Paolo Bottero Scriva una Sua breve presentazione, il Suo rapporto con Campo Ligure, da dove nasce l'interesse verso la storia del paese, i Suoi lavori, ecc...

A) Sono nato a Campo Ligure nel lontano 1943 da una famiglia di operai e piuttosto poveri: eravamo in quattro (avevo una sorella). Durante il decennio post-bellico e fino intorno al 1965 la vita fu durissima in paese e la mia famiglia sopravvisse tra duri sacrifici e, come tante altre in paese, con qualche aiuto dell'organizzazione cattolica Auxilium. La mia famiglia era religiosissima. Dopo le elementari, che ho frequentato presso la Scuola Maria Ausiliatrice di Casa Don Bosco a Campo (dove fui trasferito a metà prima elementare, perché nella "comunale" che frequentavo la maestra non insegnava nulla, dato che probabilmente sapeva bene poco: era una "partigiana" promossa come insegnate per "meriti" politici), ho frequentato le Medie e il Liceo Classico nel Seminario di Acqui Terme. Mi sono, poi, laureato all'Università di Genova e dal 1968 ho incominciato ad insegnare, prima nelle Medie e, poi, vinto il Concorso, negli Istituti Tecnici genovesi. Mi sono sposato nel 1970 e ho avuto due figlie. Oggi ho tre nipoti, già adulti che studiano all'Università. Sono stato, quindi, diversi anni lontano da Campo, insegnando nelle Medie a Garessio, poi a Fossano (vinto il Concorso); sono ritornato nel 1971 a Campo insegnando nelle Medie fino al 1975, per poi passare (vinto il Concorso) alle Superiori a Sampierdarena. Dal 1971 non mi sono più mosso da Campo, facendo il pendolare con Genova fino alla pensione. 1) A) I was born in Campo Ligure in 1943 from a family of workers and rather poor: there were four of us (I had a sister). During the post-war decade and until around 1965, life was very hard in the town and my family survived through hard sacrifices and, like so many others in the town, with some help from the Catholic organization Auxilium. My family was very religious. After elementary school, which I attended at the Maria Ausiliatrice School of Casa Don Bosco in Campo (where I was transferred in the middle of the first grade, because in the "municipal" that I attended the teacher did not teach anything, since she probably knew very little: she was a " partisan "promoted as a teacher for political" merits "), I attended the Middle School and the Classical Lyceum in the Seminary of Acqui Terme. I then graduated from the University of Genoa and in 1968 I started teaching, first in the middle school and then, after winning the competition, in the Genoese technical institutes. I got married in 1970 and had two daughters. Today I have three grandchildren, already adults who study at the University. I was, therefore, several years away from Campo, teaching in the middle school in Garessio, then in Fossano (won the competition); I returned to Campo in 1971 teaching in the Middle Ages until 1975, and then (won the Competition) passed to the High Schools in Sampierdarena. I have not moved from Campo since 1971, commuting with Genoa until retirement.

B) A dir la verità fino all'anno 2000 non mi ero mai interessato della storia di Campo Ligure (a parte un primo breve saggio in occasione del 400° anniversario dell'Apparizione sul Monte Bonicca, nel 1995). Nell'estate del 2000 l'allora Sindaco mi invitò a tenere un intervento al Convegno organizzato per il mese di ottobre ("Una famiglia e il suo territorio. Campo Ligure e gli Spinola tra medioevo ed età moderna") assegnandomi come tema: "Geronima Spinola". Non ne sapevo nulla: ho dovuto mettermi alla ricerca (che ha avuto buon esito nella Biblioteca Civica Berio di Genova) e sono riuscito a scrivere un saggio di 18 pagine (che oggi, con l'esperienza che ho maturato, riscriverei diversamente). Nel 2002, l'allora Arciprete di Campo, don Piombo, mi esortò a scrivere un opuscolo nell'imminenza delle celebrazioni bi-centenarie della consacrazione della chiesa parrocchiale e dell'erezione dell'Insigne Collegiata campese. Venne fuori il volume di oltre 400 pagine della "Storia della Parrocchia della Natività di Maria Vergine in Campo Ligure dal 1595 al 1970", pubblicato nel 2003. Nel 2005, ormai in pensione e resomi conto che un piccolo paese aveva avuto una grande storia mi appassionai alla storia locale; trascrissi e pubblicai un manoscritto di "Memorie" degli anni sessanta dell'Ottocento, opera di un campese, Agostino Paladino, corredandolo di oltre 700 note esplicative; insieme, come seconda parte del volume, scrissi una "Storia delle Confraternite di Campo Ligure". Continuando le ricerche archivistiche pubblicai nel 2007 il primo volume e nel 2009 il secondo volume della "Storia di Campo Ligure nel secolo XIX", quindi nel 2011 l'enorme volume de "Il Grande Libro delle Famiglie di Campo Freddo – Campo Ligure nel secolo XIX". E via di seguito con saggi vari e altri volumi, tra i quali mi piace segnalare l'opera che ritengo sia la mia più bella: "Clero, Religione, Società civile e Potere politico a Campo Freddo – Campo Ligure dal Seicento al Duemila", uscita nel 2016. Per le altre mie opere si veda la mia bibliografia. B) To tell the truth, up to the year 2000 I had never been interested in the history of Campo Ligure (apart from a first short essay on the oc-

casion of the 400th anniversary of the apparition on Monte Bonicca, in 1995). In the summer of 2000 the then Mayor invited me to give a speech at the conference organized for the month of October ("A family and its territory. Campo Ligure and the Spinola between the Middle Ages and the modern age") assigning me as the theme: "Geronima Spinola ". I didn't know anything about it: I had to start research (which was successful in the Berio Civic Library in Genoa) and I was able to write an 18-page essay (which today, with the experience I have gained, I would rewrite differently). In 2002, the then Archpriest of Campo, Don Piombo, urged me to write a pamphlet in the run-up to the bi-centennial celebrations of the consecration of the parish church and the erection of the Insigne Collegiate Campese. The volume of over 400 pages of the "History of the Parish of the Nativity of the Virgin Mary in Campo Ligure from 1595 to 1970" came out, published in 2003. In 2005, now retired and I realized that a small town had had a great history. I was passionate about local history; I transcribed and published a manuscript of "Memories" from the 1860s, the work of a Campese, Agostino Paladino, accompanied by over 700 explanatory notes; together, as the second part of the volume, I wrote a "History of the Confraternities of Campo Ligure". Continuing the archival research, I published the first volume in 2007 and in 2009 the second volume of the "History of Campo Ligure in the XIX century", then in 2011 the huge volume of "The Big Book of the Families of Campo Freddo - Campo Ligure in the XIX century. ". And so on with various essays and other volumes, among which I like to point out the work that I think is my most beautiful: "Clergy, Religion, Civil Society and Political Power in Campo Freddo - Campo Ligure from the seventeenth to the two thousand", released in 2016. For my other works see my bibliography Chi sono i campesi?

2) Chi sono i campesi? Questa è una domanda cui non è facile rispondere oggi, perché ormai di veri campesi (i "campařői", come dico io) ne sono rimasti ben pochi, diciamo un terzo dei residenti attuali, più o meno. Di tutti questi forestieri che oggi abitano a Campo non so dire nulla: nemmeno li conosco. I vecchi campesi stanno scomparendo e con loro l'identità di un popolo tenace, gran lavoratore, fiero delle proprie radici, appassionato alle proprie tradizioni sociali e politiche e religiose (si pensi soltanto al fatto che a metà secolo XVI funzionava già egregiamente l'Ospedale; che nel 1732 un lascito testamentario permetteva di tenere aperte due classi elementari e una "scuola di umanità"!); capace di schierarsi decisamente per difendere le proprie idee e il proprio punto di vista: risultato di una multi-secolare tradizione di autogoverno, di auto-giurisdizione, di una radicata necessità di difesa delle proprie peculiarità in opposizione ai vicini tutti omologati alla genovesità (se così posso dire). Ovviamente tutto quanto sopra sta scomparendo e finirà sostanzialmente con la generazione attuale, essendo noi anziani gli epigoni (ma già ampiamente inquinati dalla dis-

sipazione odierna) di un mondo ormai scomparso per sempre: siamo gli ultimi a parlare correntemente il dialetto; già i nostri figli non lo parlano più e, siccome diceva Cioran "Non si abita un paese, si abita una lingua", il "paese" è destinato come tale a scomparire. L'esempio più eclatante è dato dal fatto che i miei undici libri sulla storia di Campo sono sempre andati esauriti nel giro di poche settimane (in qualche caso di dieci giorni, come è successo nel 2017 con "A tutto…Campo. Dizionario della campesità"), ma… sostanzialmente non li ha letti quasi nessuno, rimangono quali monumenti all'indifferenza degli abitanti di Campo verso se stessi. 2) Who are the campesi? This is a question that is not easy to answer today, because by now there are very few real campes (the "campařői", as I say), let's say a third of the current residents, more or less. Of all these foreigners who live in Campo today I don't know anything: I don't even know them. The old Campesi are disappearing and with them the identity of a tenacious people, hard worker, proud of their roots, passionate about their social, political and religious traditions (just think of the fact that in the mid-16th century the Hospital was already functioning very well ; that in 1732 a testamentary bequest allowed two elementary classes and a "school of humanity" to be kept open!); able to take a decisive stand to defend their ideas and their point of view: the result of a multi-century tradition of self-government, of self-jurisdiction, of a deep-rooted need to defend their own peculiarities in opposition to their neighbors who are all homologated to Genoese so I can tell). Obviously all of the above is disappearing and will substantially end with the current generation, as we elderly are the epigones (but already largely polluted by today's dissipation) of a world that has now disappeared forever: we are the last to speak the dialect fluently; already our children no longer speak it and, as Cioran said "You don't live in a country, you live in a language", the "country" is destined to disappear as such. The most striking example is given by the fact that my eleven books on the history of Campo have always sold out within a few weeks (in some cases ten days, as happened in 2017 with "A tutto … Campo. Dizionario della campesità "), But… basically hardly anyone has read them, they remain as monuments to the indifference of the inhabitants of Campo towards themselves.

Potrebbe descrivere da un punto di vista storico, su cosa si e´ basata l'economia di Campo Ligure nel corso dei secoli?

4)L'economia campese nel tempo. Questo può essere un lungo discorso se spalmato lungo il corso dei secoli, oppure breve se limitato alle attività caratteristiche e proprie dell'ambiente. Per intanto, un discorso del genere non può prescindere dalla popolazione vissuta a Campo lungo il corso dei secoli. I primi numeri sono quelli relativi al Giuramento di fedeltà a Genova degli uomini di Campo il 16 agosto 1224: sono 23 gli "homines" che giurano, ma già il 27 aprile 1310 giurano fedeltà ai feudatari Spinola ben 60. Il che significa che, fa-

cendo una media di 3 persone per famiglia siamo a 70 "homines" nel 1224 e a 180 nel 1310; a questi (homines = liberi) occorre aggiungere le "animae", cioè i servi dei quali, tuttavia, non abbiamo indicazioni di sorta. Nel 1418 risultano sessanta le famiglie iscritte alla Confraternita di San Sebastiano, per un totale approssimativo di circa 2000 abitanti (era praticamente obbligatoria l'iscrizione) ma già a metà secolo XVI la Confraternita si sdoppia con la nascita della Confraternita dell'Assunta: per cui possiamo indicare circa 2500 abitanti: numero rimasto sostanzialmente stabile fino alla tragedia delle alluvioni del 1702-05 che vedranno la fuga da Campo di circa 1200 abitanti che più non torneranno. A fine Settecento la popolazione è di 2200 persone. Interessante trovare nell'elenco del 1310 l'attribuzione di "ferrarius" per alcuni dei giuranti, col che siamo certi dell'esistenza già nel secolo XIV dell'attività siderurgico-meccanica anche a Campo (per Rossiglione abbiamo indicazioni documentali sicure). Questa attività (ferriere per la fondita del materiale ferroso, maglietti per la lavorazione del massello di ferro, fucine per la lavorazione e trasformazione in chiodi, oggettistica varia, utensileria in genere per il mercato della cantieristica genovese) proseguì per secoli sino ad oltre metà Ottocento con momenti di grande sviluppo e produzione e, logicamente, momenti di crisi. Tutto ciò comportava un indotto che andava ad occupare moltissime persone: dal taglialegna, ai carbonai (carbone di legna per i forni a "basso fuoco genovese"), spalloni, costruttori delle officine stesse, degli impianti di convogliamento delle acque…e, poi, spalloni che portavano da Voltri alle ferriere il materiale ferroso e riportavano a Voltri il prodotto finito (i "camalli", in gran parte donne). Con il sec. XVII-XVIII divenne fiorente l'allevamento del baco da seta e, quindi, la filatura (e soltanto un caso nel primo 800 è documentata l'esistenza di una tessitura in loco) con diversi filatoi presenti in Campo e nella Valle che davano lavoro a centinaia di donne e di bambine, tutto in genere esportato alle tessiture di Pavia, Milano e, poi, con l'Impero Francese, di Lione. I filatoi (una decina) scomparvero verso la fine del sec. XIX lasciando il posto ai cotonifici e alle tessiture che impiegavano una vasta manodopera soprattutto femminile; intorno agli anni settanta del secolo XIX si lavorava nella tessitura "Bizio-Bottero" in 160 addetti notte e giorno su due soli turni; si produceva "tela di Genova" esportata a New York, il jeans! L'industria tessile in Campo (che giunse sino agli anni sessanta del Novecento) aveva cinque stabilimenti che in alcuni momenti storici giunsero ad occupare un paio di migliaia di addetti. Continuò fino a metà sec. XX la produzione metallurgica in varie piccole aziende, poi sostituita da due stabilimenti per la produzione di oggettistica di plastica. Anche la filigrana, giunta a Campo nel 1884 arrivò ad occupare centinaia e centinaia di lavoratori (soprattutto donne) con 37 aziende negli anni sessanta del Novecento. Poi andò scomparendo e oggi è sostanzialmente ridotta al lumicino. Da non dimenticare l'agricoltura non soltanto per quel che concerne la produzione di graminacee, ortaggi vari, ma soprattutto per la coltivazione del castagno: ampi castagneti un tempo ricoprivano tutta la montagna della Valle, avendo sostituito le grandi essenze arboree che la fame di legno pregiato della cantieristica genovese aveva depredato tra i secoli XIV e XVI. Con il secolo XVII a Genova non si costruirono più navi: era antieconomico e si preferiva acquistarle all'estero (Paesi Bassi, Inghilterra), mentre i rifornimenti alimentari per la città e Dominio giungevano su navi straniere (olandesi, norvegesi…). All'asfittica produzione agricola locale, almeno per il Feudo Imperiale di Campo, si suppliva con l'importazione dagli Stati asburgici: durante il Settecento dal milanese. Una curiosità: nel secondo Settecento funzionavano un tabacchificio e una fabbrica di armi da fuoco. 4) The Campo's economy over time. This can be a long speech if spread over the course of the centuries, or short if limited to the characteristic activities of the environment. Meanwhile, such a speech cannot ignore the population that has lived in Campo over the course of the centuries. The first numbers are those relating to the oath of allegiance to Genoa of the men of Campo on August 16, 1224: 23 "homines" swear, but already on April 27, 1310 they swear allegiance to the Spinola feudal lords. an average of 3 people per family we are at 70 "homines" in 1224 and 180 in 1310; to these (homines = free) we must add the "animae", that is, the servants of whom, however, we have no indications of any kind. In 1418 there were sixty families enrolled in the Confraternity of San Sebastiano, for an approximate total of about 2000 inhabitants (registration was practically mandatory) but already in the mid-sixteenth century the Confraternity doubled with the birth of the Confraternity of the Assumption: for which we can indicate about 2500 inhabitants: a number which remained substantially stable until the tragedy of the floods of 1702-05 which will see the escape from Campo of about 1200 inhabitants who will never return. At the end of the eighteenth century the population was 2200 people. It is interesting to find in the list of 1310 the attribution of "ferrarius" to some of the oaths, with which we are certain of the existence already in the fourteenth century of the steel-mechanical activity also in Campo (for Rossiglione we have clear documentary indications). This activity (ironworks for the melting of ferrous material, T-shirts for the processing of solid iron, forges for the processing and transformation into nails, various objects, tools in general for the Genoese shipbuilding market) continued for centuries until over the mid-nineteenth century. with moments of great development and production and, logically, moments of crisis. All this involved an induced activity that went to employ many people: from the woodcutter, to the charcoal burners (charcoal for the "Genoese low fire" ovens), spalloni, builders of the workshops themselves, of the water conveyance systems ... and, then, shoulder straps that carried the ferrous material from Voltri to the ironworks and brought the finished product (the "camalli", mostly women)

back to Voltri. With the sec. XVII-XVIII silkworm breeding became flourishing and, therefore, spinning (and only one case in the first 800 is documented the existence of a weaving on site) with several spinning machines in the field and in the valley that gave work to hundreds of women and girls, all generally exported to the weaving mills of Pavia, Milan and, then, with the French Empire, of Lyon. The spinning wheels (about ten) disappeared towards the end of the century. XIX giving way to cotton mills and weaving mills that employed a vast, mainly female, labor force; around the seventies of the nineteenth century, 160 employees worked in the "Bizio-Bottero" weaving mill, night and day in just two shifts; they produced "canvas of Genoa" exported to New York, the jeans! The textile industry in Campo (which reached up to the sixties of the twentieth century) had five factories which in some historical moments came to employ a couple of thousand workers. It continued until the middle of the century. XX the metallurgical production in various small companies, then replaced by two factories for the production of plastic objects. Even the filigree, which arrived in Campo in 1884, came to employ hundreds and hundreds of workers (mainly women) with 37 companies in the sixties of the twentieth century. Then it disappeared and today it is substantially reduced to a flicker. Not to forget agriculture not only for what concerns the production of grasses, various vegetables, but above all for the cultivation of chestnut: large chestnut groves once covered the whole mountain of the Valley, having replaced the great arboreal essences that hunger for wood prized of the Genoese shipbuilding had plundered between the fourteenth and sixteenth centuries. With the seventeenth century, no more ships were built in Genoa: it was uneconomical and they preferred to buy them abroad (the Netherlands, England), while food supplies for the city and the Dominion arrived on foreign ships (Dutch, Norwegians ...). The asphyxiated local agricultural production, at least for the Imperial Feud of Campo, was made up for by imports from the Habsburg states: during the eighteenth century from the Milanese. A curiosity: in the second half of the eighteenth century a tobacco factory and a firearms factory were functioning.

Dal suo punto di vista, con quali luoghi c'e´ o c'e´ stato un rapporto comunicativo privilegiato tra Campo Ligure e l'esterno (rapporto economico, sociale, immigrazione/emigrazione)?

5) Un rapporto comunicativo di varia valenza (economica, sociale, politica, ecc.). 5) A communicative relationship of various values (economic, social, political, etc.). A) Nel passato: In quanto Feudo Imperiale all'interno del territorio della Repubblica di Genova, Campo ha avuto momenti di estrema chiusura politica, ma ha anche goduto di vasta comunicazione economica e da questa al sociale; voglio dire, che se politicamente, sino al 1814 Campo ha dovuto difendersi dalle mire espansionistiche genovesi, tuttavia la produzione pre-industriale e industriale ha trovato in Genova il proprio mercato.

Questo non significa che non sia esistita una diaspora di campesi: già a metà sec. XV troviamo dei Leoncini nell'alto Lazio e a Roma, città questa ove si andò formando tra Seicento e Ottocento una nutrita colonia campese; altri luoghi di emigrazione con i quali a lungo si intrattennero rapporti d'ordine economico e socio-familiare, furono Livorno (ove si formò una colonia di chiodaioli e fabbri campesi: a tutt'oggi sono presenti discendenti); la Lucchesia dalla quale giunsero a Campo alcuni gruppi familiari (es. i Fazzini: carradori, mercanti…mia nonna paterna era una Fazzini); Mantova e le sue campagne, in specie tra Sette e Ottocento (con vaste tenute agricole di un gruppo familiare dei Paladino (che condussero con sé famiglie campesi di contadini), così come il Lodigiano (addirittura con la presenza di preti campesi a supporto degli emigrati (l'ultimo fu don Paolo Buffetti, morto intorno agli anni trenta dell'800). Poi, Milano e Pavia, in specie durante il Settecento: mercati della produzione serica campese e campagne dalle quali trarre derrate alimentari (specie dalla Lomellina); il Monferrato fu luogo di emigrazione grandiosa nel corso dell'800, allo stesso modo che il territorio francese da Mentone a Nizza a Tolone a Marsiglia fino a Montpellier (qui si riversò un numero notevole di famiglie esercitanti i mestieri più diversi, soprattutto impiegate nel settore meccanico e metallurgico dei cantieri navali di Tolone e di Marsiglia e nelle officine militari di La Seyne). Ovviamente Genova e il genovesato con le loro grandi industrie siderurgiche e meccaniche, dove durante l'800 erano richiestissimi gli operai delle Valli, specialisti nella lavorazione del ferro e dove nei grandi stabilimenti industriali lavorarono sino a anni recenti numerosissimi pendolari, dopo l'apertura della strada Voltri-Ovada e della ferrovia Genova-Ovada. Si tenga conto anche dell'emigrazione verso paesi europei (soprattutto Francia, Svizzera, Inghilterra) e al di là dell'Oceano (in Argentina, Uruguay, Brasile, Venezuela, Perù, Stati Uniti). Oggi nell'era odierna la comunicazione è essenziale e i rapporti tra persone di origine la più diversa ha portato ad un rimescolamento della popolazione che, di conseguenza, intrattiene le più disparate relazioni di ogni tipo. Si pensi, anche soltanto al pendolarismo scolastico o a quello impiegatizio nel momento, poi, in cui i mezzi di comunicazione digitali permettono lo scambio di idee, concetti, ideologie, posizioni politiche, contatti amministrativi…ecc. privilegiando per forza di cose Genova, ma anche Milano. Io stesso, pur nel mio piccolo, intrattengo rapporti di vario tipo con tanti miei ex alunni che la vita ha sparso in tutto il mondo (in Svezia, in Brasile, in America, in Inghilterra…ecc.): con Internet si arriva da ogni parte. Ora si può anche parlare di immigrazione, da dividere in due momenti: il primo, intorno agli anni ottanta del Novecento, quando la problematica degli sfratti in città ha portato moltissime coppie in difficoltà a cercar casa nei paesi dell'entroterra genovese, Molte sono rimaste e ormai sono già alla seconda se non alla terza generazione e da stimare campesi a tutti gli effetti; il secondo, a partire dal

primo ventennio del Duemila, quando si è giunti a voler abbandonare la vita caotica cittadina per la tranquillità della ordinata vita di paese, stante anche la facilità delle comunicazioni con la città stessa (lasciando perdere l'attuale momento di crisi) nella quale si continua a lavorare. Moltissimi si sono perfettamente integrati e soltanto pochissimi hanno deciso di cercare una sistemazione diversa, andandosene (chi per non essere riuscito a sopportare il clima, chi per non essersi adattato ad un tran tran di vita che esula dalla frenesia cittadinesca, chi per i più svariati motivi).

A) In the past: As an Imperial Feud within the territory of the Republic of Genoa, Campo has had moments of extreme political closure, but has also enjoyed extensive economic communication and from this to social; I mean, if politically, until 1814 Campo had to defend itself from the Genoese expansionist aims, nevertheless pre-industrial and industrial production found its own market in Genoa. This does not mean that a diaspora of Campesi did not exist: already in the mid-century. XV we find Lions in northern Lazio and Rome, the city where a large Campese colony was formed between the seventeenth and nineteenth centuries; other places of emigration with which economic and socio-family relations were maintained for a long time were Livorno (where a colony of nail-makers and blacksmiths from Campania was formed: to this day there are descendants); the Lucchesia from which some family groups came to Campo (eg the Fazzinis: carters, merchants ... my paternal grandmother was a Fazzini); Mantua and its countryside, especially between the eighteenth and nineteenth centuries (with vast agricultural estates belonging to a family group of the Paladino (who brought with them families of Campesi farmers), as well as the Lodigiano (even with the presence of Campesi priests to support the emigrants (the last was Don Paolo Buffetti, who died around the 1830s.) Then, Milan and Pavia, especially during the eighteenth century: Campania silk production markets and countryside from which to draw foodstuffs (especially from Lomellina); Monferrato was a place of grandiose emigration during the 19th century, in the same way that the French territory from Menton to Nice to Toulon to Marseille up to Montpellier (here a considerable number of families practicing the most diverse professions poured in, especially employed in the mechanical sector. and metallurgy of the shipyards of Toulon and Marseille and in the military workshops of La Seyne). Obviously Genoa and the Genoese area with their large steel and mechanical industries he, where during the 19th century the workers of the Valleys, specialists in iron processing were in great demand and where many commuters worked in large industrial plants until recent years, after the opening of the Voltri-Ovada road and the Genoa-Ovada railway. Consideration should also be given to emigration to European countries (especially France, Switzerland, England) and across the ocean (to Argentina, Uruguay, Brazil, Venezuela, Peru, the United States). Today: in today's era, communic-

ation is essential and relationships between people of the most diverse origins have led to a reshuffling of the population which, consequently, maintains the most disparate relationships of all kinds. Think, even only of school commuting or clerical commuting when the digital media allow the exchange of ideas, concepts, ideologies, political positions, administrative contacts... etc. by force of circumstances favoring Genoa, but also Milan. I myself, even in my small way, have various types of relationships with many of my former students that life has spread all over the world (in Sweden, in Brazil, in America, in England ... etc.): with the Internet you come from every part. Now we can also talk about immigration, to be divided into two moments: the first, around the eighties of the twentieth century, when the problem of evictions in the city led many couples in difficulty to look for a house in the Genoese hinterland. and by now they are already in the second if not the third generation and to be estimated in all respects; the second, starting from the first twenty years of the 2000s, when it came to wanting to abandon the chaotic city life for the tranquility of the orderly life of the country, also given the ease of communications with the city itself (leaving aside the current moment of crisis) in which you continue to work. Many have perfectly integrated and only very few have decided to look for a different accommodation, leaving (some for not being able to bear the climate, some for not having adapted to a routine of life that goes beyond the city frenzy, some for the most varied reasons).

Qual e´il Suo punto di vista riguardo l'attrazione di nuovi residenti in paese? Lo ritiene fattibile? Quali sono gli ostacoli maggiori? What is your point of view on attracting new residents to the town? Do you think it feasible? What are the biggest obstacles?

6)Sostanzialmente ho già risposto nella seconda parte della 4); posso aggiungere che la ormai cronica mancanza di attività lavorative (a Campo non c'è quasi più nulla dell'antica presenza di aziende d'ogni tipo) difficilmente si può pensare di attrarre nuovi residenti in paese (se non per le ragioni che ho esposto sopra); del resto, di programmi in merito ne sono stati teoricamente elaborati molti, in specie dalle ultime amministrazioni comunali, ma ben poco o nulla è stato realizzato, proprio per la fuga ad oltranza da Campo di ogni settore di attività. E questo è sicuramente l'ostacolo maggiore: non si vede il motivo pratico che possa spingere uno che lavora a Genova piuttosto che a Savona o a Tortona o a Milano a voler scegliere di venire a vivere qui da noi: E' chiaro che così il paese va ad esaurimento: segnale inequivocabile è la continua diminuzione di popolazione residente: ancora cinque anni fa si era in 3025, oggi siamo 2813! E la maggior parte siamo persone anziane, pensionati che vivono in tranquillità, che non sentono minimamente il desiderio di immergersi nella babilonia che è la città odierna; ben pochi, del resto, sono stati anche quelli che si sono trasferiti in Riviera (e se ciò è avvenuto è successo prima del Duemila). A Campo non mancano i servizi e

quelli mancanti (al di là della contingenza odierna) sono facilmente acquisibili o raggiungibili a Genova, a Ovada, ad Alessandria e non è nemmeno un gran viaggio recarsi eventualmente a Milano. E si tenga conto che ben pochi piccoli paesi come Campo hanno una "piazza", una agorà, ove ci si incontra, ove ci si conosce, ove socializzare quotidianamente. 6) Basically I have already answered in the second part of 4); I can add that the now chronic lack of work activities (in Campo there is almost nothing of the ancient presence of companies of all kinds) it is difficult to think of attracting new residents to the town (if not for the reasons I have explained on); after all, many programs have been theoretically developed in this regard, especially by the latest municipal administrations, but very little or nothing has been achieved, precisely because of the extreme escape from Campo of every sector of activity. And this is certainly the biggest obstacle: there is no practical reason that could push someone who works in Genoa rather than Savona or Tortona or Milan to want to choose to come and live with us: It is clear that this is how the country is going to exhaustion: an unequivocal sign is the continuous decrease in the resident population: five years ago there were 3025, today we are 2813! And most of us are elderly people, retirees living in peace, who do not feel the slightest desire to immerse themselves in the Babylon that is today's city; very few, moreover, were also those who moved to the Riviera (and if this happened it happened before the year 2000). In Campo there is no shortage of services and the missing ones (beyond today's contingency) are easily acquired or reachable in Genoa, Ovada, Alessandria and it is not even a great trip to eventually go to Milan. And keep in mind that very few small towns like Campo have a "square", an agora, where you meet, where you know each other, where you can socialize on a daily basis.

Se Lei dovesse convincere qualcuno a trasferirsi in paese, quali aspetti del paese e della vita al suo interno presenterebbe ad un potenziale nuovo residente? If you were to persuade someone to move to the country, what aspects of the country and life within it would you present to a potential new resident?

6)Credo di aver già risposto nelle righe precedenti: in ogni caso, non credo proprio che, dal mio punto di vista strettamente "egoistico", avrei voglia di incentivare il trasferimento a Campo di "forestieri": già siamo ampiamente invasi da albanesi, romeni, neri di ogni parte dell'Africa, equadoregni, moldavi e quant'altro. I rapporti si stanno facendo di indifferenza reciproca, nel senso che il primo passo dell'uno verso l'altro vedo che lo fanno piuttosto i nuovi arrivati che non i vecchi residenti, restii al contatto con gli sconosciuti, la stragrande maggioranza dei quali rifiuta ogni integrazione con il mondo "campese" (e non posso dare loro torto: la favola dell'integrazione è tale: se io vado a stabilirmi in Camerun, ne osserverò le leggi, ma non diventerò mai un camerunese, rimarrò sempre un italiano. Come dire: chi parla di integrazione tra etnie e culture diverse mente sapendo di mentire, sia esso il Presidente della Repubblica o il Papa: Ricordo che negli anni Novanta, una professoressa dell'università Statale di Milano che teneva a noi insegnanti un corso di aggiornamento – dato che avevamo in classe molti figli di emigrati da varie parti del mondo – ebbene, ci diceva come moltissimi funzionari statali francesi, di origine algerina, marocchina, tunisina ecc., già alla quinta generazione, alla sera lasciavano la City e tornavano "a casa"; sì, arrivati nelle lussuose dimore che permetteva loro il lauto stipendio statale, accendevano il televisore e con la parabola "tonavano a casa"…in Algeria, Marocco, Tunisia ecc.). Ad ogni modo, questi sono pensierini di una persona anziana che già ha difficoltà a rapportarsi con il mondo moderno (per quanto si sforzi di farlo) verso il quale, così diverso dal suo mondo, dai suoi valori, dalla sua mentalità e, se vogliamo, anche dalle sue tradizioni ormai obsolete (lo ammetto, ma la cosa non mi fa specie) pure si sforza di comprenderlo, ma non di aderirvi. 6) I think I have already answered in the previous lines: in any case, I really don't think that, from my strictly "selfish" point of view, I would like to encourage the transfer of "foreigners" to Campo: we are already largely invaded by Albanians, Romanians, blacks from all over Africa, Ecuadorians, Moldovans and so on. Relationships are being made of mutual indifference, in the sense that the first step of one towards the other I see that the newcomers do rather than the old residents, reluctant to contact strangers, the vast majority of whom refuse any integration with the "Campese" world (and I cannot blame them: the fable of integration is such: if I go to settle in Cameroon, I will observe its laws, but I will never become a Cameroonian, I will always remain an Italian. : whoever talks about integration between different ethnic groups and cultures lies knowing they are lying, be it the President of the Republic or the Pope: I remember that in the nineties, a professor at the State University of Milan who gave us teachers a refresher course - given that we had in class many children of emigrants from various parts of the world - well, he told us how many French state officials, of Algerian, Moroccan, Tunisian origin, etc., already in the fifth generation, at the evening they left the City and went "home"; yes, when they arrived in the luxurious residences that allowed them the high salary of the state, they turned on the television and with the parable they "thundered home" ... in Algeria, Morocco, Tunisia etc.). In any case, these are thoughts of an elderly person who already has difficulty in relating to the modern world (however much he tries to do so) towards which, so different from his world, its values, its mentality and, if we want to , even from its now obsolete traditions (I admit it, but this does not make me any particular) it also strives to understand it, but not to adhere to it.

Qual e´il Suo pensiero riguardo all'effetto dei cambiamenti climatici su Campo Ligure? What are your thoughts on the effect of climate change on Campo Ligure? Cambiamenti climatici e Campo

Ligure. Io non nego affatto che il clima stia cambiando (non so se in senso positivo o negativo: questo lo diranno i miei posteri e, al massimo, me lo possono spiegare gli addetti ai lavori, non certamente i "gretini": non sono così sciocco e così male informato da non capire che la ragazzina è stata ampiamente usata e che i suoi hanno fatto una barcata di soldi sul "fervore" di ecologisti, verdi, ambientalisti e compagnia bella che, appunto, si fa bella in pubblico, poi, in privato (oh, quanti ne conosco!) girano in enormi Suv, hanno in casa tutti gli elettrodomestici più costosi, non rinunciano a schiacciare pulsanti e interruttori…ecc.: tutta gente che gode di stipendio fisso o di pensione sicura: non c'è verso che tra di loro si incontri un povero operaio, un contadino di quelli non ancora automatizzati…Lasciamo perdere). Dicevo che ho visto con i miei occhi cambiamenti climatici e del territorio così veloci da stupirmi: io sono un amante della montagna, sono andato in montagna "pedibus calcantibus" (non in funivia, auto o similia) per oltre 40 anni e l'ho vista cambiare sotto i miei occhi; ancora intorno agli anni ottanta ad agosto si incontravano neve e ghiaccio a 2500 m., cogli anni novanta ho sempre raggiunto i 3000 e oltre senza incontrarne una chiazza; ho visto arretrare i ghiacciai valdostani nel giro di pochi anni; ho visto scomparire quelli delle alpi Cozie sia sul versante italiano sia su quello francese; ho dovuto fermarmi per la presenza di ghiaccio laddove sette-dieci anni appresso sono passato sul sabbione senza difficoltà (se non quella di una ascesa durissima su da una morena infinita). Ho conosciuto a Campo i climi rigidi e le grandi nevicate durante gli inverni degli anni cinquanta-settanta; freddi intensi e ghiaccio ancora a marzo; ma ora vedo violette, ranuncoli, primule a fine gennaio e questo da diversi anni; al contempo, si scatenano acquazzoni spaventosi, bombe d'acqua devastanti e con queste frane e disastri. Detto questo, attenzione! Le alluvioni dalle nostre parti ci sono sempre state: tra il 1545, la prima che ho trovato documentata, e l'ultima dell'ottobre 2019 Campo ha subito 38 eventi alluvionali devastanti con morti e distruzioni immani, miseria e fame, fughe di abitanti a centinaia (i discendenti di campesi emigrati sono calcolati oggi nel mondo intorno ai 25-30.000; ricordo una decina d'anni fa, in Camargue, durante le grandi feste del 24-25 maggio, ho incontrato un noleggiatore di pullman di Livorno di cognome Leoncini, che conosceva perfettamente la sua origine nei chiodaioli campesi fuggiti nel 1705 "nelle terre del Granduca"; intorno al 1995, mi pare, durante la preparazione degli esami di Maturità, in un Istituto Tecnico del Cuneese ove ero Presidente di Commissione, ho incontrato la commissaria di Matematica che di cognome faceva Oliveri e che sapeva perfettamente di avere origini campesi). Ora, a fronte dei disastri che come storico locale ho potuto constatare durante le mie ricerche archivistiche, sono qui a non meravigliarmi affatto di quanto di disastroso ogni tanto succede in questa Valle; come cittadino del mondo sono convinto che le condizioni climatiche stiano cambiando, ma da qui a lasciarmi infinocchiare dalla Greta di turno ce ne passa (fenomeno da baraccone mediatico); durante il lockdouwn passato (si scrive così? Scusatemi, ma io l'inglese non lo conosco e non ho più alcuna ambizione in merito) l'aria delle grandi città era più inquinata di quanto non lo fosse con il traffico caotico quotidiano "normale"; del resto, la problematica interessa il "mercato" = vendere più questo che quel prodotto, soprattutto se è più costoso, ma "meno inquinante" (e chi lo ha detto? La casa produttrice?). Qui non c'è il mare (che ci fanno vedere inquinatissimo e sono più che convinto che tale sia), ma i nostri torrenti hanno acque sicuramente molto, ma molto più pulite di quando eravamo ragazzini: in esse le varie tessiture o cotonifici scaricavano le acque di risulta, quelle delle tintorie (con acque di colori "vari"), i filogranisti scaricavano i prodotti cianati, con gran moria di pesci, le due concerie scaricavano i loro liquami, le fogne non avevano depuratori…ecc. e noi ragazzini facevamo il bagno nel "lago della ferriera", andavamo a pesci che ci mangiavamo, le donne lavavano i panni nei torrenti. Bah, mi direte, però nel 1960 ci fu una epidemia di tifo dovuta all'acqua. Sì, è vero, all'acqua dell'acquedotto!!! Climate change and Campo Ligure. I do not deny at all that the climate is changing (I do not know if in a positive or negative sense: this will be said by my posterity and, at most, the experts can explain it to me, certainly not the "gretini": I'm not so silly and so misinformed that he does not understand that the girl has been widely used and that her parents have made a boatload of money on the "fervor" of ecologists, greens, environmentalists and company that, in fact, makes herself beautiful in public, then, in private individuals (oh, how many do I know!) ride in huge SUVs, have all the most expensive appliances at home, do not give up on pressing buttons and switches ... etc .: all people who enjoy a fixed salary or a safe pension: there is no towards that among them you meet a poor worker, a peasant of those not yet automated ... Forget it). I said that I have seen with my own eyes changes in the climate and in the territory so fast that it amazes me: I am a lover of the mountains, I went to the mountains "pedibus calcantibus" (not by cable car, car or similar) for over 40 years and I sight change under my eyes; still around the eighties in August there was snow and ice at 2500 m., in the nineties I always reached 3000 and beyond without encountering a patch; I saw the Valle d'Aosta glaciers retreat within a few years; I have seen those of the Cozie Alps disappear on both the Italian and French sides; I had to stop due to the presence of ice where seven to ten years later I passed on the sand without difficulty (if not that of a very hard climb up from an infinite moraine). In Campo I have known the harsh climates and heavy snowfalls during the winters of the fifties and seventies; intense cold and ice again in March; but now I see violets, buttercups, primroses in late January and this for several years; at the same time, frightening downpours break out, devastating water bombs and with these landslides and disasters.

Having said that, beware! There have always been floods in our area: between 1545, the first that I found documented, and the last one in October 2019, Campo suffered 38 devastating flood events with immense deaths and destruction, misery and hunger, escapes of inhabitants to hundreds (the descendants of Campesi emigrants are estimated to be around 25-30,000 in the world today; I remember about ten years ago, in the Camargue, during the great holidays of May 24-25, I met a coach hirer from Livorno with the surname Leoncini , who knew perfectly its origin in the bolt-makers from Campesi who fled in 1705 "to the lands of the Grand Duke"; around 1995, it seems to me, during the preparation of the Maturity exams, in a Technical Institute of Cuneo where I was President of the Commission, I met the Commissioner of Mathematics whose surname was Oliveri and who knew perfectly well that she had Campesi origins). Now, in the face of the disasters that as a local historian I was able to ascertain during my archival research, I am here not to be surprised at all by how much disastrous happens every so often in this Valley; as a citizen of the world, I am convinced that the climatic conditions are changing, but from here to let myself be fooled by the Greta on duty (media freak phenomenon); during the past lockdouwn (is it spelled like this? Excuse me, but I don't know English and I no longer have any ambition about it) the air of big cities was more polluted than it was with the "normal" daily chaotic traffic ; after all, the problem concerns the "market" = sell more this than that product, especially if it is more expensive, but "less polluting" (and who said that? The manufacturer?). Here there is no sea (which makes us see very polluted and I am more than convinced that it is), but our streams certainly have much, much cleaner waters than when we were kids: in them the various weaving or cotton mills unloaded the waste water, those of the dyeing plants (with waters of "various" colors), the filogranisti unloaded the cyanated products, with great death of fish, the two tanneries unloaded their sewage, the sewers did not have purifiers ... etc. and we kids took a bath in the "lake of the ironworks", we went to fish that we ate, the women washed our clothes in the streams. Well, you will tell me, but in 1960 there was a typhus epidemic due to water. Yes, that's right, to the water of the aqueduct !!!

Interview 4 J

Interview done with Stefania Caruso, employee of the Municipality of Campo Ligure.

Stefania Caruso, resides in Masone, even if not resident in Campo Ligure *per se* she has a privileged point of view on the municipality and its effective operation. She is employed at the technical office and she takes care of commerce and taxes , she has been in the area from her childhood.

What can the municipality do?

Municipality is the public service close to the citizen, and takes care of base services:
- registry office, everything connected to population (identity card, residence, immigration, emigration, civil status)
- Technical office (public and private building)
- School (only bus and canteen)
- Events (the Region Liguria incentives much)
- Local taxes
  - IMU (Buildings tax) 9,5 pr 1000
  - TRASH (pays the service, so it collects the exact amount of money to cover the expenses, the budget is 0)
  - TOSAP occupation of public soil (market, works, shop dehors etc…)

Part of Municipality's functions are absorbed by Unione Valli del S.O.L., that includes the Municipality of Campo Ligure, Masone, Rossiglione, Tiglieto and Urbe.

If you should sell Campo Ligure to a potential new resident, what would you try to sell?

Quality of life, it's close both to Genoa and to Lower Piedmont, so can use both services. It's easy to have a family because everything is closer (school, shops, etc..). Social life is important and constant, there is the possibility with this dimension to call personally residents if they forget to pay a tax and fix the problem before it gets bigger.
Good to handle children and elderly that can be handled with a human touch.

Covid has been easier to handle in a small community, where people could at least walk and breath, reflection about the social life and the possibility to maintain it in the municipality better than in bigger cities.

Reflection from the job point of view:

In the first two months of 2021 two people came to ask about starting a company, the town is perceived as alive and with ideas, not always becoming companies, but the town is not dead.

Critical issue: newborn are very important to be able to maintain services and lifestyle, is necessary to have more children not to lose the quality of life.

Who are potential new residents in Campo Ligure?

Houses are not cheap as in Rossiglione (where many immigrants move to), cadastral income is higher, therefore it would be probably people with a middle/high income that search a new life style or people that wants to start an agricultural activity.

What should happen to make you move from this place?

There are no drivers, the only reason would be if the place would become unhealthy. Refers to the possibility in the '90s that a waste dump could have been built in the area.

Other reflections:
Campo Ligure has a structure where in the center of the town many buildings have their ground floors registered to cadastal as commercial units.
Passo carrabile is free for residents
IMU comes with discount for industrial buildings used for economical activities (8,9% instead of 9,5%, the Municipality's part comes for free)

Interview with Janos Gabor Varga who is a resident in Campo Ligure, that does craftsmanship. Conducted at Janos house in Campo Ligure 28 th april 2021.

Personal Information: Janos comes from Hungary, he is an educated agronomist. He was born in Budapest and later him and his family moved to suburbs. He did a research in Transilvania, Hungary and Ucraine about traditional medicine in veterinary. He moved to England (had also experiences in other places for ex. Finland) and worked in milk/diary production. After breaking up with his girlfriend he decided to move from England, both for a sense of isolation and because western Europe didn't feel the right to him. During that period he booked 4 days vacation in Genoa, to speak with a professor of University of Genoa that wrote an article in the field of veterinary traditional medicine. He fell in love with Genoa, describes the first visit to "carruggi" as overwhelming, closed the map and just got lost in the streets for a day. Therefore back in England he closed house, sold stuff and just came to Genoa. Money was not so much so he needed to find a job to survive, he knew that he could use his experience in milk/dairy production, so began to look into farms around the city. Stura Valley was at that time known better as "the milky valley" and he thought it could be a good place to start. He already did jewellery using iron and other materials as a hobby, and the tradition of filigree and iron in the valley sounded promising. He spent more than one year working in a farmhouse taking care of goats and doing goat cheese, but the situation was not the best and he was thinking about changing job. Due to an accident with a motorbike he had to spend one months without working, having much time he did some researches on the internet and founded Etsy, he put some of his jewels online and he was able to sell them quickly, therefore started to think about leave the farm and work as goldsmith. **Why Campo Ligure:** Janos says he is not anymore in the phase of falling in love with the town, he compares his relationship with the town as a relationship with a partner saying that he his in the phase of being committed to the relationship, still in love but with some "arguments", for example the fact that cars are still allowed in the main street when it would be better on the long run to have a "borgo" where people could walk with no dangers and shops could put on

the streets tables. He says that hears often people born in Campo Ligure say "there's nothing here", but he compares the town social life with others realities he has seen and says that here there is life, shops, restaurants, bars, they are all working for residents, not for tourists, and he respects that. He is surprised that the population is decreasing, because for him the town is a good place to live. Of course he has thought about moving to Genoa, but he couldn't afford a place as he has now, where he can have a laboratory in the apartment and nobody complains about his hammering during the day. He gives a great value to social security in the town, he knows there's always somebody that would help him whatever happens.

Filigree: He has a great exchange with filigree craftsmen. They let him use some machinery he doesn't have and he sometimes helps them in doing work easier for him. He thinks that not doing filigree, he has been accepted very well among them. He thinks that it would be difficult to introduce other specialities in town, because a small town it's ok having only one specialization, but at the same time he agrees that in the town there are spaces for more craftsmen with other specializations. Sometimes the "mentality" of people can be an obstacle to change.

His work: He defines himself a "smart worker", being in Italy is good for his job, definitely not an obstacle, the main problems are bureaucracy related, but buyers are pleased that the pieces bought are coming from Italy. He jokes about "made in Italy by an immigrant". He has collaboration with jewellery schools, teaching and hosting in Campo trainees from all over the world (for example a girl from Taipei), he doesn't accept money, he asks trainees to work for him in exchange for him teaching them.

Do you feel as part of the community?: "I'm good at being a stranger wherever I go". He defines himself as a "foresto" (stranger in dialect), I underline that he uses a place related word. It's difficult to explain for him his being part or not of the community.

Is there something that you feel you do as native people?: He shows me a "masuín", a knife typical from the neighboring town Masone, used traditionally to cut willow branches used to do baskets. He also thinks his experience in the farm among farmers gave him a deep understanding of the land, in an ancestral way. He feels he understands the land, for example he uses wood to warm during winter and he knows how to make wood for winter.

Other topics: He thinks Campo is a good place to do a romantic weekend, there are places to eat, to drink and to just get an ice cream. He's happy that there are now rooms available for tourists because many of his friends came to visit but in the past it was difficult if he had no place at home for everybody, also his trainees use the facilities in the town to stay, usually a month. He has a long distance relationship with a woman in Budapest and they make it work. I asked him if he never thought about doing research in traditional veterinary medicine based on Stura valley, he answered that he did it among people speaking hungarian, he thinks he does not have enough knowledge of the dialect to deeply understand the field. If he goes away for work he invites friends to his house to take care of his "girls" (two sweet cats). People from Hungary are usually excited because they perceive Campo as really close to the sea, and often ask to come back to the town.

Will you move from Campo?: He says that he heard too many saying "I'll move back to my homeland" or "I'll never move from here" and then change mind in a second, therefore he says he doesn't know if he's going to move away. He is not interested in moving. He feels that now for his job he uses three languages (Hungarian, English and Italian) and he doesn't want to lose hís proficiency in italian moving back to Hungary.