

Work Anytime, Work Anywhere

- Smart Work for Economic Growth and Regional Development

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How work is changing



**Early Car
Manufacturing in
Saginaw (c. 1912) by
Unknown**

How work is changing?



**Construction Commences at Nissan's
Advanced Vehicle Battery Plant in
Smyrna**

How work is changing



<http://www.billbuxton.com/hydraPhysical.jpg>

How work is changing



<http://www.humanproductivitylab.com/images/DreamWorks%20Storyboard%20Solution.jpg>

Morning: home to work traffic in 2012



http://www.robotbriefs.com/storage/post-images/atlanta-traffic.jpg?__SQUARESPACE_CACHEVERSION=1299591158722

Evening: work to home traffic in 2012



<http://www.reemachadha.me/wp-content/uploads/2011/09/Traffic.jpg>

New way of working across the Europe

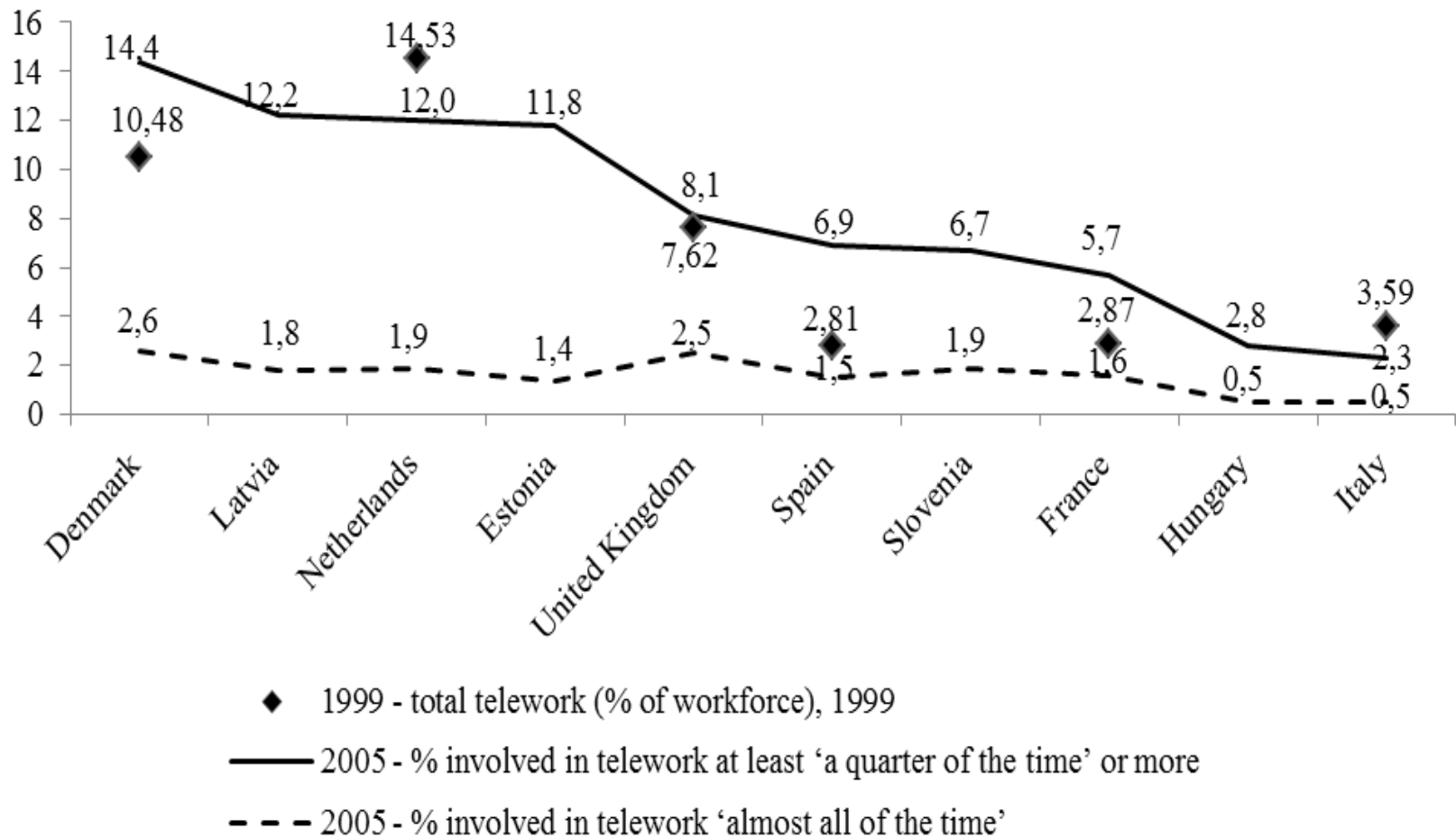
What are current
developments ?

Why Smart Work?

Why Smart Work
Centres?

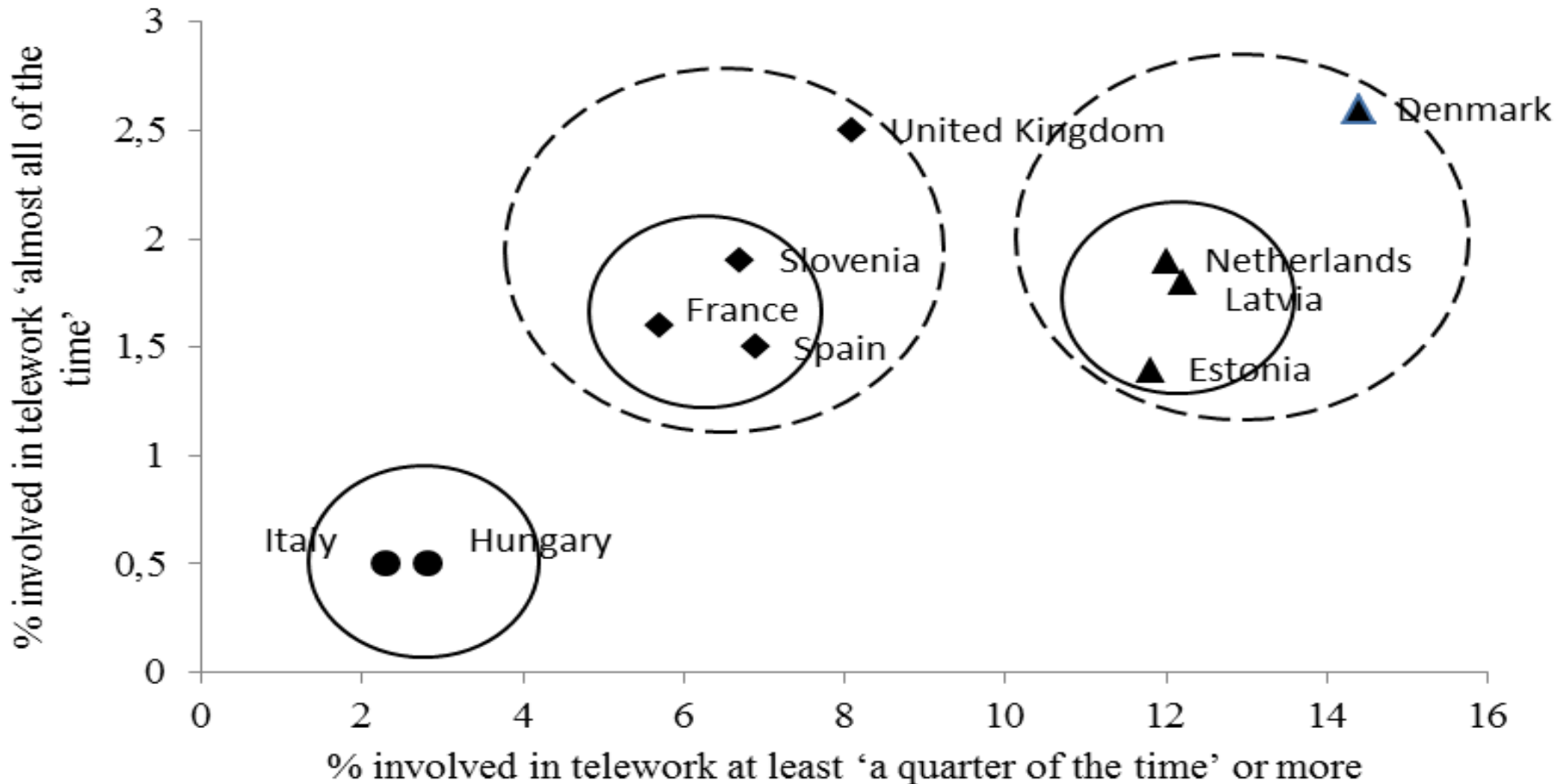


New way of working across the Europe



Telework in Europe 1999/2005, in % (European Commission, 1999; Eurofond, 2010)

New way of working across the Europe



Clusters of Member States regarding the use of telework in 2005 (Eurofond, 2010)

Why Smart Work?

In 2010

More than 740 million people migrated within their country, almost 4 times the extent of international migration



In UK a working population of 29 million commuters daily:

- spent >20 million hours travelling to and from work
- lost at least an hour of their time
- caused production losses >266 million pounds

Why Smart Work?

Personal reasons:

- Time economy
- Flexible work arrangements
- Work/life balance
- Residing outside cities

Economic reasons:

- Increase in productivity
- Reduction of costs (transport, real estate etc.)
- Recruitment and retention of staff
- The image / reputation



Why Smart Work Center?

Technological benefits:

Quality working space & technologies

Data protection

Social benefits:

Motivation

Socialisation and mentoring

Cost reduction:

Costs of maintaining the equipment

Energy costs

Other:

Networking

Additional services

An example

Kõnnu SWC, Estonia

- Small village (70 inhabitants) 40 km from the capital city Tallinn
- Established by 5 local women, now 12 women working
- Women share their knowledge, jobs and childcare duties & compete as a unit in the labour market
- Communication and social life – events, projects, courses for children, consultations to local officials etc.



Increase in the number of inhabitants

Increase in the attractiveness

Business allocation

Fiscal effects (infrastructure & services)

Critical mass (innovation & productivity)

New jobs

Smart work & Regional Development

Notable share of global GDP consists of immaterial (digital) content and services which are insensitive to distance

ICT allow to work anytime and anywhere; thus it might help to overcome the distance in rural areas

However, the “geographic paradox” of the digital economy shows that investments in sectors which are the main users of the new ICT tend to be located in large urban centres

Main challenges

The transfer of tacit knowledge & face-to-face communication

Infrastructure , skills and knowledge

The rigidness of labor marker in rural areas

Temporal lag between the possibilities offered by the ICT and the adaptation of behaviour



- A need for explanatory and encouraging measures (subsidies, coordination of job opportunities etc.)



To conclude



Smart work centres may act as facilitators of socioeconomic activity, especially when providing training and business incubation services



A wider use of smart work might increase an in-migration of high-skilled professionals to rural areas