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
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

Morning: home to work traffic in 2012

Evening: work to home traffic in 2012

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)
Clusters of Member States regarding the use of telework in 2005 (Eurofond, 2010)
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
Technological benefits:
Quality working space & technologies
Data protection

Cost reduction:
Costs of maintaining the equipment
Energy costs

Social benefits:
Motivation
Socialisation and mentoring

Other:
Networking
Additional services
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

New jobs

Business allocation

Fiscal effects (infrastructure & services)

Critical mass (innovation & productivity)
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 wider use of smart work might increase an immigration of high-skilled professionals to rural areas. Smart work centres may act as facilitators of socioeconomic activity, especially when providing training and business incubation services. To conclude, a need for explanatory and encouraging measures (subsidies, coordination of job opportunities etc.).

Awareness campaign *Get Online Week* in Estonia.