



Italian Special Occasions
Designed for you

ISO WORKATION EXPERIENCE

*The best retreat
to relax, restart & reward*

Workation in Italy.

Why?

Italy is a destination with unforgettable views, rich history and art, delicious regional cuisine and fine wines.

A workation in Italy is an opportunity for employees to discover the forgotten and unknown area of Italy so that:

- the local culture enriches them – this makes a vacation extra unique and memorable;
- the destination and its heritage inspire them – this also helps to boost the employees' creativity at work;
- they give back to the local community – in addition to making the participants feel good and valuable, this is also great for corporate social responsibility (CSR);
- they embrace the concept of sustainability and respecting nature, the importance of which the pandemic has made very clear to everyone.

What is a **workation?**

Workation is a combination of work and holiday.

Imagine a team that has to work on an important project. The company can decide to let the team travel to another country, where to work with focus but at the same time be rewarded.

Being surrounded by nature, eating healthy food and engaging in activities that help to facilitate work, are all elements that create team cohesion and stimulate creativity.

The protagonists of an *ISO Workation Experience* are:

- A coach and life facilitator;
- Wellness experts and yoga teachers;
- The locals, including environmental guides, artisans, wine experts and chefs who focus on sustainability;
- Your employees!

The **essence** of our workation

Our workation experiences revolve around the concepts of Sustainability, Culture and Wellbeing.

All our experiences are authentic and led by professionals with whom we design and organise:

- 1) Educational activities on sustainability;
- 2) Culture-related activities;
- 3) Wellbeing & wellness-related activities.

When we talk about authenticity and sustainability, we are not talking about luxury but a genuine and revised way of organising events and travel that involve education, lifestyle and wellness.

Locations & venues of our workation retreats

Our workation retreat venues are selected based on our best region-season combination policy and upon the size of the group.

Depending on the objectives of the workation, the venue can be:

- a historical villa;
- an eco-friendly hotel;
- a widespread hotel.

Our venues are often surrounded by nature and culture, in places where traditions are still alive and not yet transformed by mass tourism. We help promote these destinations sustainably, applying the principles of educated tourism to support the local community.

All our venues have a functional workspace set up expressly for ISO Workation Experiences to meet your requirements and guarantee a wellbeing-focused and creativity-boosting work environment for your employees.

Examples of workation activities





Sustainable education activity: "What is Humus?"

When we talk about eating sustainably, we also touch on issues like agriculture, fertilizers and food waste. It is hard to understand these concepts when you don't know the "behind the scenes".

We teamed up with Robrico, a small company in Italy that produces earthworm humus. Here, your team will learn:

- What is humus and how it is made;
- How it is used in the agricultural and floral fields;
- Why food waste can lead to the use of fertilizers.

The best way to start and change our lifestyle is to understand the basics behind biofertilizers and bio-agriculture, the importance of buying organic products and reducing CO2 emissions, and the enormous benefits for the planet and all human beings.



Wine Tasting

Get your group to visit a winery with our professional wine expert.

Here, they will walk along the vineyards and understand the importance of winemaking for the soil and the territory.

They will also learn how to choose a good wine and how to drink the wine in a healthy way.



Cooking Class

The experience starts with visiting an organic farm with the private chef to choose the ingredients and see how they are cultivated.

The cooking class then focuses on teaching traditional recipes, the Mediterranean diet, and how to eat well.

Your group will learn the importance of changing lifestyles and being conscious of food waste. Simple actions can help support the fight against climate change, save nutritious food for redistribution to those in need, save money for farmers, companies and households.



Craftmanship Workshop

An authentic retreat for your employees to (re)learn how to use their hands and to appreciate quality and time.

We can organise craft workshops like ceramics, painting, gilding, embroidery and perfume-making.

The workshop can take place over one, two or even more days. Our internal coach will work with your team and go through a motivational process to increase awareness within the group.

When creating something from scratch – using the raw materials, your own hands and creativity – you understand that you can only obtain quality with time and attention to detail.

Craftmanship has a lot to teach us and can create a new culture of consumption and habits!



Wellness & Wellbeing Activities

Our coach and wellness expert will personalise the experiences based upon the needs and the purpose of the workation. Some of the best activities to improve your team's lifestyle are:

- Mindfulness and Yoga
- Trekking and Hiking

We want to demonstrate that a well-balanced diet, being surrounded by nature, daily exercise and switching off electronics can boost team spirit and drive more productivity.

The team will feel rewarded and part of the company as a family.

Wellness refers to physical health and an active lifestyle.

Wellbeing takes a more holistic approach towards finding a balance between social and professional life and achieving a more fulfilling work-life balance.



Long-Stay and Individual Workations

Planning a long-stay workation is ideal because it gives participants time to work, relax, learn and experience the destination in an enriching way. We suggest workations that last at least one week and up to a month.

Longer stays can also positively impact the environment and the local community. Why? Because they create less mass of visitors that come and go in very short amounts of time; and less travel produces less pollution and has a positive impact on tourism's carbon footprint. A long-stay workation is also a fantastic way to use our Seasonality concept at its best, for your employees to savour time and place at a slow pace.

We can also organise individual workations. Whether single or group experiences, we guarantee an authentic trip that positively impacts your employees' motivation, creativity, team resilience and loyalty.

As Walt Disney said:
*"You can design, create and build the most wonderful place in the world.
But it takes people
to make the dream a reality."*

Our commitment to sustainability

We are committed to ensuring our activities, agenda and business strategy are based on specific United Nations Sustainable Development Goals (SDGs).

Here are some of our sustainable initiatives and how they align to specific goals.

SME CLIMATE HUB

As part of the SME Climate Hub and as ambassadors of Positive Impact Events, we are committed to constantly reviewing and improving our data by halving our greenhouse gas emissions before 2030 and achieving net-zero emissions before 2050.

(SDG 13 - Climate action)

BEYOND ITALY

We educate and inspire the industry about sustainable tourism through our wonderful initiative: Beyond Italy is a series of itineraries and events built around Italy's cultural heritage, alongside authentic and unique sustainable experiences.

(SDG 8 - Sustainable tourism)

CREATIVE ITALY

Through our sister company Creative Italy, we invite people worldwide to learn how to use their hands and ingenuity with artisans. Creative Italy teaches the importance of creating quality objects, consuming responsibly and respecting heritage.

(SDG 12 - Responsible consumption and production)

LESS PLASTIC, MORE EDUCATION

To combat plastic pollution, we commit to supplying each event attendee with a reusable water bottle. The profits go to community-based projects that prioritise quality education for disadvantaged children. VSA sport organization

(SDG 4 - Quality education)

How we work in a few steps

- **Let's meet!** We set up a conference call to introduce ourselves and talk about your request, needs and objectives. We will give you some tips about Italy, suggesting destinations or venues, and proposing the ideal season-region combination.
- **Recap.** We send you an email with our presentation, an explanation of the services we can provide for you and how we can help you.
- **Contract and deposit.** We work with exclusive and limited events throughout the year. We will be delighted if you choose us to plan your special occasion in Italy. In order to start working on your personalised proposal, we ask you to sign a contract and we require a deposit to reserve your event slot.
- **Designed for you.** Once we have received the contract and deposit, we design and prepare your bespoke plan. You will receive it within the specific deadline agreed with you, along with our quotation.
- **We'll handle the rest, from A to Z.** Our Team starts working on your project taking care of all operational aspects. We provide you with full-time support before and during your special Italian occasion.



Let's talk!

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