

Island Living in a Global Age

A Community Organization for Engaging and Networking Rural Youth
on the Danish Island of Møn

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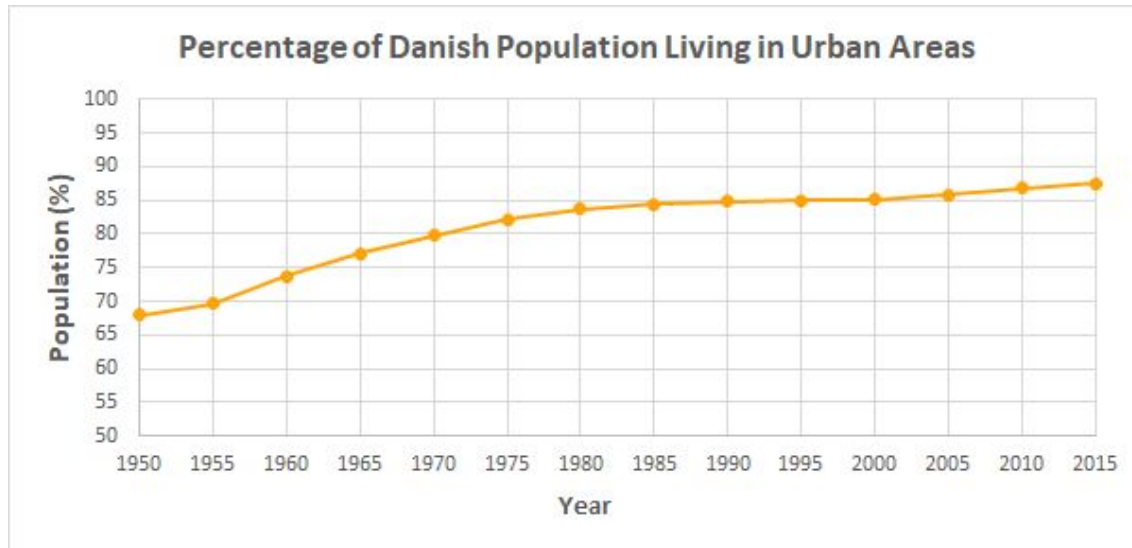
Katherine Foo
Holly Ault

Due to global urbanization, many rural communities experience rural marginalization.

Social
Exclusion

Cultural
Decline

Loss of
Infrastructure



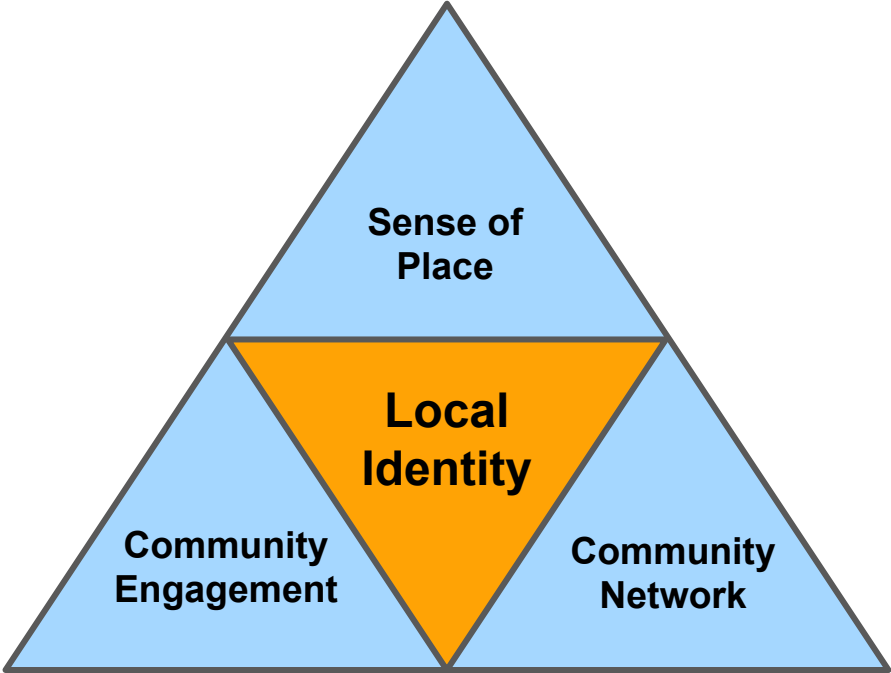
Economic
Decline

Loss of Local
Identity

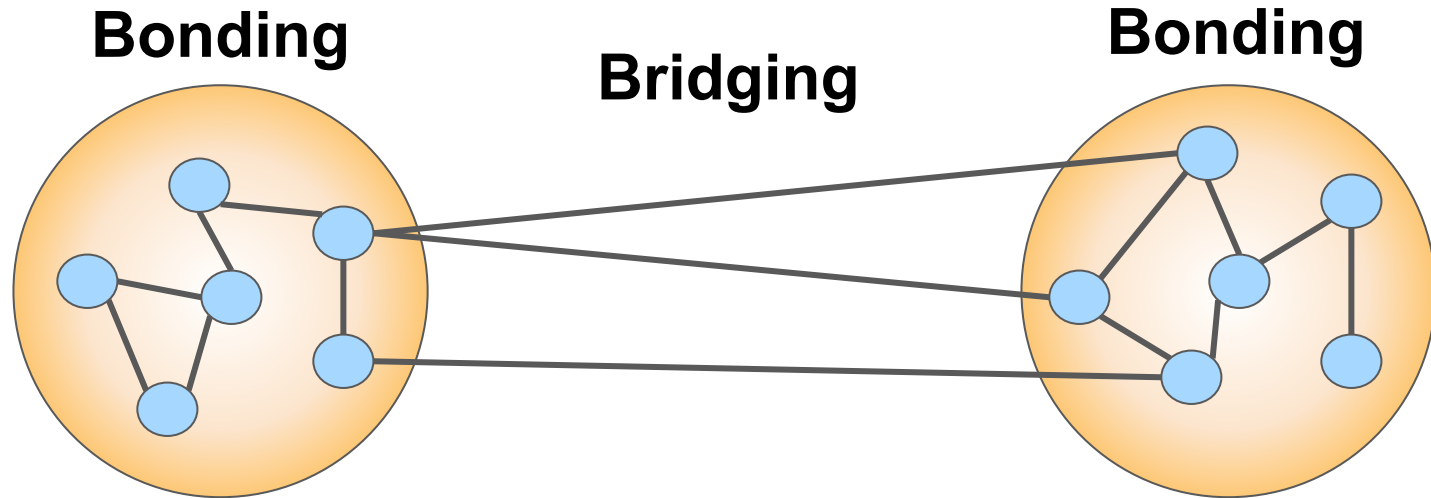
Rising Age
Structure

*United Nations, Department of Economic and Social Affairs, Population Division (2018).
World Urbanization Prospects: The 2018 Revision, Online Edition.*

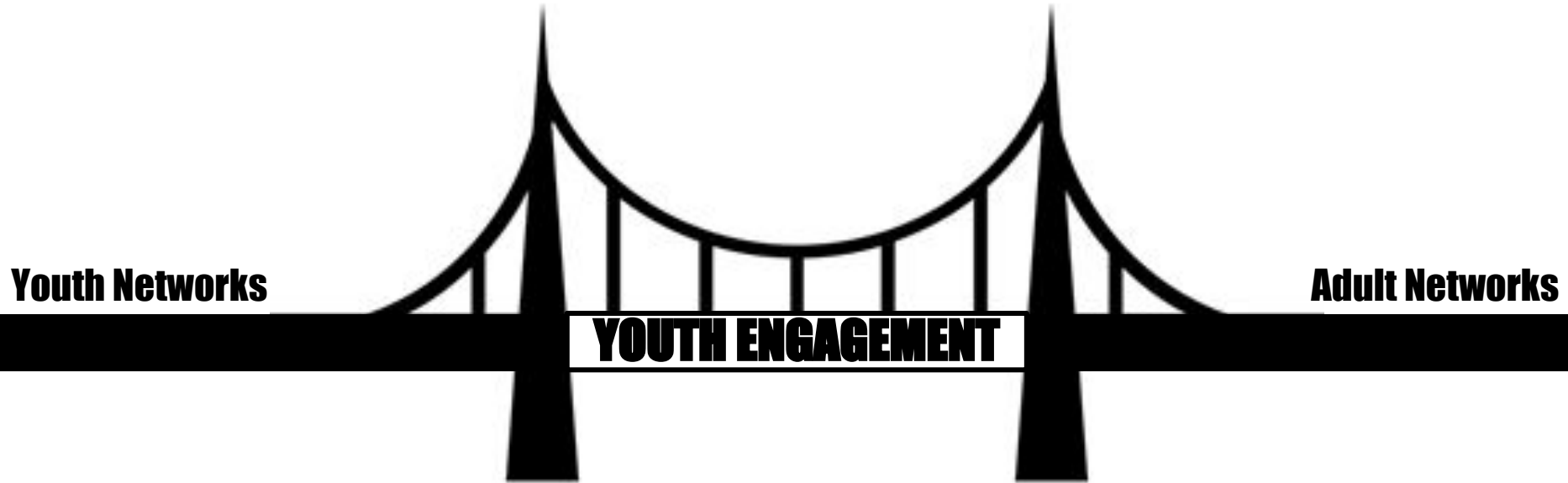
Local identity establishes a strong sense of place and community membership.



Social capital allows communities to rebuild their rural identity.



Youth engagement is one way of giving youth a voice in their communities.



Møn is a unique island community off the southern coast of Denmark.

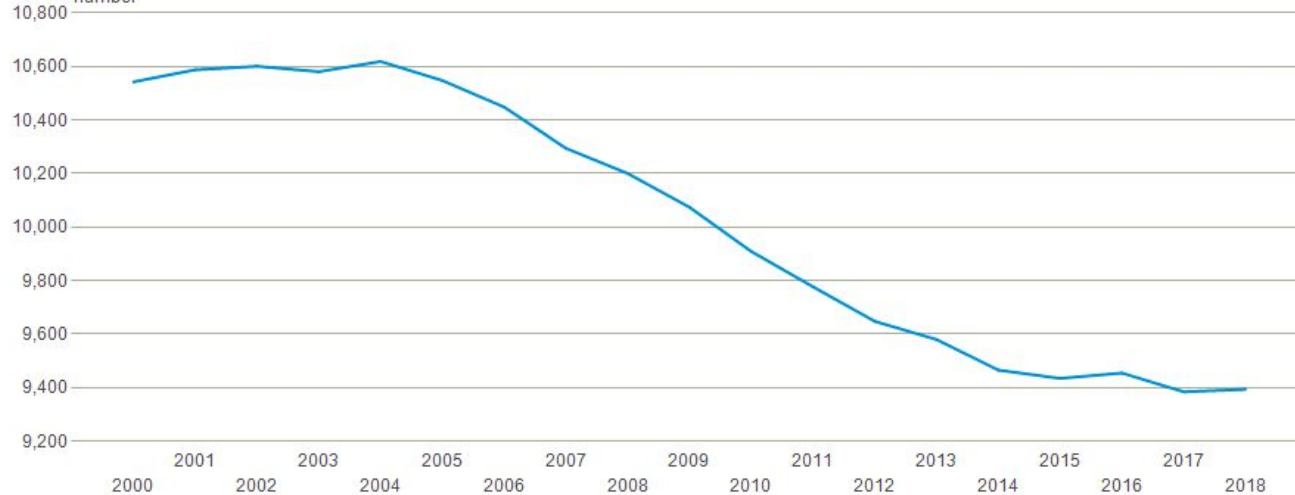


Population loss puts the Møn community at risk of rural marginalization.

Population 1. January

Islands: Møn

number



Population of the Island of Møn 2000-2018 (StatBank Denmark, n.d.)

Our goal is to assist in creating the concept and business strategy for a community organization on Møn.

I

Identify areas of focus for the community organization based on the needs and aspirations of the Møn residents

II

Classify the business strategies of existing community organizations

III

Develop the business model and mission statement for Island Living in a Global Age

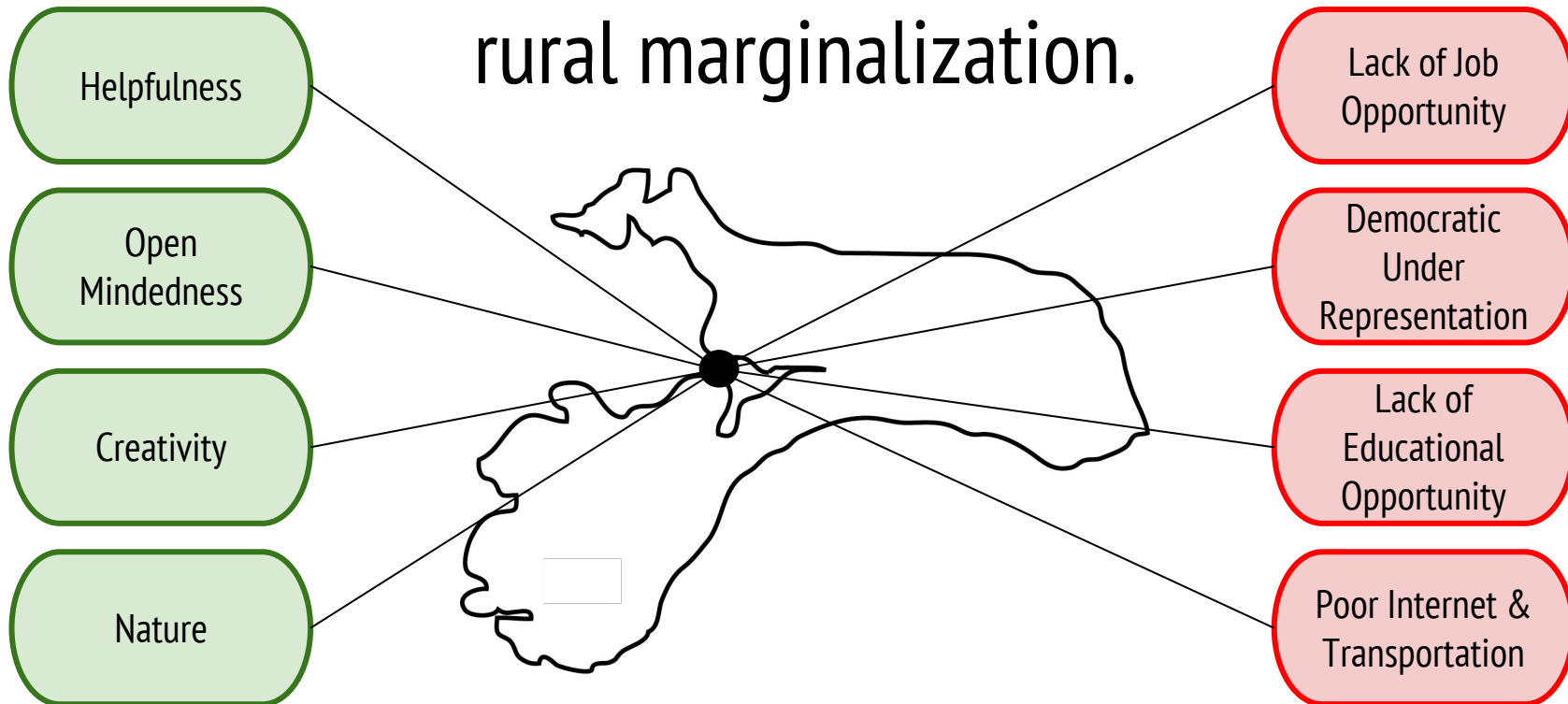
We conducted interviews and focus groups with members of the Møn community.



Focus Groups with Local Schools

Interviews with Møn Residents

Our interviews and focus groups characterized the local identity of Møn and indicated the presence of rural marginalization.



Our research revealed an underrepresentation of youth in the Møn community.

3,500 residents age 60-79



1,900 residents age 7-25

We conducted phone interviews with leaders of existing community networks.



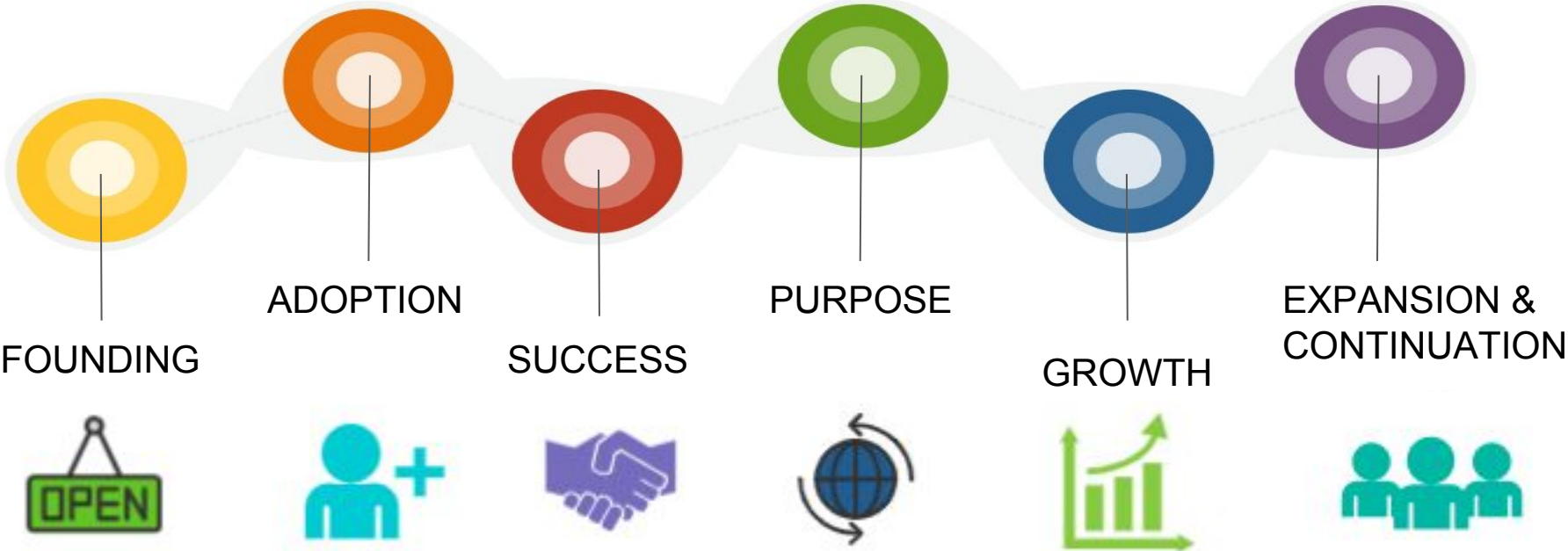
The community organizations fell into two categories.

Holistic

Mission

Serves the needs of an entire geographical community	<i>Definition</i>	Connects people within a community that share a common goal
Smaller	<i>Size</i>	Larger
Company Partnerships, Products	<i>Funding</i>	Large Grants, Paid Memberships
Collaborative and flexible structure and procedures	<i>Internal Structure</i>	Hierarchy and defined structure and procedures

Mission organizations started as holistic and transitioned in order to expand.



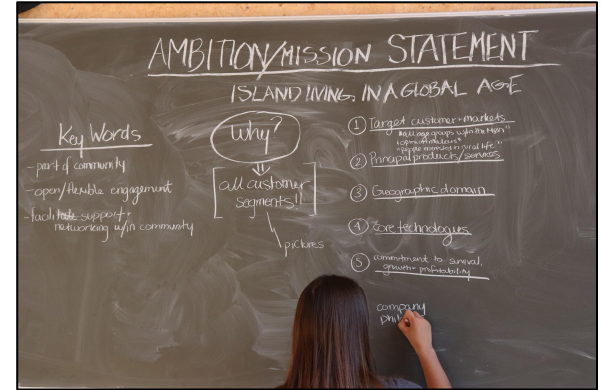
We designed and hosted a three-day workshop with our sponsors.



Filling in the Business Model Canvas



Comparing Island Living to other Organizations



Developing the Mission Statement

DAY ONE

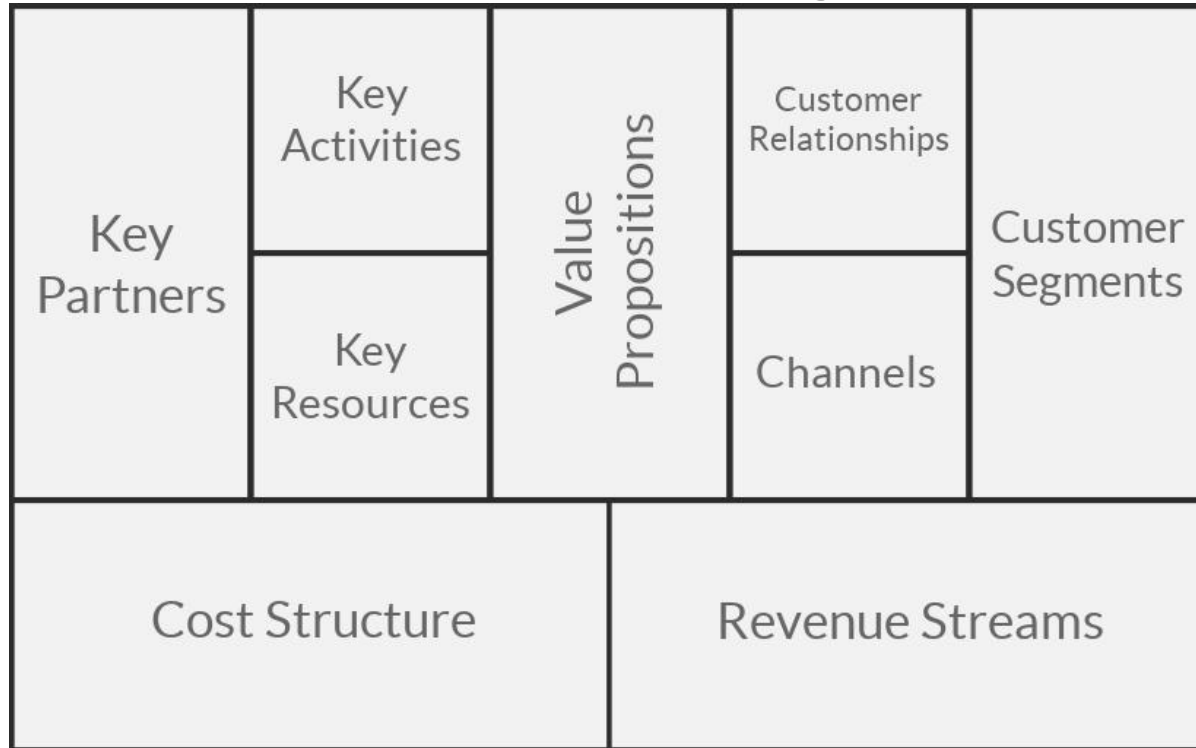
DAY TWO

DAY THREE

Our workshop culminated in writing a mission statement for Island Living in a Global Age.

The Island Living in a Global Age organization is for **all age groups, opinion makers**, and people interested in rural life - in and around the **Møn community**. Island Living in a Global Age is an innovative and adaptive **non-profit** organization that is a part of everyday living by **connecting people** and **creating local pride**. Through a unique, modern **new media platform**, Island Living in a Global Age provides opportunities to network and inspires **collective curiosity and new dialogues**, with a long term goal of **expanding new local platforms** to build communities in other Danish rural areas. Island Living in a Global Age commits itself to being a **transparent**, deep listening, professional and **trusted** organization within the community as a welcoming helper and enabler for participants.

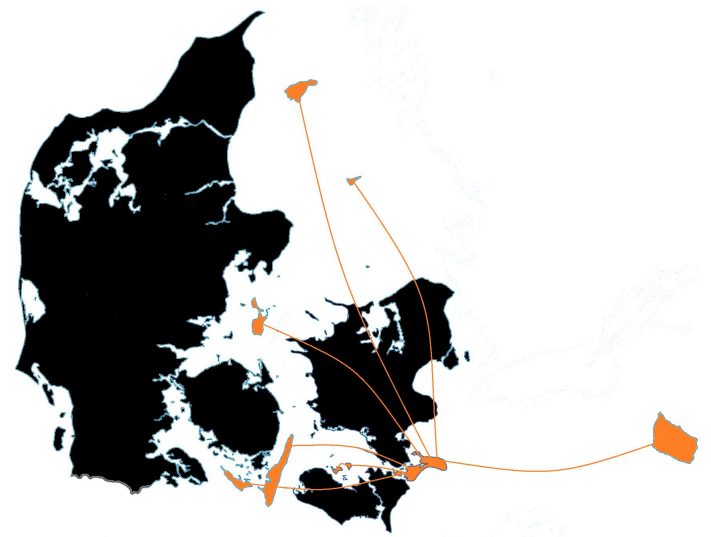
We worked with our sponsors to fill out a business model canvas for Island Living in a Global Age.



Our Final Recommendations



Establish locally as a holistic organization



Transition to a mission organization



A Special Thanks To...

- Our Sponsors, Hanne Lindblad and Søren Ishøy
- Our Advisors, Professors Katherine Foo and Holly Ault

We also would like to thank...

- Professors Kourtney Kurlanska and Peter Hansen
- Carsten Ohm
- Nicoline Olesen
- Møn Friskole
- Stege Skole
- All of our Interview Participants