



Supplemental Materials for Island Living in a Global Age

Copenhagen, Denmark A - Term 2018

An Interactive Qualifying Project submitted to the faculty of Worcester Polytechnic Institute in partial fulfillment of the requirements for the Degree of Bachelor of Science

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A. Authorship Page

Statement of Contributions:

In addition to our Authorship Page below, which demonstrates our equal writing participation, our team would like to emphasize that we feel work was evenly distributed among members, and was well tailored to each member's strengths. Each group member participated in leading and documenting interviews with School Focus Groups, Island Residents, and Community Organizations. In addition, during our sponsor workshop each team member contributed their thoughts equally and also led a specific exercise. Carly Campbell and Cole Winsor led the Business Model Canvas discussion, Gordon Murray led the Innovating a Business Model discussion, and Eleanor Foltan led the Mission Statement discussion. Beyond our methods each group member conducted themselves professionally every day, and brought their strengths to their team roles. Carly Campbell, as Team Designer, contributed to the layout of our final booklet and slide graphics, Gordon Murray, as Team Manager, kept the team on focus and found key research for the project. Eleanor Foltan, as Team Secretary, maintained a team schedule and organized team materials, and Cole Winsor, as Lead Editor, contributed to editing documents and was responsible for data representation.

Abstract.....	Carly Campbell & Cole Winsor
Identity at Risk: Opportunity for Rebuilding Local Culture...	Carly Campbell & Cole Winsor
Rural Marginalization Threatens Local Identity.....	Eleanor Foltan & Carly Campbell
Social Capital Promotes Local Identity.....	Cole Winsor
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Underrepresentation of Youth in the Møn Community Highlights the Need for Bridging Social Capital Between Generations.....	Gordon Murray & Cole Winsor
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1. The initial goal of the organization should be to establish itself firmly within the Møn community as a holistic organization.....	Eleanor Foltan
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established itself within the Møn community, it
should develop a mission that will link the Danish
Islands and other rural Danish communities..... Carly Campbell

B. Methods Supplementary Materials

B.1 During these interviews, conducted with consent from students, their parental guardians, and their teachers, we took field notes on important concepts, and wrote down important quotes from the students. Our data from the classroom exercises were coded thematically, and by topics of interest. Finally, data was categorized using the descriptive tags assigned, which allowed us to discover correlations and insights into the target population's perspective.¹

B.2 These resident interviews were semi-structured interviews, and focused on the perspectives of different aspects of the Møn community by allowing the participant residents to provide their own personal experience and anecdotes.²

B.3 The participants in the resident interviews were referred by our sponsors, either because they were parents of children in the Møn community, or because they offered a unique insight or had an impact on the community itself.

B.4 We took notes and with permission from the participant, audio recorded each interview. The notes highlighted key concepts of the interviews and we used the audio recordings to supplement our written notes with key quotes and passages. Entire interviews were not transcribed because we had limited time to conduct and analyze our interviews of the islanders.

B.5 Each organization was contacted through email to inquire about a possible interview. Respondents were interviewed over the Facetime Audio, Zoom, WhatsApp, and Facebook Audio.

B.6 We chose to use semi-structured interviews to permit the interviewee to elaborate on the structured questions and discuss their own stories and visions behind the network.² During interviews, we collected data in two forms, both through, audio recording and written notes. Following each interview, key quotes and passages of the interviews were transcribed from the recordings to supplement our written notes. Entire interviews were not transcribed because we had limited time to conduct and analyze our interviews of the community organizations.

B.7 A portion of these parameters were based on the analytical framework involved in managing nonprofit organizations (See Supplemental Materials F.2), while the other portion was developed based on major themes that were discussed with our sponsors.^{3,4}

C. School Focus Groups

C.1 School Focus Group Questions

Addressing the Individual's Perception of Møn

1. What would you tell someone who knew nothing about the island?
2. What's the first thing that comes to mind when you think of the island of Møn?
3. What are your favorite things about the island?
4. What's your favorite place to hang out or spend time?
5. Is there anything you don't enjoy about living on the island?

Addressing the Individual's Interests

1. What are your favorite subjects in school?
2. What activities/clubs/hobbies do you do outside of school?
3. If you could start a club, what kind of club would you want to start?
4. How do you find things to do on the island?
5. How do you meet new people within the community?
6. Are there any initiatives or movements you are interested in on Møn?
 - a. Are there any initiatives on the island that are beneficial to the community?
7. Are you interested in local news or politics?
 - a. Do you want to be a part of local politics on the island?
8. What do you want to do in the future?
 - a. Do you want to go to University? Why or why not?
 - b. What kind of job do you want?
9. Would you stay on Møn after finishing school?
 - a. If No: Where would you like to go? What makes you not want to come back? What might make you want to stay?
 - b. If Yes: Why would you like to stay? What makes you want to stay?

Addressing the Individual's Media Use and Communication

1. Do you feel your generation is interested in/can relate to your local news sources?
2. Where do you get your media from?
 - a. Facebook, YouTube, Twitter, etc.
3. How do you communicate with your friends?
4. If there was to be a local online hub for younger kids on the island what media form would you want it to be?

C.2 List of Inductive Codes by Question, Includes Frequency Data

(Please note: For questions that directly corresponded to questions in the Resident Interviews, School Focus Group Data was combined with Resident Interview Data)

What's your favorite place to hang out or spend time?		Total
CODE	DESCRIPTION	
Beaches	The students expressed they enjoy going to the beach	2
Bath House	The students expressed they hung out at the Bath House in Stege	2
Walking	The students expressed that they just walk around the island when they hang out	1
Friends' Houses	The students expressed they spend most time at friends' houses	1
Stege	The students expressed that Stege is a hangout spot	1
School	The students expressed that they like to hang out at school	1
Stege is Too Expensive	The students expressed that stege is for tourists and is too expensive	1

What are your favorite subjects in school?		Total
CODE	DESCRIPTION	

English		4
chemistry		1
computer science/ technology		1
Art		1
Music		1

If you could start a club, what kind of club would you want to start?		
CODE	DESCRIPTION	Total
Clubs Need More Support	The interviewee expressed that lots of clubs or activities die out from lack of support	1
Music Making	The interviewee expressed that a music club would be interesting	1
Travel Club	The interviewee expressed that a travel club would be interesting	1
Park for Youth	The interviewee said they would make a park for youth to hang out at	1
Something New for Kids	The interviewee expressed all the clubs and events are not interesting for kids	2
None		1
Already Plenty of Clubs	The student expressed there was already plenty of clubs (film, programming, etc.)	1

What do you want to do in the future?		
CODE	DESCRIPTION	Total
After School	The students expressed they wanted to go to Afterschool to go deeper into one subject/skill of interest	1
Volunteer for Danish Education	The student wanted to volunteer in an organization for improving Danish education	1
Surgeon	The student would like to be a surgeon	1
Pro Gamer	The student would like to be a pro gamer	1
Not sure	The student expressed they weren't sure	2
Architect	The student Expressed interest in being an architect	1
Business	The student wants to work in business in the city	1
Doctor	The student wants to be a doctor	1
Journalist		1
Real Estate	The student wants to work in real estate	1
Clothes Designer	The student wants to be a clothes designer	1

Do you want to go to University? Why or Why not?		Total
CODE	DESCRIPTION	
Unsure	The students did not know what they wanted to do in the future	1

What kind of job do you want?		Total
CODE	DESCRIPTION	
Unsure	The students did not know what they wanted to do in the future	1

Would you stay on Møn after finishing school?		Total
CODE	DESCRIPTION	
No	The student expressed no interest in coming back	6
Return Once Old	The student expressed that they may return once they are old	3
Summer Home	The student expressed that they wanted to own a summer home but not live on Mon	1
Maybe	The student said maybe they would consider living on the island in the future	1

If no: where would you like to go? What makes you not want to come back? What might make you want to stay?		Total
CODE	DESCRIPTION	
Copenhagen	The student expressed the desire to go to Copenhagen	4
Job opportunity	The student expressed that there weren't good job opportunities	3
Travel	The student wants to travel	2
Lack of university	The student wants to go to university	1
Hard to get around once older	Hard to get around as an older person	1

If Yes: Why would you like to stay? What makes you want to stay?		Total
CODE	DESCRIPTION	
Feels Like Home	The student expressed a sense of home on the island	1
Connection to Community	The student felt a connection to the community	1
Parents	The student would like to come back to visit their parents	1
If had kids	The student would move back if they had kids	1

Where do you get your media from?		Total
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CODE	DESCRIPTION	
Facebook Messenger	The student expressed Facebook messenger is the main form of communication	4
Snapchat	The student expressed they used snapchat	6
not twitter		1
YouTube		1
Facebook		3
Instagram		3

If there was to be a local online hub for younger kids on the island what media form/Content would you want it to be?		
CODE	DESCRIPTION	Total
Cafe		1
yes		1
Sports theme	The interviewee thought that sports would be a good theme in such a platform	1
Outdoors theme	The interviewee thought that nature would be a good theme in such a platform	1
Car Pooling	The Student expressed the hub could be a way to find rides to clubs/activities	1
Everything in One Place	The student expressed it would be nice to have everything in one place	1

C.3 List of Items in Social Mapping Exercise by Region and Frequency

CODE	CLOSE	MIDDLE	FAR	TOTAL
Friends	19	19	0	38
Family	30	13	0	43
Happiness	3	1	0	4
Work	1	0	3	4
School	6	19	5	30
Social Media	1	2	1	4
Vacation	2	4	1	7
Sports	8	16	0	24
Music	7	15	0	22
Pets	8	4	0	12

Svanen	0	0	2	2
Sushi	2	4	0	6
Reading	0	2	0	2
Memes	2	0	0	2
Food	12	13	0	25
Gaming	5	5	0	10
Swedes	0	0	1	1
Socializing	1	2	1	4
Arnold	0	1	0	1
Animals	3	2	0	5
Guitar	0	2	0	2
Boys	0	3	0	3
Homework	0	0	7	7
Math	0	0	3	3
Geography	0	0	1	1
Mosquitos	0	0	2	2
Dancing	0	1	0	1
Spiders	0	0	1	1
Beans	0	0	2	2
Money	1	0	2	3
Fish	0	0	1	1
Water	1	0	0	1
Møn	2	1	3	6
Home	2	1	0	3
Teddy Bear	0	1	0	1
Books	0	1	0	1
Netflix	0	7	0	7
Fast Food	0	2	1	3
Watching Sports	0	2	0	2
Free time	3	0	0	3
My Bike	2	1	0	3
Travel	2	4	0	6

Computer	1	3	0	4
Art	1	2	0	3
Art Class	1	0	0	1
Copenhagen	1	1	0	2
Beaches	0	1	0	1
Woods	0	1	0	1
Weekends	0	1	0	1
Restaurant	0	2	0	2
Big Cities	0	1	0	1
Peace	1	0	0	1
Love	0	2	0	2
Movies	0	2	0	2
Parties	3	2	0	5
Nature	0	3	0	3
Private Life	0	1	0	1
Headphones	0	1	0	1
Phone	1	4	0	5
Shoes	0	1	0	1
Sleep	1	2	0	3
Cloths	0	2	0	2
Technology	0	2	0	2
Anime	0	1	0	1
Smoking	1	1	0	2
Hobbies	0	1	0	1
Clubs	0	1	0	1
Clothing Design	1	0	0	1
Community	0	1	0	1
Sum	135	187	37	359

C.4 List of Common Groupings in Social Mapping Exercise by Region and Frequency

Composite Categories

Food	14	21	4	39
School	6	19	16	41
Art	10	20	0	30
Technology	8	16	1	25
Sports	8	18	0	26
Nature	0	5	0	5
Community	50	35	1	86
Media	0	10	0	10

D. Resident Interviews

D.1 Resident Interview Questions

Opening Questions

1. How long have you lived on Møn? If you were born here what is the timeline of your family's history on the island?
2. Where do you live on the island?
3. Why did you move to Møn/why do you stay on Møn/what attracted you to the island?
4. What is your job?
5. What age group do you belong to?

Addressing the Individual's Perception of Møn

1. What would you tell someone who knew nothing about the island?
2. What's the first thing that comes to mind when you think of the island of Møn?
3. What are your favorite things about the island?
4. How would you describe the culture of the island?
5. What are the advantages of living on the island?
6. What are the difficulties of living on the island?
7. Do you feel most individuals on the island have similar viewpoints? Do you feel there are separate groups of thought?
 - a. Can you elaborate on the similar/different viewpoints?

Addressing Change on Møn

1. Has the island changed over the course of you living here? How has it changed?
2. What would you like to see change if possible on the island?
3. Is there anything you would like to see change for the future generations of the island?
4. What kind of initiatives can you see being beneficial to the residents of Møn?
5. What things on the island do you think should not change/are integral to the culture and community on the island?
6. How do you feel about new residents coming to the island?
 - a. Do you think they are making positive contributions to the community?
7. Do you feel you are represented in your local news sources?

Addressing the Individual's Participation and Communication

1. What activities/clubs/hobbies do you participate in on the island?
2. What do you use as a resource to find events or community news on the island?
3. How do you meet new people within the community?

4. In what ways do you participate as a citizen in the community of Møn.
 - a. Residents associations, PTA, voting, town meetings, etc.
5. How do you communicate socially with other members of the community?
6. Do you use any form of technology to communicate with other islanders?
 - a. Text, email, social networks, WhatsApp, etc.
 - b. How often do you use this form of technology?
 - c. How are you using the technology to communicate with others?
 - d. Do you find the technology easy to use?

Possibly Some Extra Questions:

The Economy on Møn

1. What are the main sectors of Møn's economy?
2. Do you see tourism as a large contributor to Møn's economy?
3. Is the tourism industry beneficial to the Møn community, please explain?
4. Is the tourism industry harmful to the Møn community, please explain?
5. Do you think that the current economy on Møn is sustainable for future generations?

D.2 List of Inductive Codes by Question, Includes Age Group and Frequency Data

How long have you lived on Møn? If you were born here what is the timeline of your family's history on the island?		Total	Youth	Mid Age	Elderly
CODE	DESCRIPTION				
Summer Visits as Child	The interviewee visited Møn as a child for vacations	3		1	2
Moved from Copenhagen	The interviewee moved to Møn from Copenhagen	11		9	2
Married into Møn Family	The interviewee married into a Møn based family	3		3	
Moved from City	The interviewee moved from a City	6		4	2
Lived Whole Life	The interviewee had lived on Møn their entire life	4	1	2	1
Childhood on Møn	The interviewee spends their young childhood on Møn	2		2	
Married into Family with Summer House	The interviewee married into a family that had a summer house on the island	1		1	
Moved to Møn as a Child	The interviewee moved to Møn when they were a child	1		1	

Where do you live on the island?		Total	Youth	Mid Age	Elderly
CODE	DESCRIPTION				
Eastern Møn	The interviewee lives on Eastern Møn	9		7	2
Farm House	The interviewee lives in Farm House, does not run a farm	4		3	1

Stege	The interviewee lives in Stege	6	1	3	2
Western Møn	The interviewee lives on Western Møn	1			1

Why did you move to Møn/why do you stay on Møn/ what attracted you to the island?		Total	Youth	Mid Age	Elderly
CODE	DESCRIPTION				
Summer Visits as a Child	The interviewee visited Møn as a child for vacations	3		2	1
Cheaper Living	The interviewee expressed living costs were cheaper	7		6	1
Retirement/Aging	The interviewee expressed they relocated after job or having children grow up	2			2
Peacefulness	The interviewee expressed a search for peacefulness	6		5	1
Alternative Lifestyle	The interviewee expressed a search for alternative living	3		2	1
Job	The interviewee got a job opportunity on the island	2		1	1
Easy Access to Copenhagen	The interviewee expressed Copenhagen is easily accessible from the island	2		2	
Nature	The interviewee expressed the importance of being close to nature	8		6	2
Start a Creative Business	The interviewee wanted to start a creative business	2		1	1
Freedom	The interviewee expressed that there is freedom and space to do what they want	1		1	
Feeling of Positive Change on Møn	The interviewee expressed that there was positive change on Møn that they wanted to be part of	1		1	
Significant Other	The interviewee moved because their significant other had some sort of connection to the island	3		2	1
Moved to raise Family	The interviewee moved in order to better raise their family	4		4	
Commuting to Island	The interviewee was tired of commuting to the island	1		1	
Tired of City	The interviewee was tired of the city lifestyle	2		1	1
Summer Visits as an Adult	The interviewee owned/used a summer home on Møn as an adult	3		1	2
Back to Roots	Interviewee lived in a rural area growing up	1		1	
More Space	The interviewee wanted more living space	1		1	
Family Farm	The interviewee took over the family farm because their parents were getting older	3		2	1
Community	The interviewee stayed on Møn because of	2		1	1

	the sense of community				
Family	The interviewee moved to be closer to family	2		2	
Culture	The interviewee moved to Møn for the culture	1	1		

What is your job?		Total	Youth	Mid Age	Elderly
CODE	DESCRIPTION				
Alternative Education	The interviewee is employed in an alternative form of education	3		2	1
Designer	The interviewee is a designer	2		2	
Tourism Business	The interviewee is employed by a tourism-based business	4	1	3	
Artist/creative	The interviewee is an artist	5		5	
Academic	The interviewee is an academic (professor)	1			1
Technology	The interviewee has a job relating to technology	1		1	
Trainer	The interviewee is a sports trainer	1	1		
Farmer	The interviewee is a farmer	3		2	1
STEM	The interviewee is employed in a STEM field	1			1
Business Owner	The interviewee owns a business (not tourism based) on Møn	3		2	1
Retired	The interviewee is retired	1			1
Athletic Center	The interviewee works at a recreation/athletic center	1		1	
Education	The interviewee works in education	2		2	

What age group do you belong to?		Total	Youth	Mid Age	Elderly
CODE	DESCRIPTION				
Elderly	The interviewee is elderly (60+)	6			6
Middle aged	The interviewee is between 30 and 60	17		17	
Teenager	The interviewee is in their teenage years	1	1		

What would you tell someone who knew nothing about the island?		Total	Youth	Mid Age	Elderly
CODE	DESCRIPTION				
	What would you tell someone who knew nothing about the island?				

Nature	The interviewee expressed Nature	12	3	6	3
Events	The interviewee expressed there were interesting events on Møn	3		2	1
Homogeneity		1		1	
Sense of Community	The interviewee expressed the island has a strong sense of community	4	1	3	
Protective	The interviewee expressed that people are protective about what they have	1			1
Great Opportunities	The interviewee expressed that there are great opportunities on Møn	2	1		1
Enthusiastic Students	The interviewee expressed that there are great students who want to learn	1	1		
History	The interviewee expressed that the island has a strong history	2			2
Helpful	The interviewee expressed that the people on Møn are very helpful	1		1	
Island Lifestyle	The interviewee mentioned the unique island lifestyle	2		1	1
Weather	The interviewee mentioned the rough weather	1		1	
Strength	The interviewee mentioned that you need a "strength" to live on Møn	1		1	
Wealthy	The interviewee mentioned that the people on Møn were well off	1			1
Tourists	The interviewee mentioned that there were lots of tourists on the island	1			1
Commuters	The interviewee mentioned that there were lots of commuters on Møn	1			1
Diversity	The interviewee expressed that there is a diverse population on the island	1		1	
Good for children	The interviewee expressed that this was a good area for children	1		1	
Boring	The interviewee expressed that there isn't much to do on the island	3	3		
Small	The interviewee expressed that the island is small	2	2		
Privacy	The interviewee expressed that residents had a lot of privacy	1	1		
Nice People	The interviewee expressed that residents were nice	1	1		
Mostly Farms	The interviewee expressed the island is mostly farms	1	1		

What's the first thing that comes to mind when you think of the island of Møn?				
What's the first thing that comes to mind when you think of the island of Møn?	Total	Youth	Mid Age	Elderly

CODE	DESCRIPTION				
Changing Viewpoint with Age	The interviewee expressed their view of Møn changed - good, bad, good	1			1
Lots of Movers	The interviewee expressed there were lots of people moving to the island	1		1	
Culture of Not Welcoming Outsiders	The interviewee expressed that there is a culture of not welcoming outsiders to Møn	1			1
Nature	The interviewee stated the nature	6	2	3	1
Lots of Culture	The interviewee stated that there is a lot of culture on the island	2		1	1
Small Community	The interviewee stated that there is a small community on the island	1			1
Entrepreneurship	The interviewee stated that there's a lot of entrepreneurship on the island	1		1	
Boring	The interviewee stated that living on the island can be boring	1	1		
Beautiful	The interviewee stated that the island is beautiful	1		1	
Tourists	The interviewee stated that there are a lot of tourists on the island	1		1	

What are your favorite things about the island?					
What are your favorite things about the island?					
CODE	DESCRIPTION	Total	Youth	Mid Age	Elderly
Nature	The interviewee expressed nature	11	4	5	2
Artistic Events	The interviewee expressed an interest in artistic events	1		1	
Peacefulness	The interviewee expressed a search for peacefulness	6	2	3	1
Atmosphere for Children	The interviewee expressed Møn has a positive atmosphere for children	2		2	
Unique	The interviewee expressed that Møn is a unique community	1		1	
No One Favorite Place	The interviewee expressed that they had no one favorite place on the island because it has so much to offer and all of it was their favorite	1		1	
The Energy	The interviewee expressed that the energy was more in sync than in Copenhagen	2		2	
Stege	The interviewee expressed that Stege was a favorite spot on the island	2	1	1	
Community	The interviewee expressed that the community was their favorite thing about the island	2	2		

Culture	The interviewee expressed that they liked the culture on the island	2		2	
Family	The interviewee expressed that they like to be with their family	1		1	
Creativity	The interviewee expressed that they value the sense of creativity on the island	1		1	
Togetherness	The interviewee expressed that there's a strong sense of togetherness	2	1	1	
Friendliness	The interviewee expressed that everyone was friendly	2	2		
Know Everyone	The interviewee expressed that you always see people you know	2	2		
Beaches	The interviewee expressed they enjoy the beaches on the island	1	1		
Festivals	The interviewee expressed that they enjoy the festivals	1	1		
Mons Klint	The interviewee expressed that their favorite thing is the Mons Klint	1	1		
Stars	The interviewee expressed that they enjoyed the darkness and the ability to see the stars	1		1	

How would you describe the culture of the island?		Total	Youth	Mid Age	Elderly
CODE	DESCRIPTION				
Creative Events	The interviewee expressed there are creative events on Møn	2		1	1
Older	The interviewee expressed the culture is predominantly run by older people	1		1	
Island	The interviewee expressed that being surrounded by water is important to the culture	2		2	
Open Mindedness	The interviewee expressed that all are open minded	6		5	1
Curious	The interviewee expressed that the islanders are curious	3		2	1
Creative	The interviewee expressed that the islanders are trying new things	5	1	2	2
Pride	The interviewee expressed that the natives whose families have lived on the island for generations are proud of that	1		1	
Entrepreneurship	The interviewee expressed that the islanders value entrepreneurship	1		1	
Movers vs Generationals	The interviewee expressed that there were two distinct groups, those who had been on the island their entire levels, often farmers, and those who had more recently moved to the island	2		1	1
Helpful	The interviewee expressed that the islanders are very helpful	5		4	1
Everyone is Familiar	The interviewee expressed that everybody knows everybody	3		3	
Diversity	The interviewee expressed that there is diversity on the island	2		2	
Responsibility for	The interviewee expressed that everyone is responsible for each	2		2	

Each Other	other on the island				
Positive	The interviewee believes that the people on Møn have a positive outlook	1		1	
Unstable	The interviewee feels that the culture of the island is in transition	1		1	
Natural Relation to Farming	The interviewee expressed that people on Møn have a natural relation to farming	1		1	
Welcoming	The interviewee expressed that the islanders are welcoming to new people	1		1	
Friendly	The interviewee expressed that the islanders are friendly and like to talk	1		1	
History	The interviewee expressed that there's a lot of history on the island	1		1	

What are the advantages of living on the island?		Total	Youth	Mid Age	Elderly
CODE	DESCRIPTION				
Nature	The interviewee expressed nature	6	1	3	2
Networking	The interviewee expressed the ease of network - knowing a lot of people	6		5	1
Raising Children	The interviewee expressed that there are advantages to raising children on Møn	3		2	1
Cheaper Living	The interviewee expressed living costs were cheaper	5		3	2
Personal Experiences	The interviewee expressed that it is easier to have more personal experiences with self and others	2		2	
Curiosity	The interviewee expressed that the islanders demonstrate a positive curiosity	1		1	
Culture	The interviewee expressed that the culture of Møn was a major advantage	2		1	1
Positivity	The interviewee expressed that a positive outlook was a part of Møn's culture	1		1	
Freedom	The interviewee expressed they feel more freedom to pursue their passions	2		2	
Perspective	The interviewee expressed that living on an island gives you a unique perspective on life	1	1		
Live on One Income	The interviewee stated that it's possible to live off of one income	1			1
Close to Copenhagen	The interviewee expressed that the closeness to Copenhagen was an advantage	3		1	2
Peacefulness	The interviewee expressed the island is peaceful	1		1	
Balance	The interviewee expressed that there's a better balance between work and play	1		1	

What are the difficulties of living on the island?		Total	Youth	Mid	Elderly
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Is there anything you don't enjoy about living on the island?				Age	
CODE	DESCRIPTION				
Transportation / Infrastructure	The interviewee expressed frustration with the transportation and infrastructure on the island	11	4	5	2
Lack of Municipal funding in Alternative Education	The interviewee expressed that the municipality does not support the creation of folk schools	1		1	
Gossip	Interviewee expressed that gossip can marginalize community members	5	1	4	
Breaking into the Community	Interviewee expressed it takes some time and effort to become part of the community	2		1	1
Lack of Job Opportunity	The interviewee expressed that there is a lack of job opportunities	2		1	1
Less Activity	The interviewee expressed that there are less activities on the island than elsewhere	3	2		1
"Down + Outs"	The interviewee expressed that "down + outs" settle on Møn because houses are cheaper	2		1	1
Hard to run Business	The interviewee expressed that it was hard to run a business on Møn	1		1	
Internet Connection Unstable	The interviewee expressed that internet connectivity on Møn was unstable	3		3	
Distance	The interviewee expressed that increased distance was a difficulty	3	1	2	
Commuting	The interviewee expressed that it is hard to commute to Copenhagen	3		3	
Weather	The interviewee expressed that weather is a difficulty of living on the island	2		1	1
"Bubble" Mentality	The interviewee expressed that there is a "bubble" mentality on the island	1		1	
No Social Life for Teens	The interviewee expressed there is little social opportunity for teens	4	3	1	
No university education	The interviewee expressed that there was no university education	2		2	
School	The interviewee expressed that going to school wasn't enjoyable	1	1		
Too Small	The interviewee expressed that there aren't enough people	2	2		
Tourists	The interviewee expressed that the tourists were annoying and always in the way	1	1		
Old People	The interviewee expressed that the youth is outnumbered by old people	1	1		

Do you feel most individuals on the island have similar viewpoints? Do you feel	Total	Youth	Mid	Elderly
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there are separate groups of thought?				Age	
CODE	DESCRIPTION				
Divide Young and Old	The interviewee feels there is a divide between the young and old residents	2		1	1
Divide Summer and Off-Season	The interviewee feels that the island is two different places during the summer vs. off-season	1		1	
Divide Newcomers and Natives	The interviewee feels there is a separation between newcomers and natives	6		6	
Mix of People	The interviewee thinks the island is not divided but diverse (farmers, organic farmers, hippies, artists)	2		1	1
Divided East and West	The interviewee expressed the island is divided east and west	1		1	
With and Without "Cultural Capital"	The interviewee expressed that there is a divide between those with and without cultural capital or social skills	1		1	

Can you elaborate on the similar/different viewpoints?					
CODE	DESCRIPTION	Total	Youth	Mid Age	Elderly
Open Mindedness	The interviewee expressed that all are open minded	4		2	2
Cooperation	Expressed cooperation and helpfulness between different viewpoints	2		2	
"Go getters"	The interviewee expressed individuals on the island are go getters	1			1

Has the island changed over the course of you living here? How has it changed?					
CODE	DESCRIPTION	Total	Youth	Mid Age	Elderly
Growth of Service Industry in Stege	The interviewee expressed that the service industry has grown in Stege	3	1	1	1
Less Cars	The interviewee expressed that number of cars is decreasing	1		1	
Decline in Job Security	The interviewee expressed there is a decline in job security	2		2	
More Newcomers	The interviewee expressed that there are more newcomers	4	1	2	1
Increased Open Mindedness	The interviewee expressed that the island is becoming more open minded	1		1	
More Creatives	The interviewee expressed more creatives are moving to the island	3		3	
Attitude	The interviewee expressed the attitude of residents and visitors is becoming more positive	2		1	1

More Newcomers	The interviewee expressed that there are more newcomers	2		1	1
Cyclical	The interviewee expressed that the island has cyclical good-bad periods	1	1		
"Hippie" Movement	The interviewee expressed that there was an influx of "hippies" in the 1970s	2		1	1
Less Involvement in Democracy	The interviewee expressed that islanders had less opportunity to meet with politicians and get involved in democracy	2		1	1
Development	The interviewee expressed that development has occurred since they moved to Møn	1		1	
Decline of Schools	The school system on the island has been declining	1		1	
Decline of Service Industry	The service industry on the island has been declining (stores closed, etc.)	2		2	
Increased Sense of Community	The interviewee expressed that the sense of community has grown	2		2	
Decline of Public Services	The interviewee expressed that public services (hospitals, etc.) have been closed and centralized	1		1	
Tourist Island	The interviewee expressed the island is becoming just a tourist island	1		1	
Less Represented by Municipality	The interviewee expressed Vordingborg does not represent Møn well	1		1	
Growth of Tourism	The interviewee expressed that tourism has grown on the island	1		1	
Population Decline	The interviewee expressed that the population has declined	1		1	
Less Involvement in Clubs	The interviewee expressed that there's less involvement in clubs because kids spend all of their time online	1		1	
Influenced by Digital Age	The interviewee expressed that residents are more influenced by the digital age (ex. Communication is online)	1		1	

What would you like to see change if possible on the island?		Total	Youth	Mid Age	Elderly
CODE	DESCRIPTION				
No Nightlife	The interviewee expressed wanting more nightlife on the island	3		2	1
Lack of Youth at Events	The interviewee expressed desire to improve lack of youth at events	1			1
More Ecological/Sustainable	The interviewee wants the island to become more ecological/sustainable	4		3	1
More Opportunity for Youth	The interviewee expressed there needs to be more opportunities for youth on Møn (events, jobs, activities)	3		3	

Attitude	The interviewee would like people to be prouder/more appreciative of Møn	3	1	2	
Own Municipality Again	The interviewee expressed that they would like Møn to be its own municipality again	1		1	
Continuing Development	The interviewee expressed that they hold development will continue	2		1	1
Increasing funding from Municipality	There should be more funding from the municipality to Møn	1		1	
More younger people at cultural events	There should be more young people at cultural events	1		1	
Less Centralized Bureaucracy	The interviewee would like a less centralized bureaucracy to inspire more local decision making	1			1

Is there anything you would like to see change for the future generations of the island?					
CODE	DESCRIPTION	Total	Youth	Mid Age	Elderly
Educational Opportunity	The interviewee states an emphasis on improving educational opportunity	7	1	2	4
Democratic Involvement of Youth	The interviewee states an emphasis on improving youth involvement in local democracy	3		1	2
Less Political Focus on Economics	The interviewee would like there to be less of a focus on money in politics	1		1	
Voice for Youth	The interviewee would like the youth to be able to express their long-term goals for change	3		3	
Transportation	The interviewee expressed that lack of transportation makes it difficult for youth get around	4	1	2	1
Physical Space for Youth	The interviewee expressed that there should be a physical space for youth to hang/share ideas/debate	3		3	
Population of the Eastern Side of the Island	The interviewee expressed that they would like to see more population of the Eastern side of the Island	1		1	
Development	The interviewee expressed that they would like to see Møn continue to develop with more people and jobs	1		1	
Learn Practical Knowledge	The interviewee expressed that younger kids should take the opportunity to learn practical knowledge on the Møn	1		1	
Attitude	The interviewee expressed that younger generations should take a more positive view of Møn	3		1	2
More Alternative Activities	The interviewee expressed a desire for more activities beyond the traditional ones offered	1		1	

Job Opportunity	The interviewee expressed a desire for more job opportunities, outside of tourism, on the island	3		2	1
More Activities	The interviewee expressed a desire for more activities for youth on Møn	3		2	1
Refugees	The interviewee feels that refugees are important to the community and to her child's upbringing & should be welcomed	1		1	
Improved Internet	The interviewee hopes for better internet access	1		1	
Different Role Models	The interviewee would like to see different "scenes and roles" for young people to look up to to find positives in their lives	1		1	
"Glocal"	The interviewee would like young people see the world while still having local roots to the island	1		1	
More Youth	The interviewee expressed that more kids should be on the island to improve social life	1			1

What kinds of initiatives can you see being beneficial to the residents of Møn?		Total	Youth	Mid Age	Elderly
Are there any initiatives or movements you are interested in on Møn? Are there any initiatives on the island that are beneficial to the community?					
CODE	DESCRIPTION				
Ecological Farming	The interviewee stated an emphasis on farmers trying to go ecological	3		2	1
Local Goods	The interviewee stated an emphasis on promoting local/handcrafted goods	3		2	1
Development of sugar factory	The interviewee stated the development project at the old sugar factory	3		1	2
UNESCO World Heritage	The interviewee stated the work to get UNESCO World Heritage	1		1	
Dark Sky	The interviewee stated the Dark Sky	6	1	4	1
Network for Young Women	The interviewee stated that a network for young business women would be beneficial	2		2	
Biosphere	The interviewee expressed that the Biosphere is growing importance on the island	5		3	2
Investment in Education	The interviewee expressed investment in forming new education would be beneficial	2		1	1
Camønoen	The interviewee stated the Camønoen	3		3	
Outdoor Activities	The interviewee stated an emphasis on outdoor activities	2		1	1
Physical Space for Youth / Youth Club / Online	The interviewee stated that a youth club/online portal/physical space would be beneficial for the youth on Møn	2	1	1	

More Residents	The interviewee stated that keeping up the amount of people living on the island would be beneficial	2		2	
Youth Involvement in Politics	The interviewee stated that youth involvement in politics would be beneficial (folkemødemøn)	2	1	1	
Social Events	More events that show the culture of the island (art, music, natural, etc.)	2		1	1
Perspective	The interviewee expressed that a change in perspective on island living would be beneficial	1			1
Local Business	The interviewee expressed that local business development is important	2		2	
Cultural/Historical/Natural Tourism	The interviewee expressed that tourism should focus more on the things the island has to offer in a sustainable way	1		1	
Politics	The interviewee expressed an importance in involvement in politics and decision making	1			1
Nature based tourism	Expressed the importance of developing nature-based tourism	2			2
Young People Farming	The interviewee expressed young people want to start farming but don't have the support	1			1
Music Schools	The interviewee expressed the desire to connect with other kids interested in music	1	1		
No	The interviewee said there weren't initiatives they were interested in on mon	2	2		
Gymnastics	The interviewee expressed that gymnastics was an important part of their network	1	1		
Green School	The interviewee expressed interest in a green school being built on the island	1	1		
Club for troubled kids	The interviewee explained that there was a club for troubled kids	1	1		
Trash pickup	The interviewee is involved in picking up trash as a group	1	1		
community service	The interviewee thinks more volunteer community service would benefit Mon	1	1		
Environmental Movements	The interviewee expressed an interest in environmental movements	2	2		
School Trips by Raising Money	The interviewee expressed interest in more sustainable and local fundraising activities for students to travel	1	1		
Møns Klint	The interviewee expressed the businesses associated with the Møns Klint: The Geocenter, and the campsite	1		1	

What things on the island do you think should not change/ are integral to the culture and community on the island?		Total	Youth	Mid Age	Elderly
CODE	DESCRIPTION				
Don't Try to Change it	The interviewee expressed that the island should not be changed into what we think people want from the island	1		1	
Don't Close Local Schools	The interviewee expressed that local schools must be preserved	1		1	
Nature	The interviewee expressed that the local nature should be preserved	5	1	4	
Diversity	The interviewee expressed that the diversity on the island should be preserved	1		1	
Relaxed Culture	The interviewee expressed that the Relaxed culture on the island should be preserved	1		1	
Freedom	The interviewee expressed that freedom for the island's children should not change	1			1
Helpful	The interviewee expressed that the helpful nature of Møn residents should not change	2		2	
Welcoming	The interviewee expressed that the welcoming nature of Møn residents should not change	1			1
Artisticness	The interviewee expressed that the artistic community was integral to the culture	1			1
Spirit	The interviewee expressed that the spirit of the island and its community should not change	1		1	
Stege	The interviewee expressed that Stege and all its history, business, and events should always remain at the center of things	1		1	

How do you feel about new residents coming to the island?		Total	Youth	Mid Age	Elderly
CODE	DESCRIPTION				
Need Families	The interviewee expressed that Møn needs families	1			1
Need Younger Adults	The interviewee expressed that Møn needs younger adults	1			1
Creative/Alternative	The interviewee expressed that new residents are creative because they have to make a living in alternative ways	4		4	
Bring new Ideas	The interviewee expressed that new residents are bringing new ideas to Møn	6		3	3
New Businesses	The interviewee stated that newcomers establish new businesses in Stege	1		1	
Young Movers	The interviewee stated that newcomers were younger people	1			1
Low Price Movers	The interviewee stated that the newcomers moved because housing was cheap	2		1	1

Pensioners	The interviewee stated that retirees were moving to the island	1			1
Summer Homes	The interviewee stated that a lot of new residents have their second/summer homes on the island	1		1	
Cooperation	Expressed cooperation and helpfulness between different viewpoints	1			1
Entrepreneurs	The interviewee stated that a lot of new residents are entrepreneurs	1		1	

Do you think they are making positive contributions to the community?		Total	Youth	Mid Age	Elderly
CODE	DESCRIPTION				
Yes	The interviewee feels new residents are making a positive contribution	8	1	6	1
Bringing New Ideas	The interviewee expressed that new residents are bringing new ideas to Møn	3		3	
Local Economy	The interviewee expressed that new residents contribute to the local economy	2		1	1
Diversity	The interviewee expressed that new residents add to the diversity of the island	1		1	

Do you feel you are represented in your local news sources?		Total	Youth	Mid Age	Elderly
Do you feel your generation is interested in/can relate to your local news sources and politics? Do you want to be a part of local politics on the island?					
CODE	DESCRIPTION				
Outdated	The interviewee expressed the paper is fading away	1		1	
Mostly Ads	The interviewee expressed the paper is mostly ads and not much content	1		1	
Doesn't Read Newspaper	The interviewee doesn't read the paper	1		1	
Newspaper Requires Purchase	The interviewee expresses that the newspaper requires you to purchase space - excludes certain people	1	1		
Yes	The interviewee feels represented in their local news sources	5		3	2
Submits writing to paper	The interviewee expressed that they wrote things for the newspaper	1		1	
No		4	3	1	
Young people not represented	The interviewee expressed that younger people were not represented by the news sources	1	1		
Should Be but Not	The interviewee expressed that they	2	2		

	knew they should be more involved but they just aren't				
Attended Mon Meeting	The Interviewee expressed that they attended the Mon meeting and talked to politicians	2	2		
Newspaper is for old people	The interviewee expressed that the newspaper was for old people	1	1		
Don't know about Danish news	The interviewee expressed they don't keep up with Danish news	1	1		
Boring	The interviewee expressed that they think it's boring	1	1		
Enjoyed Sharing Their Voice	The student expressed that they enjoyed sharing their voice	1	1		

What activities/clubs/hobbies do you participate in on the island?					
What activities/clubs/hobbies do you do outside of school?					
CODE	DESCRIPTION	Total	Youth	Mid Age	Elderly
Athletic Clubs/Activities	The interviewee participates in clubs/activities involving physical activity	6	2	3	1
Bathing House	The interviewee goes to the bathing house	1		1	
Projects	The interviewee is involved in projects/initiative in the community	1		1	
Children's Activities	The interviewee mentioned being involved in their children's activities	3		3	
Artistic Events	The interviewee participates/is involved in artistic events	2		2	
Community Garden	The interviewee participates in the community garden	1			1
Church	The interviewee is involved in their local church	1			1
Local Historical Society	The interviewee is involved in their local historical society	2		1	1
Farmers Clubs	The interviewee is involved in farmers clubs, boards, or groups	1		1	
Women's Group	The interviewee is involved in a Women's group on the island	1		1	
Community House	The interviewee is involved in a community house with events/discussion	1		1	
Education	The interviewee is involved in the education on the island	2		2	
Art	The interviewee enjoys making art in their free time	2	1		1
Clubs/Society	The interviewee is involved in a club or society	1			1
Permaculture	The interviewee grows their own food and	1		1	

	practices permaculture				
Dinner Club	The interviewee has dinner with a group of people who also moved to the island	1		1	
Horseback Riding	The interviewee participates in horseback riding	1	1		
Summer jobs	The interviewee expressed they have summer jobs	1	1		
Educational Activism	The interviewee is involved in advocating for better education on the island	1	1		
Video Games	The interviewee enjoys playing video games in their free time	1	1		
music school	The interviewee is involved in an after-school music school	2	2		
travel	The interviewee is involved in traveling	1	1		
Watching Sports	The interviewee is involved in watching sports	1	1		
Off-island	The interviewees activities are off island	2	2		
music	The interviewee is involved in music in their free time	1	1		
Sports	The interviewee is involved in a sport	2	2		
work	The interviewee works	1	1		
Party	The interviewee is involved in partying	2	2		

What do you use as a resource to find events or community news on the island?					
How do you find things to do on the island?					
CODE	DESCRIPTION	Total	Youth	Mid Age	Elderly
Internet		2			2
Facebook		10	2	4	4
Local Newspaper		14	1	8	5
Posters		4	1	2	1
Word of Mouth		7	1	2	4
Email		1			1
Cinema		1		1	
Connections with Small Businesses	The interviewee hears about events through business interactions	2		2	
Local Involvement	The interviewee hears about events through their local involvement	1		1	
Local Newsletters	The interviewee hears about	2	1	1	

	events through local newsletters				
Local Applications	The interviewee mentioned local applications such as Mon Guide	1		1	
Road Signs		1		1	
Tuesday Market		1	1		
Friends from School	The interviewee finds out about things within their school	1	1		
Snapchat		1	1		
Not Twitter		1	1		
Twitch		1	1		
Facebook Messenger		2	2		
Work	The interviewee hears about things through their job	1		1	
Children	The interviewee hears about things through their children	1		1	

How do you meet new people within the community?		Total	Youth	Mid Age	Elderly
CODE	DESCRIPTION				
Societies	The interviewee participates in Societies (literature club, etc.)	1			1
Mon Facebook Group	The interviewee meets new people on the Møn Facebook group	3		2	1
Newspaper	The interviewee meets new people through the newspaper	1			1
Projects	The interviewee is involved in projects within the community	2		2	
Network	The interviewee meets new people through other friends	5		5	
Geographically	The interviewee meets people who live near him	2			2
Children	The interviewee meets people through their children	3		3	
Shared Office	The interviewee meets people through work in a shared office	1		1	
Work	The interviewee meets new people at their place of employment	3	1	1	1
Political Involvement	The interviewee meets new people through their political involvement	1	1		

Church	The interviewee meets new people at church	1		1	
Activities	The interviewee meets new people through their activities	5	2	3	
Internet	The interviewee spreads their network through the internet	1			1
Sauna	The interviewee has guy/girl talk in the sauna at bathing house	1		1	
Face to Face	The interviewee met people face to face	3	1	2	
Neighbors	The interviewee interacts with new neighbors	1		1	
Tight with School Friends	The interviewee expressed that they are very close with people in their school	1	1		
Little Overlap Between Schools	The interviewee expressed that they don't hang out with kids from other schools	1	1		
School	The interviewee met people through school	4	4		
Sport events	The interviewee met people at sport events	1	1		
Don't meet new people	The interviewee doesn't meet new people on the island	2	2		
Parties	The interviewee expressed they meet new people through parties	1	1		

In what ways do you participate as a citizen in the community of Møn?		Total	Youth	Mid Age	Elderly
CODE	DESCRIPTION				
Local Democracy	The interviewee participates in Local Democracy	4		2	2
UNESCO Biosphere Advisory Board	The interviewee participates in the UNESCO Biosphere Advisory Board	1		1	
Political	The interviewee participates in political events (Folkemødemøn)	4	1	2	1
Makes Cosmetics	The interviewee makes local cosmetics	1			1
Church	The interviewee is involved in their church	1		1	
Parents Group	The interviewee is a member of a parent's group at their children's school	2		2	
Local Products		1		1	
No Participation		1		1	
Harvest Meeting	Meeting of farmers	1			1
Schools	The interviewee participates in the schools on the island	1		1	

How do you communicate socially with other members of the community?		Total	Youth	Mid Age	Elderly
How do you communicate with your friends?					
CODE	DESCRIPTION				
Møn Facebook Group		4		3	1
Cafe	The interviewee meets and talks with people in a cafe	1		1	
Newsletters	The interviewee reads or posts newsletters about events, classes, activities	3		3	
Creative Events	The interviewee goes to creative events to meet new people	3		2	1
Face to Face	The interviewee communicates in person	12		9	3
Facebook	The interviewee uses Facebook to communicate with other members	10	3	5	2
Phone	The interviewee communicates over phone	1		1	
Facebook messenger	The interviewee communicates over Facebook messenger	1	1		
Snapchat	The interviewee communicates through snapchat	1	1		
Email	The interviewee communicates through email	1		1	

Do you use any form of technology to communicate with other islanders?		Total	Youth	Mid Age	Elderly
How do you communicate with your friends?					
CODE	DESCRIPTION				
Facebook		16	1	11	4
Email		6		3	3
Soundcloud		1		1	
Instagram		7	1	6	
Internet		1		1	
podcasts		1		1	
Texting		1		1	
Twitter		2		1	1

TOURISM		Total	Youth	Mid Age	Elderly
TOURISM					
CODE	DESCRIPTION				

Weekend People	The interviewee remarked on people coming to visit during the weekends/people who own weekend houses	1			1
Stege Depends on Tourism	The interviewee expressed the view that Stege is dependent on tourism	3		2	1
Enjoy Summer Visitors	The interviewee expressed that they enjoy the visitors that come during the summer	2			2
Enjoys the Seasonality	The interviewee expressed that they enjoy the seasonality of tourism	1			1
Primary Resource of the island	The interviewee expressed that tourism is a primary resource of the island	2	1	1	
Grow in Quality	The interviewee expressed that tourism should grow in quality on the island	1		1	
Substitute	The interviewee expressed that tourism is a substitute for other things in the economy	1			1
Doesn't Harm Nature	The interviewee expressed that tourism isn't harming nature	1			1
Continue to Grow	The interviewee expressed that tourism will continue to grow and be beneficial for the community	1			1
Creates Income	The interviewee expressed that tourism creates income for people living on the island	3		1	2
Creates Events	The interviewee expressed that tourism makes lots of events to go to on the island	1			1

OTHER		Total	Youth	Mid Age	Elderly
OTHER					
CODE	DESCRIPTION				
Population Concentrated in Stege	The interviewee remarked on the concentration of population in Stege	1			1
Children Build Lives	The interviewee expressed that having children can help someone build a life on Møn	1		1	
Different, More Appreciative Perspective	The interviewee expressed that they feel they have a more positive perspective and stressed its importance	1	1		
Wants Youth to Change Perspective	The interviewee feels that today's youth are not as involved, too disciplined	1			1

E. Deductive Data from School Focus Groups and Resident Interviews

List of Inductive Codes by Deductive Topic, Includes Age Group, Frequency Data, and Question

Local Identity					
Code	Description	Question			
		T	Y	M	E

SENSE OF BELONGING						
Community	The interviewee stayed on Møn because of the sense of community	2		1	1	Why did you move to Møn/why do you stay on Møn/ what attracted you to the island?
Community	The interviewee expressed that the community was their favorite thing about the island	2	2			What are your favorite things about the island?
Connection to Community	The student felt a connection to the community	1	1			If Yes: Why would you like to stay? What makes you want to stay?
Sense of Community	The interviewee expressed the island has a strong sense of community	4	1	3		What would you tell someone who knew nothing about the island?
Increased Sense of Community	The interviewee expressed that the sense of community has grown	2		2		Has the island changed over the course of you living here? How has it changed?
Small Community	The interviewee stated that there is a small community on the island	1			1	What's the first thing that comes to mind when you think of the island of Møn?
Know Everyone	The interviewee expressed that you always see people you know	2	2			What are your favorite things about the island?
Everyone is Familiar	The interviewee expressed that everybody knows everybody	3		3		How would you describe the culture of the island?
Togetherness	The interviewee expressed that there's a strong sense of togetherness	2	1	1		What are your favorite things about the island?
Welcoming	The interviewee expressed that the welcoming nature of Møn residents should not change	1			1	What things on the island do you think should not change/ are integral to the culture and community on the island?
Nice People	The interviewee expressed that residents were nice	1	1			What would you tell someone who knew nothing about the island?
Friendliness	The interviewee expressed that everyone was friendly	2	2			What are your favorite things about the island?
Family	The interviewee expressed that they like to be with their family	1		1		What are your favorite things about the island?
Family	The interviewee moved to be closer to family	2		2		Why did you move to Møn/why do you stay on Møn/ what attracted you to the island?
Family Farm	The interviewee took over the family farm because their parents were getting older	3		2	1	Why did you move to Møn/why do you stay on Møn/ what attracted you to the island?
Parents	The student would like to come back to visit their parents	1	1			If Yes: Why would you like to stay? What makes you want to stay?
Feels Like Home	The student expressed a sense of home on the island	1	1			If Yes: Why would you like to stay? What makes you want to stay?
Welcoming	The interviewee expressed that the islanders are welcoming to new people	1		1		How would you describe the culture of the island?
Friendly	The interviewee expressed that the islanders are friendly and like to talk	1		1		How would you describe the culture of the island?
TRUST						

Helpful	The interviewee expressed that the people on Møn are very helpful	1		1		What would you tell someone who knew nothing about the island?
Helpful	The interviewee expressed that the islanders are very helpful	5		4	1	How would you describe the culture of the island?
Helpful	The interviewee expressed that the helpful nature of Møn residents should not change	2		2		What things on the island do you think should not change/ are integral to the culture and community on the island?
Responsibility for Each Other	The interviewee expressed that everyone is responsible for each other on the island	2		2		How would you describe the culture of the island?
VALUES/LIFESTYLE/CULTURE						
Peacefulness	The interviewee expressed a search for peacefulness	6		5	1	Why did you move to Møn/why do you stay on Møn/ what attracted you to the island?
Peacefulness	The interviewee expressed a search for peacefulness	6	2	3	1	What are your favorite things about the island?
Peacefulness	The interviewee expressed the island is peaceful	1		1		What are the advantages of living on the island?
Alternative Lifestyle	The interviewee expressed a search for alternative living	3		2	1	Why did you move to Møn/why do you stay on Møn/ what attracted you to the island?
Freedom	The interviewee expressed that there is freedom and space to do what they want	1		1		Why did you move to Møn/why do you stay on Møn/ what attracted you to the island?
Freedom	The interviewee expressed they feel more freedom to pursue their passions	2		2		What are the advantages of living on the island?
Freedom	The interviewee expressed that freedom for the island's children should not change	1			1	What things on the island do you think should not change/ are integral to the culture and community on the island?
Tired of City	The interviewee was tired of the city lifestyle	2		1	1	Why did you move to Møn/why do you stay on Møn/ what attracted you to the island?
Island Lifestyle	The interviewee mentioned the unique island lifestyle	2		1	1	What would you tell someone who knew nothing about the island?
Island	The interviewee expressed that being surrounded by water is important to the culture	2		2		How would you describe the culture of the island?
Cheaper Living	The interviewee expressed living costs were cheaper	7		6	1	Why did you move to Møn/why do you stay on Møn/ what attracted you to the island?
Cheaper Living	The interviewee expressed living costs were cheaper	5		3	2	What are the advantages of living on the island?
Entrepreneurship	The interviewee stated that there's a lot of entrepreneurship on the island	1		1		What's the first thing that comes to mind when you think of the island of Møn?
Entrepreneurship	The interviewee expressed that the islanders value entrepreneurship	1		1		How would you describe the culture of the island?
Creativity	The interviewee expressed that they value the sense of creativity on the island	1		1		What are your favorite things about the island?

Creative	The interviewee expressed that the islanders are trying new things	5	1	2	2	How would you describe the culture of the island?
Artisticness	The interviewee expressed that the artistic community was integral to the culture	1			1	What things on the island do you think should not change/ are integral to the culture and community on the island?
More Creatives	The interviewee expressed more creatives are moving to the island	3		3		Has the island changed over the course of you living here? How has it changed?
Open Mindedness	The interviewee expressed that all are open minded	6		5	1	How would you describe the culture of the island?
Increased Open Mindedness	The interviewee expressed that the island is becoming more open minded	1		1		Has the island changed over the course of you living here? How has it changed?
Curious	The interviewee expressed that the islanders are curious	3		2	1	How would you describe the culture of the island?
Curiosity	The interviewee expressed that the islanders demonstrate a positive curiosity	1		1		What are the advantages of living on the island?
Positivity	The interviewee expressed that a positive outlook was a part of Mons culture	1		1		What are the advantages of living on the island?
Attitude	The interviewee expressed the attitude of residents and visitors is becoming more positive	2		1	1	Has the island changed over the course of you living here? How has it changed?
Perspective	The interviewee expressed that living on an island gives you a unique perspective on life	1	1			What are the advantages of living on the island?
Live on One Income	The interviewee stated that it's possible to live off of one income	1			1	What are the advantages of living on the island?
Balance	The interviewee expressed that there's a better balance between work and play	1		1		What are the advantages of living on the island?
Culture	The interviewee moved to Møn for the culture	1	1			Why did you move to Møn/why do you stay on Møn/ what attracted you to the island?
Culture	The interviewee expressed that they liked the culture on the island	2		2		What are your favorite things about the island?
Culture	The interviewee expressed that the culture of Mon was a major advantage	2		1	1	What are the advantages of living on the island?
Lots of Culture	The interviewee stated that there is a lot of culture on the island	2		1	1	What's the first thing that comes to mind when you think of the island of Møn?
History	The interviewee expressed that the island has a strong history	2			2	What would you tell someone who knew nothing about the island?
"Hippie" Movement	The interviewee expressed that there was an influx of "hippies" in the 1970s	2		1	1	Has the island changed over the course of you living here? How has it changed?
Unique	The interviewee expressed that Møn is a unique community	1		1		What are your favorite things about the island?

Diversity	The interviewee expressed that there is a diverse population on the island	1	1		What would you tell someone who knew nothing about the island?
Diversity	The interviewee expressed that there is diversity on the island	2	2		How would you describe the culture of the island?
Diversity	The interviewee expressed that the diversity on the island should be preserved	1	1		What things on the island do you think should not change/ are integral to the culture and community on the island?
Relaxed Culture	The interviewee expressed that the Relaxed culture on the island should be preserved	1	1		What things on the island do you think should not change/ are integral to the culture and community on the island?
Spirit	The interviewee expressed that the spirit of the island and its community should not change	1	1		What things on the island do you think should not change/ are integral to the culture and community on the island?
The Energy	The interviewee expressed that the energy was more in sync than in Copenhagen	2	2		What are your favorite things about the island?
Strength	The interviewee mentioned that you need a "strength" to live on Møn	1	1		What would you tell someone who knew nothing about the island?
Moved to Raise Family	The interviewee moved in order to better raise their family	4	4		Why did you move to Møn/why do you stay on Møn/ what attracted you to the island?
Raising Children	The interviewee expressed that there are advantages to raising children on Møn	3	2	1	What are the advantages of living on the island?
Good for Children	The interviewee expressed that this was a good area for children	1	1		What would you tell someone who knew nothing about the island?
If They Had Kids	The student would move back if they had kids	1	1		If Yes: Why would you like to stay? What makes you want to stay?
Atmosphere for Children	The interviewee expressed Møn has a positive atmosphere for children	2	2		What are your favorite things about the island?
Privacy	The interviewee expressed that residents had a lot of privacy	1	1		What would you tell someone who knew nothing about the island?
Positive	The interviewee believes that the people on Møn have a positive outlook	1	1		How would you describe the culture of the island?
Tourist Island	The interviewee expressed the island is becoming just a tourist island	1	1		Has the island changed over the course of you living here? How has it changed?
Growth of Tourism	The interviewee expressed that tourism has grown on the island	1	1		Has the island changed over the course of you living here? How has it changed?
Tourists	The interviewee mentioned that there were lots of tourists on the island	1		1	What would you tell someone who knew nothing about the island?
Feeling of Positive Change on Møn	The interviewee expressed that there was positive change on Møn that they wanted to be part of	1	1		Why did you move to Møn/why do you stay on Møn/ what attracted you to the island?

Older	The interviewee expressed the culture is predominantly run by older people	1		1		How would you describe the culture of the island?
Movers vs Generationals	The interviewee expressed that there were two distinct groups, those who had been on the island their entire levels, often farmers, and those who had more recently moved to the island	2		1	1	How would you describe the culture of the island?
More Newcomers	The interviewee expressed that there are more newcomers	4	1	2	1	Has the island changed over the course of you living here? How has it changed?
More Newcomers	The interviewee expressed that there are more newcomers	2		1	1	Has the island changed over the course of you living here? How has it changed?
History	The interviewee expressed that there's a lot of history on the island	1		1		How would you describe the culture of the island?
Stege	The interviewee expressed that Stege and all of its history, business, and events should always remain at the center of things	1		1		What things on the island do you think should not change/ are integral to the culture and community on the island?
INTERACTION/INVOLVEMENT						
Artistic Events	The interviewee expressed an interest in artistic events	1		1		What are your favorite things about the island?
Creative Events	The interviewee expressed there are creative events on Møn	2		1	1	How would you describe the culture of the island?
Personal Experiences	The interviewee expressed that it is easier to have more personal experiences with self and others	2		2		What are the advantages of living on the island?
Outdoor Activities	The interviewee stated an emphasis on outdoor activities	2		1	1	What kinds of initiatives can you see being beneficial to the residents of Møn?
Environmental Movements	The interviewee expressed an interest in environmental movements	2	2			What kinds of initiatives can you see being beneficial to the residents of Møn?
Ecological Farming	The interviewee stated an emphasis on farmers trying to go ecological	3		2	1	What kinds of initiatives can you see being beneficial to the residents of Møn?
Local Goods	The interviewee stated an emphasis on promoting local/handcrafted goods	3		2	1	What kinds of initiatives can you see being beneficial to the residents of Møn?
UNESCO World Heritage	The interviewee stated the work to get UNESCO World Heritage	1		1		What kinds of initiatives can you see being beneficial to the residents of Møn?
Dark Sky	The interviewee stated the Dark Sky	6	1	4	1	What kinds of initiatives can you see being beneficial to the residents of Møn?
Biosphere	The interviewee expressed that the Biosphere is growing importance on the island	5		3	2	What kinds of initiatives can you see being beneficial to the residents of Møn?
Camønoen	The interviewee stated the Camønoen	3		3		What kinds of initiatives can you see being beneficial to the residents of Møn?

Møn's Klint	The interviewee expressed the business associated with the Møn's Klint: the geocenter, the campsite	1			1	What kinds of initiatives can you see being beneficial to the residents of Møn?
PLACE IDENTITY						
Lived Whole Life	The interviewee had lived on Møn their entire life	4	1	2	1	How long have you lived on Møn? If you were born here what is the timeline of your family's history on the island?
Summer Visits as a Child	The interviewee visited Møn as a child for vacations	3		2	1	Why did you move to Møn/why do you stay on Møn/ what attracted you to the island?
Summer Visits as an Adult	The interviewee owned/used a summer home on Møn as an adult	3		1	2	Why did you move to Møn/why do you stay on Møn/ what attracted you to the island?
Back to Roots	Interviewee lived in a rural area growing up	1		1		Why did you move to Møn/why do you stay on Møn/ what attracted you to the island?
Nature	The interviewee expressed the importance of being close to nature	8		6	2	Why did you move to Møn/why do you stay on Møn/ what attracted you to the island?
Nature	The interviewee expressed Nature	12	3	6	3	What would you tell someone who knew nothing about the island?
Nature	The interviewee stated the nature	6	2	3	1	What's the first thing that comes to mind when you think of the island of Møn?
Nature	The interviewee expressed nature	11	4	5	2	What are your favorite things about the island?
Nature	The interviewee expressed nature	6	1	3	2	What are the advantages of living on the island?
Nature	The interviewee expressed that the local nature should be preserved	5	1	4		What things on the island do you think should not change/ are integral to the culture and community on the island?
Pride	The interviewee expressed that the natives whose families have lived on the island for generations are proud of that	1		1		How would you describe the culture of the island?
Natural Relation to Farming	The interviewee expressed that people on Møn have a natural relation to farming	1		1		How would you describe the culture of the island?
Beautiful	The interviewee stated that the island is beautiful	1		1		What's the first thing that comes to mind when you think of the island of Møn?
Stars	The interviewee expressed that they enjoyed the darkness and the ability to see the stars	1		1		What are your favorite things about the island?

Networking						
Code	Description	T	Y	M	E	Question
INTERACTION / INVOLVEMENT						
Tight with School Friends	The interviewee expressed that they are very close with people in their school	1	1			How do you meet new people within the community?

Cafe	The interviewee meets and talks with people in a cafe	1		1		How do you communicate socially with other members of the community?
Parents Group	The interviewee is a member of a parent's group at their children's school	2		2		In what ways do you participate as a citizen in the community of Møn?
Internet	The interviewee spreads their network through the internet	1			1	How do you meet new people within the community?
Neighbors	The interviewee interacts with new neighbors	1		1		How do you meet new people within the community?
School	The interviewee met people through school	4	4			How do you meet new people within the community?
Network	The interviewee meets new people through other friends	6		6		How do you meet new people within the community?
Geographically	The interviewee meets people who live near him	2			2	How do you meet new people within the community?
Children	The interviewee meets people through their children	3		3		How do you meet new people within the community?
Shared Office	The interviewee meets people through work in a shared office	1		1		How do you meet new people within the community?
Work	The interviewee meets new people at their place of employment	3	1	1	1	How do you meet new people within the community?
Network for Young Women	The interviewee stated that a network for young business women would be beneficial	2		2		What kinds of initiatives can you see being beneficial to the residents of Møn?
COMMUNITY						
Know Everyone	The interviewee expressed that you always see people you know	2	2			What are your favorite things about the island?
Everyone is Familiar	The interviewee expressed that everybody knows everybody	3		3		How would you describe the culture of the island?
Responsibility for Each Other	The interviewee expressed that everyone is responsible for each other on the island	4		2	2	
Networking	The interviewee expressed the ease of network - knowing a lot of people	6		5	1	What are the advantages of living on the island?
Personal Experiences	The interviewee expressed that it is easier to have more personal experiences with self and others	2		2		What are the advantages of living on the island?
Gossip	Interviewee expressed that gossip can marginalize community members	5	1	4		What are the difficulties of living on the island?
Breaking into the Community	Interviewee expressed it takes some time and effort to become part of the community	2		1	1	What are the difficulties of living on the island?
Increased Sense of Community	The interviewee expressed that the sense of community has grown	2		2		Has the island changed over the course of you living here? How has it changed?

Neighbors	The interviewee interacts with new neighbors	1		1		How do you meet new people within the community?
Little Overlap Between Schools	The interviewee expressed that they don't hang out with kids from other schools	1	1			How do you meet new people within the community?
Don't meet new people	The interviewee doesn't meet new people on the island	2	2			How do you meet new people within the community?
ACTIVITIES						
Events	The interviewee expressed there were interesting events on Møn	3		2	1	What would you tell someone who knew nothing about the island?
Connections with Small Businesses	The interviewee hears about events through business interactions	2		2		How do you meet new people within the community?
Local Involvement	The interviewee hears about events through their local involvement	1		1		How do you meet new people within the community?
Tuesday Market		2	1	1		How do you meet new people within the community?
Societies	The interviewee participates in Societies (literature club, etc.)	1			1	How do you meet new people within the community?
Projects	The interviewee is involved in projects within the community	2		2		How do you meet new people within the community?
Activities	The interviewee meets new people through their activities	5	2	3		How do you meet new people within the community?
Sauna	The interviewee has guy/girl talk in the sauna at bathing house	1		1		How do you meet new people within the community?
Sport events	The interviewee met people at sport events	1	1			How do you meet new people within the community?
Parties	The interviewee expressed they meet new people through parties	1	1			How do you meet new people within the community?
Harvest Meeting	Meeting of farmers	1			1	In what ways do you participate as a citizen in the community of Møn?
Creative Events	The interviewee goes to creative events to meet new people	3		2	1	How do you meet new people within the community?
Political Involvement	The interviewee meets new people through their political involvement	1	1			How do you meet new people within the community?
Church	The interviewee meets new people at church	1		1		How do you meet new people within the community?
COMMUNICATION						
Face to Face	The interviewee communicates in person	12		9	3	How do you meet new people within the community? How do you communicate socially with other members of the community?
Word of Mouth		7	1	2	4	What do you use as a resource to find events or community news on the island?
Friends from	The interviewee finds out about	1	1			What do you use as a resource to find events

School	things within their school					or community news on the island?
Mon Facebook Group	The interviewee meets new people on the Møn Facebook group	3		2	1	How do you meet new people within the community?
Internet	The interviewee spreads their network through the internet	1			1	How do you meet new people within the community?
Facebook	The interviewee uses Facebook to communicate with other members	10	3	5	2	How do you communicate socially with other members of the community?
Work	The interviewee hears about things through their job	1		1		What do you use as a resource to find events or community news on the island?
Children	The interviewee hears about things through their children	1		1		What do you use as a resource to find events or community news on the island?

Youth						
Code	Description					Question
		T	Y	M	E	
YOUTH INVOLVEMENT						
Educational Opportunity	The interviewee states an emphasis on improving educational opportunity	7	1	2	4	Is there anything you would like to see change for the future generations of the island?
Democratic Involvement of Youth	The interviewee states an emphasis on improving youth involvement in local democracy	3		1	2	
Voice for Youth	The interviewee would like the youth to be able to express their long-term goals for change	3		3		
Youth Involvement in Politics	The interviewee stated that youth involvement in politics would be beneficial (folkemødemøn)	2	1	1		What kinds of initiatives can you see being beneficial to the residents of Møn?
Young People Farming	The interviewee expressed young people want to start farming but don't have the support	1			1	
Music Schools	The interviewee expressed the desire to connect with other kids interested in music	1	1			
No	The interviewee said there weren't initiatives they were interested in on mon	2	2			
Trash pickup	The interviewee is involved in picking up trash as a group	1	1			
community service	The interviewee thinks more volunteer community service would benefit Mon	1	1			

Environmental Movements	The interviewee expressed an interest in environmental movements	2	2				
School Trips by Raising Money	The interviewee expressed interest in more sustainable and local fundraising activities for students to travel	1	1				
Should Be but Not	The interviewee expressed that they knew they should be more involved but they just aren't	2	2				
Attended Mon Meeting	The Interviewee expressed that they attended the Mon meeting and talked to politicians	2	2				
No	Youth expressed not being represented in local news and no interest in being involved in local news/politics	4	3	1			
Enjoyed Sharing Their Voice	The student expressed that they enjoyed sharing their voice	1	1				
Clubs Need More Support	The interviewee expressed that lots of clubs or activities die out from lack of support	1	1				If you could start a club, what kind of club would you want to start?
Volunteer for Danish Education	The student wanted to volunteer in an organization for improving Danish education	1	1				What do you want to do in the future?
YOUTH EXCLUSION							
Transportation / Infrastructure	The interviewee expressed frustration with the transportation and infrastructure on the island	11	4	5	2		
Less Activity	The interviewee expressed that there are less activities on the island than elsewhere	3	2		1		
No Social Life for Teens	The interviewee expressed there is little social opportunity for teens	4	3	1			Is there anything you don't enjoy about living on the island?
No university education	the interviewee expressed that there was no university education	2			2		
Old People	The interviewee expressed that the youth is outnumbered by old people	1	1				
Divide Young and Old	The interviewee feels there is a divide between the young and old residents	2			1	1	Do you feel most individuals on the island have similar viewpoints?

No Nightlife	The interviewee expressed wanting more nightlife on the island	3		2	1	What would you like to see change if possible on the island?
Lack of Youth at Events	The interviewee expressed desire to improve lack of youth at events	1			1	
More Opportunity for Youth	The interviewee expressed there needs to be more opportunities for youth on Møn (events, jobs, activities)	3		3		
More younger people at cultural events	There should be more young people at cultural events	1		1		
Transportation	The interviewee expressed that lack of transportation makes it difficult for youth get around	4	1	2	1	Is there anything you would like to see change for the future generations of the island?
Physical Space for Youth	The interviewee expressed that there should be a physical space for youth to hang/share ideas/debate	3		3		
Attitude	The interviewee expressed that younger generations should take a more positive view of Møn	3		1	2	
More Activities	The interviewee expressed a desire for more activities for youth on Møn	3		2	1	
Different Role Models	The interviewee would like to see different "scenes and roles" for young people to look up to to find positives in their lives	1		1		
"Glocal"	The interviewee would like young people see the world while still having local roots to the island	1		1		
More Youth	The interviewee expressed that more kids should be on the island to improve social life	1			1	
Physical Space for Youth / Youth Club / Online	The interviewee stated that a youth club/ online portal/physical space would be beneficial for the youth on Møn	2	1	1		What kinds of initiatives can you see being beneficial to the residents of Møn?
Young people not represented	The interviewee expressed that younger people were not represented by the news sources	1	1			Do you feel your generation is interested in/can relate to your local news sources and politics?
Newspaper is for old people	The interviewee expressed that the newspaper was for old people	1	1			

Don't know about Danish news	The interviewee expressed they don't keep up with Danish news	1	1			
Boring	The interviewee expressed that they think it's boring	1	1			
Less involvement in Clubs	The interviewee expressed that there's less involvement in clubs because kids spend all of their time online	1	1			Has the island changed over the course of you living here? How has it changed?
YOUTH PERCEPTION OF MØN						
Good for children	The interviewee expressed that this was a good area for children	1		1		What would you tell someone who knew nothing about the island?
Boring	The interviewee expressed that there isn't much to do on the island	3	3			
Small	The interviewee expressed that the island is small	2	2			
Privacy	The interviewee expressed that residents had a lot of privacy	1	1			
Nice People	The interviewee expressed that residents were nice	1	1			
Mostly Farms	The interviewee expressed the island is mostly farms	1	1			
Great Opportunities	The interviewee expressed that there are great opportunities on Møn	2	1		1	
Enthusiastic Students	The interviewee expressed that there are great students who want to learn	1	1			
Sense of Community	The interviewee expressed the island has a strong sense of community	4	1	3		
Boring	The interviewee stated that living on the island can be boring	1	1			
Atmosphere for Children	The interviewee expressed Møn has a positive atmosphere for children	2		2		What are your favorite things about the island?
Community	The interviewee expressed that the community was their favorite thing about the island	2	2			
No	The student expressed no interest in coming back	6	6			Would you stay on Møn after finishing school?

Return Once Old	The student expressed that they may return once they are old	3	3			
Summer Home	The student expressed that they wanted to own a summer home but not live on Mon	1	1			
Maybe	The student said maybe they would consider living on the island in the future	1	1			
YOUTH NETWORKING						
Activities	The interviewee meets new people through their activities	5	2	3		
Tight with School Friends	The interviewee expressed that they are very close with people in their school	1	1			
Little Overlap Between Schools	The interviewee expressed that they don't hang out with kids from other schools	1	1			
School	The interviewee met people through school	4	4			
Sport events	The interviewee met people at sport events	1	1			
Don't meet new people	The interviewee doesn't meet new people on the island	2	2			
Parties	The interviewee expressed they meet new people through parties	1	1			
YOUTH SUGGESTIONS						
Cafe		1				
yes		1				
Sports theme	The interviewee thought that sports would be a good theme in such a platform	1				
Outdoors theme	The interviewee thought that nature would be a good theme in such a platform	1				
Carpooling	The Student expressed the hub could be a way to find rides to clubs/activities	1				
Everything in One Place	The student expressed it would be nice to have everything in one place	1				

How do you meet new people within the community?

If there was to be a local online hub for younger kids on the island what media form/Content would you want it to be?

Rural Marginalization						
Code	Description	T	Y	M	E	Question
CULTURAL DECLINE & LOSS OF LOCAL IDENTITY						
Gossip	Interviewee expressed that gossip can marginalize community members	5	1	4		What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?
Less Activity	The interviewee expressed that there are less activities on the island than elsewhere	3	2		1	What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?
Tourists	The interviewee expressed that the tourists were annoying and always in the way	1	1			What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?
No Social Life for Teens	The interviewee expressed there is little social opportunity for teens	4	3	1		What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?
Old People	The interviewee expressed that the youth is outnumbered by old people	1	1			What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?
Older	The interviewee expressed the culture is predominantly run by older people	1		1		How would you describe the culture of the island?
More Activities	The interviewee expressed a desire for more activities for youth on Møn	3		2	1	Is there anything you would like to see change for the future generations of the island?
Stege Depends on Tourism	The interviewee expressed the view that Stege is dependent on tourism	3		2	1	Tourism
No	The student expressed no interest in coming back	6	6			Would you stay on Møn after finishing school?
"Down + Outs"	The interviewee expressed that "down + outs" settle on Møn because houses are cheaper	2		1	1	What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?
Too Small	The interviewee expressed that there aren't enough people	2	2			What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?
Population Decline	The interviewee expressed that the population has declined	1		1		Has the island changed over the course of you living there? How has it changed?
ECONOMIC DECLINE						
Decline of Service Industry	The service industry on the island has been declining (stores closed, etc.)	2		2		Has the island changed over the course of you living here? How has it changed?
Stege is Too Expensive	The students expressed that stege is for tourists and is too expensive	1	1			What's your favorite place to hang out or spend time?
Hard to run Business	The interviewee expressed that it was hard to run a business on Møn	1		1		What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?

Decline in Job Security	The interviewee expressed there is a decline in job security	2		2	Has the island changed over the course of you living here? How has it changed?
Lack of Job Opportunity	The interviewee expressed that there is a lack of job opportunities	2		1	1 What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?
Job Opportunity	The interviewee expressed a desire for more job opportunities, outside of tourism, on the island	3		2	1 Is there anything you would like to see change for the future generations of the island?
Job opportunity	The student expressed that there weren't good job opportunities	3	3		If no: where would you like to go? What makes you not want to come back? What might make you want to stay?
Cheaper Living	The interviewee expressed living costs were cheaper	7		6	1 Why did you move to Møn/why do you stay on Møn/ what attracted you to the island?
Cheaper Living	The interviewee expressed living costs were cheaper	5		3	2 What are the advantages of living on the island?
Live on One Income	The interviewee stated that it's possible to live off of one income	1			1 What are the advantages of living on the island?
Continuing Development	The interviewee expressed that they hold development will continue	2		1	1 What would you like to see change if possible on the island?
Development	The interviewee expressed that they would like to see Møn continue to develop with more people and jobs	1		1	Is there anything you would like to see change for the future generations of the island?
SOCIAL EXCLUSION					
Gossip	Interviewee expressed that gossip can marginalize community members	5	1	4	What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?
Culture of Not Welcoming Outsiders	The interviewee expressed that there is a culture of not welcoming outsiders to Møn	1			1 What's the first thing that comes to mind when you think of the island of Møn?
Breaking into the Community	Interviewee expressed it takes some time and effort to become part of the community	2		1	1 What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?
Divide Newcomers and Natives	The interviewee feels there is a separation between newcomers and natives	6		6	Do you feel most individuals on the island have similar viewpoints? Do you feel there are separate groups of thought?
Older	The interviewee expressed the culture is predominantly run by older people	1		1	How would you describe the culture of the island?
Old People	The interviewee expressed that the youth is outnumbered by old people	1	1		What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?
Divide Young and Old	The interviewee feels there is a divide between the young and old residents	2		1	1 Do you feel most individuals on the island have similar viewpoints? Do you feel there are separate groups of thought?

Divide Summer and Off-Season	The interviewee feels that the island is two different places during the summer vs. off-season	1		1		Do you feel most individuals on the island have similar viewpoints? Do you feel there are separate groups of thought?
Mix of People	The interviewee thinks the island is not divided but diverse (farmers, organic farmers, hippies, artists)	2		1	1	Do you feel most individuals on the island have similar viewpoints? Do you feel there are separate groups of thought?
Divided East and West	The interviewee expressed the island is divided east and west	1		1		Do you feel most individuals on the island have similar viewpoints? Do you feel there are separate groups of thought?
With and Without "Cultural Capital"	The interviewee expressed that there is a divide between those with and without cultural capital or social skills	1		1		Do you feel most individuals on the island have similar viewpoints? Do you feel there are separate groups of thought?
Welcoming	The interviewee expressed that the islanders are welcoming to new people	1		1		How would you describe the culture of the island?
TRANSPORTATION						
Transportation / Infrastructure	The interviewee expressed frustration with the transportation and infrastructure on the island	11	4	5	2	What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?
Distance	The interviewee expressed that increased distance was a difficulty	3	1	2		What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?
Commuting	The interviewee expressed that it is hard to commute to Copenhagen	3		3		What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?
Less Cars	The interviewee expressed that number of cars is decreasing	1		1		Has the island changed over the course of you living here? How has it changed?
Transportation	The interviewee expressed that lack of transportation makes it difficult for youth get around	4	1	2	1	Is there anything you would like to see change for the future generations of the island?
INTERNET						
Internet Connection Instable	The interviewee expressed that internet connectivity on Møn was instable	3		3		What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?
Improved Internet	The interviewee hopes for better internet access	1		1		Is there anything you would like to see change for the future generations of the island?
UNDER REPRESENTATION						
Lack of Municipal funding in Alternative Education	The interviewee expressed that the municipality does not support the creation of folk schools	1		1		What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?

Less Involvement in Democracy	The interviewee expressed that islanders had less opportunity to meet with politicians and get involved in democracy	2		1	1	Has the island changed over the course of you living here? How has it changed?
Decline of Public Services	The interviewee expressed that public services (hospitals, etc.) have been closed and centralized	1		1		Has the island changed over the course of you living here? How has it changed?
Less Represented by Municipality	The interviewee expressed Vordingborg does not represent Møn well	1		1		Has the island changed over the course of you living here? How has it changed?
Own Municipality Again	The interviewee expressed that they would like Møn to be its own municipality again	1		1		What would you like to see change if possible on the island?
Increasing funding from Municipality	There should be more funding from the municipality to Møn	1		1		What would you like to see change if possible on the island?
Less Centralized Bureaucracy	The interviewee would like a less centralized bureaucracy to inspire more local decision making	1			1	What would you like to see change if possible on the island?
LACK OF EDUCATIONAL OPPORTUNITY						
Lack of Municipal funding in Alternative Education	The interviewee expressed that the municipality does not support the creation of folk schools	1		1		What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?
No university education	The interviewee expressed that there was no university education	2		2		What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?
School	The interviewee expressed that going to school wasn't enjoyable	1	1			What are the difficulties of living on the island? Is there anything you don't enjoy about living on the island?
Decline of Schools	The school system on the island has been declining	1		1		Has the island changed over the course of you living here? How has it changed?
Educational Opportunity	The interviewee states an emphasis on improving educational opportunity	7	1	2	4	Is there anything you would like to see change for the future generations of the island?
Don't Close Local Schools	The interviewee expressed that local schools must be preserved	1		1		What things on the island do you think should not change/ are integral to the culture and community on the island?
Lack of university	The student wants to go to university	1	1			If no: where would you like to go? What makes you not want to come back? What might make you want to stay?
Investment in Education	The interviewee expressed investment in forming new education would be beneficial	2		1	1	What kinds of initiatives can you see being beneficial to the residents of Møn?

Technology						
Code	Description	T	Y	M	E	Question
		NETWORKING				
Internet	The interviewee spreads their network through the internet	1			1	How do you meet new people within the community?
Møn Facebook Group	The interviewee meets new people on the Møn Facebook group	3		2	1	How do you meet new people within the community?
COMMUNICATION						
Facebook		16	1	11	4	Do you use any form of technology to communicate with other islanders? How do you communicate with your friends?
Facebook	The interviewee uses Facebook to communicate with other members	10	3	5	2	How do you communicate socially with other members of the community? How do you communicate with your friends?
Facebook messenger	The interviewee communicates over Facebook messenger	1	1			How do you communicate socially with other members of the community? How do you communicate with your friends?
Møn Facebook Group		4		3	1	How do you communicate socially with other members of the community? How do you communicate with your friends?
Email		6		3	3	Do you use any form of technology to communicate with other islanders? How do you communicate with your friends?
Email	The interviewee communicates through email	1		1		How do you communicate socially with other members of the community? How do you communicate with your friends?
Soundcloud		1		1		Do you use any form of technology to communicate with other islanders? How do you communicate with your friends?
Instagram		7	1	6		Do you use any form of technology to communicate with other islanders? How do you communicate with your friends?
Internet		1		1		Do you use any form of technology to communicate with other islanders? How do you communicate with your friends?
podcasts		1		1		Do you use any form of technology to communicate with other islanders? How do you communicate with your friends?
Texting		1		1		Do you use any form of technology to communicate with other islanders? How do you communicate with your friends?
Twitter		2		1	1	Do you use any form of technology to communicate with other islanders? How do you communicate with your friends?

Phone	The interviewee communicates over phone	1	1		How do you communicate socially with other members of the community? How do you communicate with your friends?	
Snapchat	The interviewee communicates through snapchat	1	1		How do you communicate socially with other members of the community? How do you communicate with your friends?	
Influenced by Digital Age	The interviewee expressed that residents are more influenced by the digital age (ex. Communication is online)	1	1		Has the island changed over the course of you living here? How has it changed?	
INFORMATION						
Facebook		10	2	4	4	What do you use as a resource to find events or community news on the island? How do you find things to do on the island?
Facebook Messenger		2	2			What do you use as a resource to find events or community news on the island? How do you find things to do on the island?
Facebook Messenger	The student expressed Facebook messenger is the main form of communication	4	4			Where do you get your media from?
Facebook		3	3			Where do you get your media from?
Not Twitter		1	1			What do you use as a resource to find events or community news on the island? How do you find things to do on the island?
not twitter		1	1			Where do you get your media from?
Snapchat		1	1			What do you use as a resource to find events or community news on the island? How do you find things to do on the island?
Snapchat	The student expressed they used snapchat	6	6			Where do you get your media from?
Internet		2			2	What do you use as a resource to find events or community news on the island? How do you find things to do on the island?
Email		1			1	What do you use as a resource to find events or community news on the island? How do you find things to do on the island?
Twitch		1	1			What do you use as a resource to find events or community news on the island? How do you find things to do on the island?
YouTube		1	1			Where do you get your media from?
Instagram		3	3			Where do you get your media from?

F. Community Organization Interviews

F.1 Community Organization Interview Questions

Inspiration

1. What was your inspiration behind creating a social network in your community?
 - a. Were you seeking to address any gap or problem in the community with your network?
 - b. Did you have a target audience?
2. Were there any social network platforms already existing in your community?
 - a. If so, what differentiates your network platform from the existing network platforms?
3. What kind of content do you display on the platform?

Platform Choice

1. How did you choose the platform that you are using? What platform are you using? Are you using multiple platforms? Why?
 - a. What are the benefits of this platform?
 - b. What are the weaknesses of this platform?
2. What other platforms did you consider?
3. Was accessibility a factor in choosing a platform?
4. Who contributes to creating and maintaining content on your platform? Why?

Success of the Network

1. How has your platform been successful within the community? Can you elaborate on an example of how your network has been successful?
2. How did you initially start interest and get people involved in your network within the community?
3. What audience is it most popular with?
 - a. Was this your target audience or a different audience entirely?
4. In what ways do you think your platform could improve? Can you elaborate on a challenge your network has faced?
5. What do you think will make your organization long lasting within the community?

Business Model / Organizational Structure

1. How is your organization funded? What kind of business model does your organization use?
2. Does your organization have paid employees or is it volunteer based?
3. How do you advertise your network within the community? Do you involve any local businesses, non-profits, etc.?
4. Do you have any physical space (office, gallery, cafe) that is essential to your network?
5. Do you see your internal organization as more of a network or an organization with levels of management?
6. Does your organization operate like a family within the community or more like a business focusing on solving a particular problem within the community as effectively as possible?
7. Do you try to emphasize creativity and flexibility within your network (trial and error with what works) or try to stick to a model and focus on the efficiency of your organization?
8. Does your organization set goals internally, or allow community feedback to direct the platform?

F.2 Deductive Codes

In order to make the data more concise and easily understood we used our own vocabulary to describe the concepts defined in the literature. Hierarchy and network remained the same. Task-focused and people-focused culture translated to the literature's terminology of technocratic and social culture, respectively. Rigid and flexible approach translated to palace and tent, respectively. Finally, internal and external review translated to inner-directedness and outer-directedness, respectively. The following paragraph defines these different concepts from the literature.

First, structure describes how an organization is built. This is a range between hierarchy, an organization with clear roles, chain of command, and layers of management, and network, a decentralized organization emphasizing horizontal relations amongst peers. Second, an organization's culture describes their balance between technocratic and social aspects. Technocratic refers to a task-focused approach with formalized processes while social is people-focused with flexible processes. Third, an organization's process describes how it is set up to deal with problems. An organization is somewhere between a palace, which is very efficient but rigid in its approach to problems, and a tent, less efficient, but better set up for a flexible problem-solving approach. Finally, review describes how an organization revises itself. It describes if the organization takes feedback and ideas from external sources, outward-directedness, or if it uses an internal review for new ideas and areas of improvement, inward-directedness.³

(a) Palace vs. tent

- Efficiency and effectiveness
- Permanence vs. temporality

Efficiency

process defined efficiency
input-output efficiency
cost minimization
routinization
clear division of labor

vs. Effectiveness

goal defined effectiveness
case specific division of labor
flexibility
"trial and error"

Permanence

durability
set division of labor
set command lines

vs. Temporality

change
temporal limits
changing, temporary command

(b) Technocratic culture
vs. social culture

- Task orientation vs. people orientation
- Formalization vs. symbolic orientation

Task orientation

functional criteria
emphasis on economic performance
emphasis on task achievement

vs. People orientation

emphasis on social aspects
emphasis on motivation and person
personalized criteria of role
fulfillment

Formalization

set procedures
formal task description
rule-bound, manuals
organization as "machine"

vs. Symbolic orientation

flexible procedures
evolving tasks
evolving rules and expectations
organization as family

(c) Hierarchy
vs. network

- Monolithic vs. polycentric
- Steep configuration vs. flat configuration

Monolithic

centralization of decision-making
"top-down"

vs. Polycentric

decentralization of decision-making
"bottom-up"

Steep configuration

emphasis on vertical relations
many layers of hierarchy
specialization
low span of control

vs. Flat configuration

emphasis on horizontal relations
few layers of hierarchy
less specialized
work groups

(d) Outer-directedness
vs. inner-directedness

- Contextual adaptation vs. identity development
- External direction vs. internal direction

Contextual adaptation

outer-directed structure
organization reacts to environment

embraces environment

vs. Identity development

inner-directed structure
focus on own situation,
objectives
selective perception of
environment

External direction

top-down development of
organization
solutions sought outside
strategies sought outside
units have little room for initiative

vs. Internal direction

bottom-up development

solutions sought internally
strategies sought internally
units free to seek solutions

Deductive Codes Used for Community Organization Interviews³

F.3 List of Raw Data by Question

Question	What was your inspiration behind creating a social network in your community?	
	Where you seeking to address any gap or problem in the community with your network?	Did you have a target audience?
Answer(s)	Holistic or Mission	(Inductive)
Organization A	Mission - Act as intermediary between businesses and community members	Entire Community
Organization B	Mission - Looking to address the heroine problem in the young adult community	Age Group: 18-30
Organization C	Holistic - Looking to "Give sense of Identity and history" and get "neighbors speaking more"	Harringay Neighborhood
Organization D	Holistic - Looking to create a stronger network within the community and bridge gaps between people and organizations	Buckingham Community
Organization E	Holistic	Blewbury Community
Organization F	Holistic - Wanted purely a community development movement - "My goal was to serve the community"	Westoe Crown Community
Organization G	Mission	
Organization H	Holistic - Conserve cultural heritage and protect environment through tourism	Rwanda Community and Tourists
Organization I	Mission - connecting schools and researchers to work on rural development initiative in different Alberta communities	Rural communities in Alberta

Question	Were there any social network platforms already existing in your community? If so, what differentiates your platform from the existing platforms?
Answer(s)	Yes or No
Organization A	No
Organization B	Yes
Organization C	No
Organization D	
Organization E	No
Organization F	Yes

Organization G	No
Organization H	Yes (health and education vs. tourism, conservation, and community development)
Organization I	No

Question	What kind of content do you display on the platform?
Answer(s)	(Inductive)
Organization A	Mostly news on other community organizations needs
Organization B	Arts, Events
Organization C	Forums, History
Organization D	Information about voluntary/nonprofit organizations, services, and events
Organization E	Forums, Local News
Organization F	Events happening at the physical hub space
Organization G	
Organization H	Photos, Mission, Community and Campsite Info
Organization I	Initiatives and projects

Question	How did you choose the platform that you are using? What platform are you using? Are you using multiple platforms? Why?						
Answer(s)	Website	Instagram	Twitter	Facebook	Application	Newsletter	Other (List)
Organization A	x			x		x	
Organization B		x				x	
Organization C	x	x	x	x		x	
Organization D	x						
Organization E					x		
Organization F	x		x	x		x	
Organization G	x	x	x	x	x	x	LinkedIn
Organization H	x						
Organization I	x	x	x	x		x	Zoom

Question	What are the benefits of this platform?
Answer(s)	(Inductive)
Organization A	Website: Blog, Outward-facing. Facebook: social media. Newsletter: community news
Organization B	Lots of Businesses on MV are on Instagram
Organization C	
Organization D	Provides an online directory that is accessible by everyone
Organization E	Feels like social media but can be controlled design-wise
Organization F	Started with multiple platforms and saw which ones worked best for community - community gets to pick
Organization G	
Organization H	Capable of reaching a wider audience
Organization I	

Question	What are the weaknesses of this platform?
Answer(s)	(Inductive)
Organization A	
Organization B	
Organization C	
Organization D	Based off of only the creator's knowledge (not sustainable), older population struggle with technology
Organization E	Time to develop
Organization F	Website became outdated and only mirrored Facebook - Hard to manage negative feedback on fb
Organization G	
Organization H	A website can be easily hacked
Organization I	Rural people have trouble connecting to technology

Question	What other platforms did you consider?
Answer(s)	(Inductive)
Organization A	
Organization B	Facebook - weak platform

Organization C	
Organization D	
Organization E	"Social Media not designed to serve communities"
Organization F	
Organization G	
Organization H	Facebook
Organization I	

Question	Was accessibility a factor in choosing a platform?			
Answer(s)	Yes or No			
Organization A				
Organization B	Yes			
Organization C				
Organization D	Yes			
Organization E				
Organization F	Community chose which platform to use			
Organization G	Yes - Chose almost every platform because of this			
Organization H	Yes - Chose almost every platform because of this			
Organization I	Yes - use a lot of different tech to reach rural communities			

Question	Who contributes to creating and maintaining content on your platform? Why?			
Answer(s)	User/Community Member	Administrator/Editors	External Sources	Other: Please Write
Organization A		x (Employees)		
Organization B		x (Only Alex)		
Organization C	x (Forums)	x (Creates Specific Articles)		
Organization D		x (Only Stephen)		
Organization E	x	x		
Organization F		x (8 volunteer editors)		
Organization G		x		
Organization H		x (webmaster)		

Organization I		x (staff)		
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Question	How has your platform been successful within the community? Can you elaborate on an example of how your network has been successful?
Answer(s)	(Inductive)
Organization A	
Organization B	Free movie night
Organization C	People found others with similar values, People collaborated to solve problems
Organization D	
Organization E	Rapid Growth in First Weeks
Organization F	Positive Social Capital - community shoveled out/brought food to elderly in snow storms
Organization G	Networks people globally
Organization H	Developed social economic status - members can take children to school, buy health insurance, eat more nutritious foods
Organization I	Story of older people wanting transportation and helping fund them and set goals and now they have bus to take older people into town

Question	How did you initially start interest and get people involved in your network within the community?
Answer(s)	(Inductive)
Organization A	
Organization B	Free giveaways/raffles to get peoples emails, Word of Mouth
Organization C	Weekly Newsletter, Give Long-Term Community Goals
Organization D	Networking, Word of Mouth, Going to Other Organizations
Organization E	Word of Mouth, Advertise through other Community Organizations
Organization F	He personally talked to community members - "take an interest in people's lives within the community"
Organization G	Started small and local; efforts in each area are headed by community members
Organization H	Interaction between tourists and locals
Organization I	

Question	What audience is it most popular with?		Was this your target audience or a different demographic entirely?
Answer(s)	Original Audience	Different Audience	(Inductive, if answer to previous question was "different audience")

Organization A			
Organization B		x	Events attract older people and mostly females
Organization C	x		N/A
Organization D	x		N/A
Organization E	x		N/A
Organization F	x		Younger parents - subset of community
Organization G		x	Was local community focused; Now based on entrepreneurs
Organization H		x	Women and Youth
Organization I	x		N/A

Question	In what ways do you think your platform could improve? Can you elaborate on a challenge your network has faced?
Answer(s)	(Inductive)
Organization A	Be more selective in the communities that they work with; Create pipeline to train community coaches
Organization B	Design an OysterMV website, Have a youth advisory committee (input directly from youth)
Organization C	
Organization D	
Organization E	Encouraging regular posts, Monetize, Improve Visual Content
Organization F	
Organization G	
Organization H	Lack of skilled personnel, lack of finance, capacity for building future sustainability, reach more people
Organization I	Core operational funding and Communication (tech in rural communities)

Question	What do you think will make your organization long lasting within the community?
Answer(s)	(Inductive)
Organization A	
Organization B	Creative Events, help people communicate
Organization C	Give Long-Term Community Goals, Use for Consulting Business/Income
Organization D	
Organization E	Monetize, Hashtags, Content for Younger Audience

Organization F	"Taking an interest in people's lives" "social capital is everything" Say hi in morning
Organization G	
Organization H	
Organization I	Don't recruit people/projects, try to get people to come to you with ideas, more motivation and ownership

Question	How is your organization funded? What kind of business model does your organization use?
Answer(s)	Advertising, Grants, Donations, Personal Money, Company Partnerships, Products, Hosting Events, Other
Organization A	Grants, Company Partnerships, Donations
Organization B	Grants, Company Partnerships
Organization C	Company Partnerships, Advertising, Commercial Memberships, Site Takeovers
Organization D	Grants, Donations, Products (housing rent)
Organization E	Company Partnerships, Commercial Memberships
Organization F	Products(caf�/delis), Grants, company partnerships, Hosting events, donations
Organization G	Other - Payed Memberships, Hosting Events (workshops), Partnerships, Other - Consulting
Organization H	Donations, Products (revenue from campsite)
Organization I	Grants, donations

Question	Does your organization have paid employees or is it volunteer based?	
Answer(s)	Reliance on Volunteers 1 - No reliance, 3 - 50/50, 5 - Totally Reliant	Number of Paid Employees
Organization A	4	9
Organization B	1	1
Organization C	1	2
Organization D	5	0
Organization E	4 (Gives Groups Publisher Rights)	1
Organization F	5	1
Organization G	2	1000
Organization H		0
Organization I	2	10

Question	How do you advertise your network within the community?				
Answer(s)	Word of mouth	Local Businesses	Newspaper	Online	Other (Specify)
Organization A	x	x (not local partners)			Targeted outreach, conferences
Organization B	x				
Organization C	x		x	x (In other community groups)	
Organization D	x				
Organization E	x		x		Posters, Community Groups
Organization F	x			x	Newsletter
Organization G	x (At events)	x			Newsletter
Organization H	x			x	
Organization I	x		x	x	Conferences, newsletter

Question	Do you involve any local businesses, non-profits, etc.?			
Answer(s)	Local Business	Non-Profits	Grassroots	Non-Local Business
Organization A		x (talk a lot about other nonprofits' work)		
Organization B	x			
Organization C				
Organization D				
Organization E	x			
Organization F	x			
Organization G	x			x
Organization H		x (help push their agenda)		
Organization I	x	x	x	

Question	Do you have any physical space (office, gallery, cafe) that is essential to your network?
Answer(s)	yes or no, list if yes

Organization A	No
Organization B	No (but would like a bar)
Organization C	No
Organization D	Yes (rents space in community center once a week)
Organization E	No
Organization F	Yes (the hub was a physical space originally; online network came second)
Organization G	Yes (One in each area they operate, VERY important to their organization)
Organization H	Yes (Campsite, Working Spaces)
Organization I	Yes (office)

Question	Do you see your internal organization as more of a network or an organization with levels of management?
Answer(s)	1 - Hierarchy, 3 - Balanced, 5 - Network
Organization A	3
Organization B	1
Organization C	4
Organization D	5
Organization E	5
Organization F	4
Organization G	2
Organization H	5
Organization I	2

Question	Does your organization operate like a family within the community or more like a business focusing on solving a particular problem within the community as effectively as possible?
Answer(s)	1 - Technocratic, 3 - Balanced, 5- Social Culture
Organization A	2
Organization B	3
Organization C	4
Organization D	5
Organization E	5
Organization F	5

Organization G	1
Organization H	5
Organization I	2

Question	Do you try to emphasize creativity and flexibility within your network (trial and error with what works) or try to stick to a model and focus on the efficiency of your organization?
Answer(s)	1 - Palace, 3 - Balanced, 5 - Tent
Organization A	4
Organization B	4
Organization C	4
Organization D	5
Organization E	4
Organization F	4
Organization G	5
Organization H	4
Organization I	3

Question	Does your organization set goals internally, or allow community feedback to direct the platform?
Answer(s)	1 - Outer Directiveness, 3 - Balanced, 5 - Inner Directiveness
Organization A	3 (Has internal goals for organization but unique goals for each community)
Organization B	5
Organization C	2
Organization D	1
Organization E	3
Organization F	1
Organization G	4
Organization H	2
Organization I	2

F.4 Correlation Charts by Topic

Organization	Holistic (H) or Mission (M)	Types of Funding (Most Important to Least Important)
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Organization C	H	Company Partnerships	Advertising	Commercial Memberships	Site Takeovers	
Organization D	H	Grants,	Donations	Products		
Organization E	H	Company Partnerships	Commercial Memberships			
Organization F	H	Products	Grants	Company Partnerships	Events	Donations
Organization H	H	Donations	Products (from campsite/tours)			
Organization A	M	Grants	Company Partnerships	Donations		
Organization B	M	Grants	Company Partnerships			
Organization G	M	Payed Membership	Events	Company Partnerships	Consulting	
Organization I	M	Grants	Donations			

Organization	Holistic (H) or Mission (M)	Grants	Advertising	Donations	Company Partnerships	Events	Paid Memberships	Product	Consulting	Site takeover
Organization C	H		x		x		x			x
Organization D	H	x		x				x		
Organization E	H				x		x			
Organization F	H	x		x	x	x		x		
Organization H	H			x				x		
Organization A	M	x		x	x					
Organization B	M	x			x					
Organization G	M				x	x	x		x	
Organization I	M	x		x						

	Media					
Organization	Website	Instagram	Twitter	Facebook	Application	Newsletter
Organization A	x			x		x
Organization B		x				x
Organization C	x	x	x	x		x
Organization D	x					

Organization E					x	
Organization F	x			x		x
Organization G	x	x	x	x	x	x
Organization H	x					
Organization I	x	x	x	x		x

		Importance of volunteers 1 - No reliance, 3 - 50/50, 5 - Totally Reliant	Number of payed employees
Organization C	H	1	2
Organization D	H	5	0
Organization E	H	4	1
Organization F	H	5	1
Organization H	H	2	0
Organization A	M	4	9
Organization B	M	1	1
Organization G	M	2	1000
Organization I	M	2	10

G. Sponsor Workshop Guidelines

Workshop: The purpose of this workshop is to guide a discussion that will help define the concept and business model behind Island Living in a Global Age

Agenda: Wednesday September 26th, 2018 - Afternoon

- Interview, Island Living in a Global Age
- Business Model Canvas

Thursday September 27th, 2018 - Afternoon

- Overview of Community Organizations
- Innovating a Business Model

Friday September 28th, 2018 - Morning

- For the Community (What will the community “get” from our organization?)
- Mission Statement Workshop

G.1 Interview, Island Living in a Global Age

Overview: The purpose of this exercise is to gather information about the inspiration and proposed model behind Island Living in a Global Age. These are the same questions that were posed to other Community Organizations, and the results will be used to place Island Living in the Global Age on the spectrum of other

Community Hubs. This will help us make recommendations on business model and organization type.

Questions:

Inspiration

1. What is your inspiration behind creating a social network in your community?
 - a. Are you seeking to address any gap or problem in the community with your network?
 - b. Do you have a target audience?
2. Are there any social network platforms already existing in your community?
If so, what will differentiate your network platform from the existing network platforms?
3. What kind of content will you display on the platform?

Platform Choice

1. How will you choose the platform that you are using? What platform are going to use?
Will you use multiple platforms? Why?
 - a. What are the benefits of this platform?
 - b. What are the weaknesses of this platform?
2. What other platforms might you consider?
3. Will accessibility be a factor in choosing a platform?
4. Who will contribute to creating and maintaining content on your platform? Why?

Success of the Network

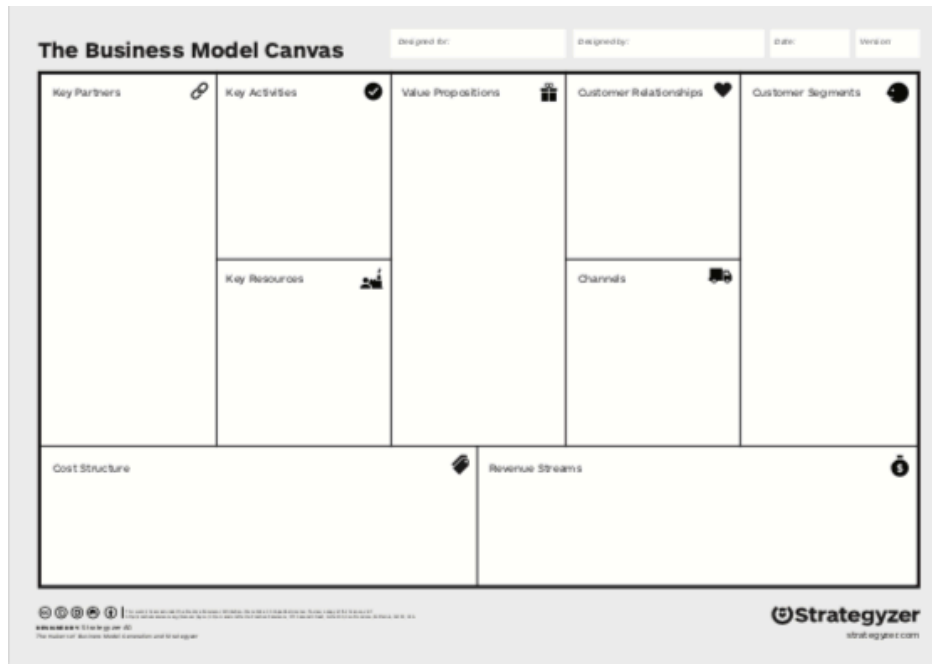
1. How do you hope your platform will be successful within the community?
2. How do you plan to initially start interest and get people involved in your network within the community?
3. What challenges do you think your network will face? How will you address these if/when they arise?
4. What do you think will make your organization long lasting within the community?

Business Model / Organizational Structure

1. How will your organization be funded? What kind of business model will your organization use?
2. Will your organization have paid employees or will it be volunteer based?
3. How will you advertise your network within the community? Will you involve any local businesses, non-profits, etc.?
4. Will you have any physical space (office, gallery, cafe) that is essential to your network?
5. Do you see your internal organization as more of a network or an organization with levels of management?
6. Will your organization operate like a family within the community or more like a business focusing on solving a particular problem within the community as effectively as possible?
7. Will you try to emphasize creativity and flexibility within your network (trial and error with what works) or try to stick to a model and focus on the efficiency of your organization?
8. Will your organization set goals internally, or allow community feedback to direct the platform?

G.2 Business Model Canvas

Overview: The purpose of this exercise is to challenge the Island Living in a Global Age Team to conceptualize and brainstorm a business model plan. We will utilize the Business Model Canvas developed by Alexander Osterwalder and Yves Pigneur to layout the various aspects of the Island Living in a Global Age organization. ⁶



The Business Model Canvas⁵

What is the Business Model Canvas?⁶

The Business Model Canvas is a standard method used to enable entrepreneurs to create and innovate business models. The Business model covers 9 key segments of an organization:

1. **Customer Segments:** These are the groups/key demographics that an organization serves
 “For whom are we creating value? Who are our most important customers?”⁶
2. **Value Propositions:** The organization should attempt to improve problems or fulfill customer needs
 “What value do we deliver to the customer? Which one of our customer’s problems are we helping to solve? Which customer needs are we satisfying?”⁶
3. **Channels:** Channels deliver the value proposition to customers
 “How is the value delivered to customers? What are the communication, distribution, and sales channels?”⁶
4. **Customer Relationships:** The organization has relationships with their customer segment
 “What type of relationship does each of our customer segments expect us to establish and maintain with them? Which ones have we established? How costly are they? How are they integrated with the rest of our business model?”⁶
5. **Revenue Streams:** Revenue streams are the ways in which the organization funds the creation and delivery of the value proposition to customer segments
 For what value/customer segments will we be able to create revenue? “How much does each revenue stream contribute to overall revenues?”⁶

6. Key Resources: Key resources allow an organization to create, deliver and offer the aspects above
 “What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?”⁶
7. Key Activities: The activities the organization undertakes to create, deliver and offer the aspects above
 “What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?”⁶
8. Key Partnerships: Partnerships allow the organization to outsource to complete activities or obtain resources
 “What resources and activities are outsourced?”⁶
9. Cost Structure: “The business model elements result in the cost structure”⁶
 What aspects of the Business model will be the costliest?

G.3 Innovating a Business Model

Overview: It is important for a company to continue to innovate and improve their business statement as they grow and change. The team will provide some learnings from their research into Social Businesses on how to innovate a business model.

Why Innovate?⁷

1. Survival Revenue
2. Revenue for Business Proposition

How to Innovate⁷

1. Clear understanding of the organization’s social mission
2. Access to specialized knowledge
3. Access to external expertise
4. Ability to respond to the needs of clients and/or beneficiaries
5. Access to alliances and/or partnerships
6. Ability to experiment with pilot programs

G.4 For the Community

Overview: An important consideration that Mette raised in our Business Brainstorm Meeting is identifying what the community will “get” out of the Island Living in a Global Age organization. This will be important to gaining an early following on the Island Living platform and retaining membership.

G.5 Mission Statement

Developing a mission is an essential part of creating and innovating a business model for the Island Living in A Global Age Organization. A business model needs to be developed based around the mission of the organization.⁸ As such it is important that we lay out the mission of Island Living in a Global Age in a formal mission statement to help direct the future of the organization.

Eight Aspects of a Strong Mission Statement:⁸

1. The specification of target customers and markets.
2. The identification of principal products/ services.
3. The specification of geographic domain.
4. The identification of core technologies.
5. The expression of commitment to survival, growth, and profitability.
6. The specification of key elements in the company philosophy.
7. The identification of the company self-concept.
8. The identification of the firm's desired public image.

H. Literature and Discussion Results for Sponsor Workshop

H.1 Interview, Island Living in a Global Age Results

Island Living in a Global Age	
Question	Response
What was your inspiration behind creating a social network in your community? Were you seeking to address any gap or problem in the community with your network?	Mission – grow to other Danish islands and support initiatives for change in the community
Did you have a target audience?	Entire community but focus on youth
Were there any social network platforms already existing in your community? If so, what differentiates your platform from the existing platforms?	No
What kind of content do you display on the platform?	Journal Articles that challenge thought, initiatives, interest groups
How did you choose the platform that you are using? What platform are you using? Are you using multiple platforms? Why?	Website
What are the benefits of this platform?	Have to have our own thing otherwise Facebook would own our business model; one platform – easy to maintain
What are the weaknesses of this platform?	
What other platforms did you consider?	Application

Was accessibility a factor in choosing a platform?	Yes
Who contributes to creating and maintaining content on your platform? Why?	User/Community Member, Administrator/Editors, External Sources
How has your platform been successful within the community? Can you elaborate on an example of how your network has been successful?	Organization needs to be in tune with the voice of the island; need to communicate with the island
How did you initially start interest and get people involved in you network within the community?	Put it out on already used forms of media, get emails, word of mouth
What audience is it most popular with?	N/A
Was this your target audience or a different demographic entirely?	N/A
In what ways do you think your platform could improve? Can you elaborate on a challenge your network has faced?	Established power structures on the island, gossip, making the organization relevant to Møn, push back from newspaper
What do you think will make your organization long lasting within the community?	Professionalism/challenging journal articles, deep listening, use new tools and tech, make the original model authentic – start on Møn
How is your organization funded? What kind of business model does your organization use?	Company partnerships, grants, donations
Does your organization have paid employees or is it volunteer based?	
Reliance on Volunteers	3
Number of Paid Employees	N/A
How do you advertise your network within the community?	Word of Mouth, Newspaper, Online, Events

Do you involve any local businesses, non-profits, etc.?	Local Business, Non-Profits, Non-Local Business
Do you have any physical space (office, gallery, café) that is essential to your network?	Yes (space for youth in Stege)
Do you see your internal organization as more of a network or an organization with level of management?	4
Does your organization operate like a family within the community or more like business focusing on solving a particular problem within the community as effectively as possible?	3
Do you try to emphasize creativity and flexibility within your network (trial and error with what works) or try to stick to a model and focus on the efficiency of your organization?	3
Does your organization set goal internally, or allow community feedback to direct the platform?	3

H.2 Future Business Model Results

During the first business model discussion, our sponsors requested that we also add sections for business ambition and UN sustainable development goals (SDGs) to the first business model canvas.⁹ In addition to the business model canvas for the initial Island Living in a Global Age organization, our sponsors requested that we also fill out a business model for the future of the organization. The following is the results from these discussions.

SDGs - Quality Education (Media Training, Knowledge Networking, Connections to Local Experts)	Ambition - Spreading the Inspiration to Other Islands Outside of Men
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SDG and Ambition Sections from First Business Model Canvas

The Business Model Canvas



Mission Organization Business Model Canvas

H.3 Innovating a Business Model Literature

One part of the workshop was giving our sponsors an overview of why and how they should innovate their business model based on literature review for non-profit social enterprises. In the literature we found, there were two main reasons for non-profit social enterprises to innovate their business models. Firstly, social enterprises need to innovate their revenue streams to ensure that the organization can sustain itself financially as it continues to grow in size. Secondly, it is necessary for social enterprises to innovate their business model so that they can find new ways to earn money in order to expand the services that they are able to provide to their

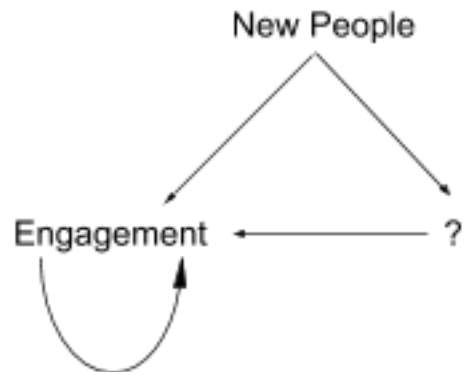
beneficiaries. Through our research, we identified six key factors for non-profit social enterprises in regards to innovating their business model.⁷

While a social enterprise innovates its business model and revenue streams, it is essential that any of these innovations are supportive of the organizations mission. In other words, before a social enterprise grows and innovates it is important that it has a solid mission around which the organization can develop. It is also important that the social enterprise have specialized knowledge within the organization through which it can find new revenue streams for the organization. The knowledge of the staff within an organization is key to the organization's ability to innovate. Further, knowledge can also come from external sources as well. Social enterprises can also hire new staff or work with experts outside of the organization to help them find new ways to innovate their business model. Another key part of innovation is the ability of a social enterprise to respond to the needs of its customer or beneficiaries. The organization should look for new market opportunities, areas which lack services, to find new revenue streams. Beneficiaries or customers will often identify an area in which a service is lacking and the organization can capitalize on this opportunity. Partnerships is another important part of business model innovation. A social enterprise can use partnerships as a way to gain external knowledge, skills and revenue, and can provide its own unique knowledge and expertise in return. Finally, non-profit social enterprises should experiment with new programs or revenue streams on a small scale to minimize risk while testing out new innovations before initiating them on a larger scale to their customers and beneficiaries.⁷

H.4 For the Community Discussion Results

Brainstorm:

1. Entertainment*
 2. Knowledge
 3. A Voice
 4. Activities*
 5. Turning “boring” and “small” into “fun” and “big”
 6. Contemplation
 7. New Perspectives
 8. Meeting Point (Connections)
 9. Dialogue Between Generations (Mentorship)
 10. Inspiration
 11. Trusted Drivers/Carpools*
 12. Reality Show*
 13. Voting
 14. Clubs
 15. Music
 16. Island Living Bus
 - a. Young People Meet
 - b. Route Fridays & Saturdays
 17. Neighborhood Success Story
 18. Good Gossip
- *Underlined as good candidates to spur initial interest in the platform



How to Represent the Community Organization Adoption Process

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