Island Living in a Global Age
A Community Organization for Engaging and Networking Rural Youth on the Danish Island of Møn

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

Local identity establishes a strong sense of place and community membership.
Social capital allows communities to rebuild their rural identity.
Youth engagement is one way of giving youth a voice in their communities.
Møn is a unique island community off the southern coast of Denmark.
Population loss puts the Møn community at risk of rural marginalization.

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

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

II. Classify the business strategies of existing community organizations

III. Develop the business model and mission statement for Island Living in a Global Age
We conducted interviews and focus groups with members of the Møn community.

Focus Groups with Local Schools

Interviews with Møn Residents

Objective I
Our interviews and focus groups characterized the local identity of Møn and indicated the presence of rural marginalization.
Our research revealed an underrepresentation of youth in the Møn community.

3,500 residents age 60-79

1,900 residents age 7-25
We conducted phone interviews with leaders of existing community networks.
The community organizations fell into two categories.

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<td><strong>Definition</strong></td>
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**Holistic**

- Serves the needs of an entire geographical community
- Smaller
- Company Partnerships, Products
- Collaborative and flexible structure and procedures

**Mission**

- Connects people within a community that share a common goal
- Larger
- Large Grants, Paid Memberships
- Hierarchy and defined structure and procedures
Mission organizations started as holistic and transitioned in order to expand.
We designed and hosted a three-day workshop with our sponsors.

Filling in the Business Model Canvas
Comparing Island Living to other Organizations
Developing the Mission Statement

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

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

Establish locally as a holistic organization

Transition to a mission organization
A Special Thanks To...

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