



C'est ne pas une île

Home is where the island heart beats

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Outline of the presentation

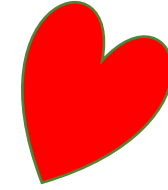
- Introduction about the project
- Results
- Further work

PROJECT BACKGROUND



PROJECT PARTNERS WHO ARE WE ?

Easticeland
AUSTURBRÚ



Bornholm
CENTRE FOR REGIONAL AND TOURISM RESEARCH



Vesterålen
VESTERÅLEN REGIONRÅD



Faroe Islands
UNIVERSITY OF THE FAROE ISLANDS
VÁGUR



HOW IT ALL BEGAN



HOW ARE YOUNG PEOPLE A RESOURCE TO BORNHOLM?

- The world's most loyal tourists –direct economic resource
- Renewal of the Island Brand
- Role-model for the youth in Bornholm
- Ambassadors for Bornholm in Copenhagen
- Mobile and dedicated knowledge capital

THERE'S SOMETHING HAPPENING HERE



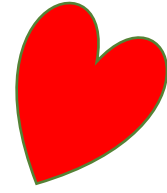
ON ONE HAND:

- Demographic challenge: youth are moving away, often with a feeling of guilt, traditional political strategy for return.

ON THE OTHER HAND:

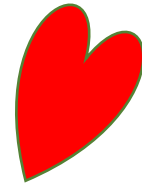
- A growing number of activities arranged by, and attended by youth, who have grown up in Bornholm, East-iceland, Vesterålen and Faroe Islands and moved from there.

THIS IS OUR POINT OF DEPARTURE



RESEARCH QUESTIONS

- What is the value of young out-migrants contribution in terms of social, cultural and physical capital?
 - The value of their contribution through cultural events they organize?
 - Does the environment/communities they come from in terms of different types of these capital matter and what is the attitude of those still living in the areas towards the young out-migrants contribution?
- Can we construct analyzing instruments which can be used to evaluate the value of these resources, economically, socially and culturally?



MAIN ACTIVITIES IN THIS PROJECT

Introduction to capitals and decisions on methods
Selection of 16 events - four from each four islands



Surveys measuring the attitudes and motivations of out-migrants in Vesterålen, East-iceland and the Faroes – based on surveys from Bornholm



Focus-group Interviews using a semi-open guide, the same in all regions. Interviews with keypersons and stakeholders and locals from each event



Measuring using a method of triangulation; the effects from the physical, social and cultural capital in each event



Creative digital visualization of the results promoted on all four islands

THE CHOSEN EVENTS



BORNHOLM

Wonderfestiwall - music

Svaneke Beach volleyball - carnival

Born Shorts International Film Festival - film

Sol over Gudhjem – Gourmet Cooking Competition

EAST ICELAND

Lunga – Art workshops for a week, final concert

Bræðslan - Music

Eistnaflug – Heavy metal music

Sviðamessa – Very local humor

VESTERÅLEN

BlaBla Festivalen – Punk music

Rock mot rus - Music

Bjørnskinnfestivalen – Very local party for 3 days

Arctic Sea Kayak Race – Sport

FAROE ISLANDS

MENT in Sumba - Cultural

The New Years Eve in Vágur – Local international party

Jóansøka / Mid summers festival - Local

Viking-days in Hovi - Cultural

THE RESULTS

- All events had to various extents the capitals in question
- Physical capital was mostly evident in local turnover, up to 153% increase.
- The image and the branding of the event attracts tourists year round and the increase is because of the event, old and new
 - The branding is synonymous with the town
- Volunteering as a social capital differed vastly between the regions
 - Often volunteers were a group of out-migrants



MORE RESULTS

- Gives insight into Nordic culture; often significant differences between the regions e.g.
 - the organizers tend to be younger in Vesterålen than in the other regions;
 - more freelancers in Iceland,
 - more volunteers in Bornholm
 - and more unemployed youngsters in Faroe islands
- The towns/villages in the region have different cultural capital, highest capital (participation&habitus) where the events took place
- Diversity of Nordic culture evident and more knowledge on peripheral regions
- The young enthusiastic out-migrants gave us knowledge of what they need to contribute to their former homes and why they do it.
- Valuable network of out-migrants to be used as resource

Factors	Variables	score	Description
Family & Traditions	Do you spend your time in the area interacting with family, friends, school mates?	0,86	Interaction with family and friends, taking part in traditions. Not shopping nor enjoying local food and treats
	Do you spend your time in the area taking part in traditions e.g. Christmas, Easter, local services?	0,693	
	Do you spend your time in the area shopping e.g. flea markets, festivals, designer ware etc.?	-0,81	
	Do you spend your time in the area enjoying local food, local traditions involving food etc.?	-0,532	
Ambassador	I can be a role model for the young people at home/in the region	0,508	Sees oneself as an ambassador for the area; a role model, a spokesperson and a marketing person
	I consider myself a spokesperson for the region	0,575	
	I see my involvement as a way of marketing my region	0,775	
Personal agenda	The event enables me to maintain contact with old friends	0,506	Uses the event to maintain ties and personal bonds as well as personally gather experience while mixing leisure and family/work
	The event enables me to contribute to the area	0,52	
	The event enables me to maintain my ties to the area	0,563	
	I can share and gather new experiences	0,54	
	I take part because back home I can mix family, interests, work and relaxation	0,558	
Personal career	Do you spend your time in the area taking part in sports and outdoor activities?	-0,593	Sees the event as an opportunity to evolve and improve career. Does not take part in sports or outdoor activities in the area
	The event enables me to evolve or grow	0,622	
	The event is an improvement to my CV	0,715	
Culture	Do you spend your time in the area taking part in sports and outdoor activities?	-0,512	Takes part in art/culture locally but does not spend time on sports or outdoor activities while in the area
	Do you spend your time in the area taking part in and/or enjoying arts, music, exhibitions etc.?	0,9	

Out-migrant contributors

Maintaining ties, confirmed in the interviews where they also explained in further detail their motivations.

Other reasons were both personal and altruistic



OBSTACLES; THEIRS & OURS

- Not all wine and roses, some events distant from the locals.
- Immense workload
- Infrastructure not ready, e.g. facilities
- A common theme when asked what would stop them from contributing
 - Not enough support from the local community; the municipality, funding, facilities, if locals would get negative
- Project like this needs frequent meetings of the partners working together.
 - A lot of research experience and data has been gathered

THE INSTRUMENTS

- The pre-survey was a good instrument for measuring the attitudes of the out-migrants, with some adjustments it could be generalized and used widely elsewhere
- The cultural capital tool was developed using a few existing measurement tools. It gave good results but it is desirable to make it more compact. The results from the cultural score and cultural habitus they were directly linked to the events e.g. Higher score in places where events took place
- The interview guide worked well, semi-open and gave a lot of insightful and explanatory data
- Social capital tool has already been used in Danish workplaces; it proved to be difficult for the smaller events but gave good for the bigger ones.
- Physical capital was measured using an input-output method resulting in a scorecard, the method worked well to make all the events comparable

FURTER PROJECTS

- Maintaining ties was the single most important factor behind contributing to events.
- How can a community forster ties so strong?
- How can a community have a political agenda enforcing and making ties, memories and mindset that supports and encourages the young to contribute to events and act as a resouce for their former home?
- **The best first twenty years!**

Website and video

- <http://wheretheislandheartbeats.tumblr.com/>



QUESTIONS

