

PROMOTING BORNHOLM AS A LIVING DESTINATION

BORNHOLM



ISLAND & IDEA TITLE

BORNHOLM

PROMOTING BORNHOLM AS A LIVING DESTINATION - ATTRACTING NEW RESIDENTS AND YEAR-ROUND LIFE DESIGNED TO STRENGTHEN BORNHOLM'S ATTRACTIVENESS AS A LONG-TERM PLACE TO LIVE, WORK, AND RAISE A FAMILY - BEYOND SEASONAL TOURISM.



TARGET GROUP

REMOTE WORKERS, ENTREPRENEURS & SKILLED WORKERS
DANISH AND INTERNATIONAL MOVERS
SECOND-HOME OWNERS, YOUNG FAMILIES, AND RETURN MIGRANTS



PROBLEM AND OPPORTUNITY

WHILE BORNHOLM IS A POPULAR SUMMER TOURIST DESTINATION, IT FACES CHALLENGES WITH POPULATION DECLINE, LABOR SHORTAGES, AND LIMITED YEAR-ROUND SETTLEMENT
THE ISLAND CAN ATTRACT NEW INHABITANTS WHO CONTRIBUTE TO LOCAL DEVELOPMENT



SOLUTION

DEVELOP A STRATEGIC CAMPAIGN AND SUPPORT SYSTEM TO PROMOTE BORNHOLM AS A LIVING DESTINATION
LAUNCH A BRANDED CAMPAIGN: "LIVE THE ISLAND LIFE - BORNHOLM YEAR-ROUND"



WHAT ALREADY EXISTS?

STRONG BRAND IDENTITY THROUGH BORNHOLM TOURISM AND CULTURE
GROWING CO-WORKING AND REMOTE WORK INTEREST
EXISTING SECOND-HOME BASE
MUNICIPAL INITIATIVES ON HOUSING AND RELOCATION
EU INTEREST IN REPOPULATING RURAL AND ISLAND REGIONS



WHAT IS NEEDED?

BRANDING AND CONTENT DEVELOPMENT
COORDINATION TEAM AND RELOCATION PARTNERS
PILOT PROGRAMS FOR LIVING RESIDENCIES
DIGITAL PLATFORM OR APP
COLLABORATION WITH REAL ESTATE, EMPLOYMENT, AND SOCIAL SERVICES



WHO IMPLEMENTS IT?

STUDENTS (FREIA, UCPH)
MUNICIPALITY OF BORNHOLM
EMPLOYERS AND BUSINESS CLUSTERS
CULTURAL AND CIVIC ASSOCIATIONS
DESTINATION BORNHOLM



WHEN IS IT FEASIBLE?

RESEARCH AND CAMPAIGN DESIGN: AUTUMN 2025
PILOT RELOCATION EXPERIENCES: SPRING/SUMMER 2026
FULL PLATFORM AND CAMPAIGN LAUNCH: AUTUMN 2026



EXPECTED IMPACTS

STRONGER AND MORE DIVERSE YEAR-ROUND POPULATION
NEW SKILLS, WORKFORCE AND ENTREPRENEURSHIP
ENCOURAGE SUSTAINABLE USE OF EXISTING HOUSING STOCK
ENRICH COMMUNITY LIFE WITH NEW IDEAS AND EXCHANGE



RISK FACTORS AND MITIGATION

STRATEGIES

COMMUNITY RESISTANCE TO NEW RESIDENTS → INCLUDE LOCALS IN WELCOME PROGRAMS
HOUSING BOTTLENECKS → PARTNER WITH SECOND-HOME OWNERS AND CO-HOUSING PROJECTS
LIMITED REACH → PARTNER WITH NATIONAL AND EU RELOCATION INITIATIVES



POSSIBLE FUNDING OR BUSINESS

MODEL

EU INTERREG (DEMOGRAPHIC RESILIENCE, REMOTE WORK)
DANISH BUSINESS AUTHORITY RELOCATION FUNDS
CSR FROM REAL ESTATE AND RELOCATION SERVICES
PUBLIC-PRIVATE RELOCATION CONSORTIUM
DIGITAL SERVICES REVENUE (PREMIUM LISTINGS, GUIDES)



SUGGESTED NEXT

STEPS

PRESENT CONCEPT: MUNICIPALITY OF BORNHOLM & DESTINATION BORNHOLM
MAP STAKEHOLDERS
DEVELOP BRAND STRATEGY & RELOCATION PLATFORM PROTOTYPE
PILOT "TRY LIVING ON BORNHOLM" RESIDENCIES IN SUMMER 2026
GATHER FEEDBACK AND ADJUST CAMPAIGN BEFORE BROADER ROLLOUT

Island: Bornholm (Denmark)

Title: **Promoting Bornholm as a Living Destination** – Attracting New Residents and Year-Round Life designed to strengthen Bornholm’s attractiveness as a long-term place to live, work, and raise a family - beyond seasonal tourism.

1. Target group

Remote workers, young families, entrepreneurs, skilled workers, Danish and international movers, second-home owners, and return migrants.

2. Problem and opportunity

While Bornholm is a popular summer tourist destination, it faces challenges with population decline, labor shortages, and limited year-round settlement. Many visitors love the island but do not consider it a viable permanent home. By reframing Bornholm as a “Living Destination” – not just a vacation spot – and building bridges between short-term visitors and long-term residents, the island can attract new inhabitants who contribute to local development.

3. Your solution

Develop a strategic campaign and support system to promote Bornholm as a Living Destination:

Launch a branded campaign: “Live the Island Life – Bornholm Year-Round”

Host “Try Living on Bornholm” residencies (1–3 month programs with housing, co-working, networking)

Develop a digital relocation platform with guides, housing info, job opportunities, social connection tools

Partner with employers to promote job relocation opportunities

Facilitate welcome programs and peer-to-peer networks for newcomers

Collaborate with second-home owners to encourage year-round stays

4. What already exists?

- Strong brand identity through Bornholm tourism and culture
- Growing co-working and remote work interest
- Existing second-home base
- Municipal initiatives on housing and relocation
- EU interest in repopulating rural and island regions

5. What is needed?

Branding and content development

Coordination team and relocation partners

Pilot programs for living residencies

Digital platform or app

Collaboration with real estate, employment, and social services

6. Who implements it?

Students (FREIIA, UCPH) – research, concept development, content production
Municipality of Bornholm – strategic coordination, platform ownership
Employers and business clusters – job relocation and housing partners
Cultural and civic associations – welcome activities
Destination Bornholm – branding and tourism alignment

7. When is it feasible?

Research and campaign design: Autumn 2025
Pilot relocation experiences: Spring/Summer 2026
Full platform and campaign launch: Autumn 2026

8. Expected Impacts

Social: Stronger and more diverse year-round population
Economic: New skills, workforce and entrepreneurship
Environmental: Encourage sustainable use of existing housing stock
Cultural: Enrich community life with new ideas and exchange

9. Risk Factors and Mitigation Strategies

Community resistance to new residents → Include locals in welcome programs
Housing bottlenecks → Partner with second-home owners and co-housing projects
Limited reach → Partner with national and EU relocation initiatives

10. Possible Funding or Business Model

EU Interreg (demographic resilience, remote work)
Danish Business Authority relocation funds
CSR from real estate and relocation services
Public-private relocation consortium
Digital services revenue (premium listings, guides)

11. Suggested Next Steps

Present concept to Municipality of Bornholm and Destination Bornholm
Map stakeholders (housing, jobs, co-working, social services)
Develop brand strategy and relocation platform prototype
Pilot “Try Living on Bornholm” residencies in Summer 2026
Gather feedback and adjust campaign before broader rollout

Municipality's Facilitating Role (RUDDER Framework)

Leadership: Prioritize long-term population growth and define Bornholm as a living destination in strategic plans.

Connector: Link housing providers, employers, civic groups, and second-home owners.

Facilitator / Creator: Host residencies and co-create welcome programs with new and existing residents.

Provider: Offer digital infrastructure, basic relocation services, and municipal support.

Ambassador: Promote Bornholm in national and EU relocation campaigns.

Leverage / Capitalize: Use campaign to strengthen job creation, housing policy and talent attraction.

Network Orbiting: Collaborate with other repopulating islands and rural areas in Europe.

Procurement Trendsetter: Develop flexible partnerships for place-branding and relocation services.

| Stakeholder | Role in project | Interest/Motivation |
|-----------------------------------|---------------------------------------|---|
| Students (FREIIA, UCPH) | Co-creators, event hosts, researchers | Learning, innovation practice, networks |
| Municipality of Bornholm | Strategic facilitator, space provider | Local innovation, project coordination |
| Local SMEs and entrepreneurs | Program users, pilot testers | Business development, co-creation opportunities |
| NGOs and civic actors | Partners and contributors | Mission impact, cross-sector work |
| Innovation clusters / researchers | Program partners, content providers | Regional collaboration and testing |
| EU and Nordic networks | Partners and funders | Strengthen island innovation and resilience |