

# Rural Education

- Qualifying for the Experience Economy

**RSA Experience Economy Network Meeting,  
Bornholm 13-14 September 2012.**

13.09.2012

**The Research Network on  
Experience Economy and  
Spatial Strategies**

# Point of Departure

- Reaping the potentials of the experience economy requires a work force with knowledge about consumer cultures and skills about how to create and stage memorable experiences.
- But how - in a peripheral environment such as Bornholm - to organize a master education program and a competence development process that can help to qualify people, firms and the island as a whole in exploring and exploiting the experience economy potentials?

Bornholm (of course) has a low-skilled labour force...

But then along came MOLLY...

Meet Sissel, MOLLY graduate: <http://www.youtube.com/watch?v=GrMTMA0hB88>



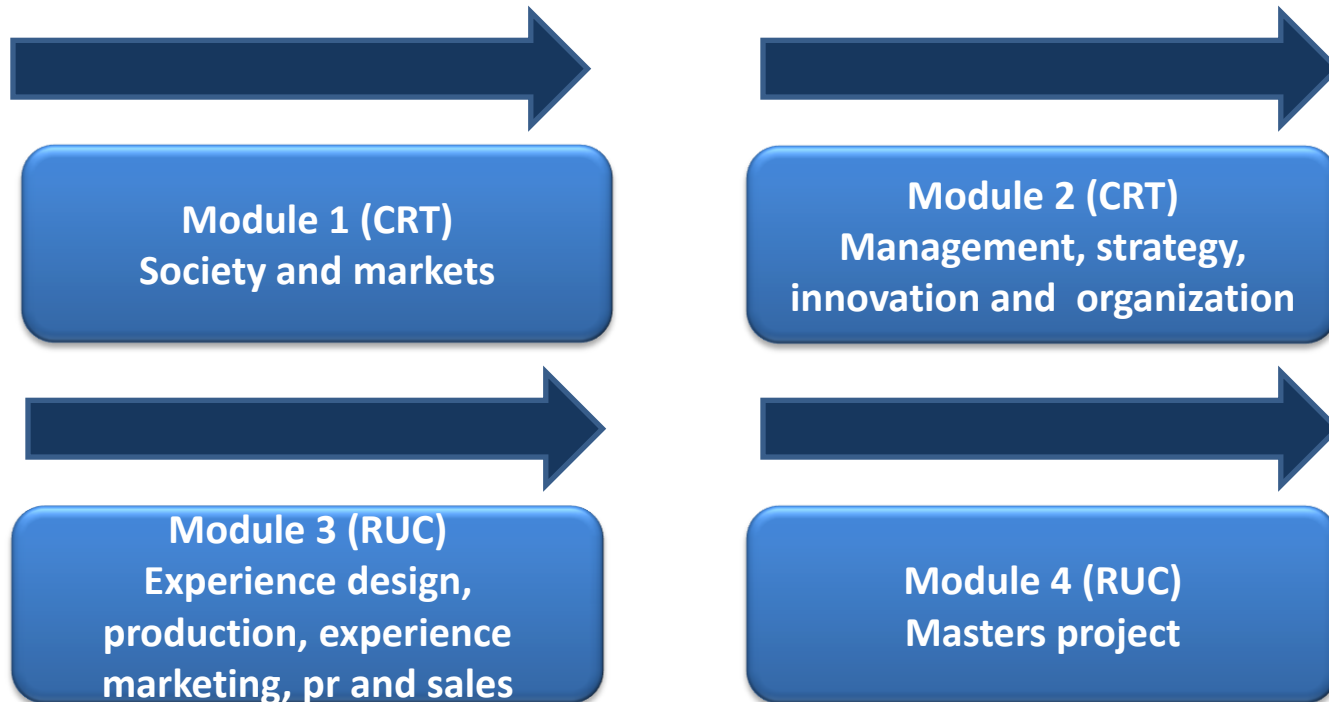
# Purpose

- **Introducing the content and form of the Master of Experience Management in Peripheral Areas**
- **Concrete examples of how students in practice have worked with experiences and of the effects of graduating e.g. qualifications, job position, working place etc.**
- **Conclusions – reflections on knowledge and learning in the experience economy**

# Introducing MOLLY

- Master of Experience Management in Peripheral Areas.
- University education aimed at peripheral areas and islands.
- Initially supported by the European Social Fund.
- CRT and Roskilde University (MOL) joined forces.
- Bornholm – 15 graduates in 2011.
- Thy in Jutland – (10) graduates in 2013.

# Knowledge input - subjects



# Knowledge input – kind of knowledge

- **Codified knowledge**

Replicating and in own words discuss theoretical issues. Critically discuss and evaluate their own and others' scientific results.

- **Tacit knowledge**

Analytical skills, to work problem orientated. To step outside their daily life and think and behave like a researcher.

- **Conceptual knowledge**

To use academic models in a new context.

# Input- connecting separated networks (and knowledge)

## The students

- are all from the local area and from 3 sectors and separated organisations.
- they have at common knowledge and identity connected to the island .

## The teachers

- Come from two separated scientific fields: 1) regional development and 2) experience economy embedded in the global scientific society.
- Persons who work in companies within the experience economy.



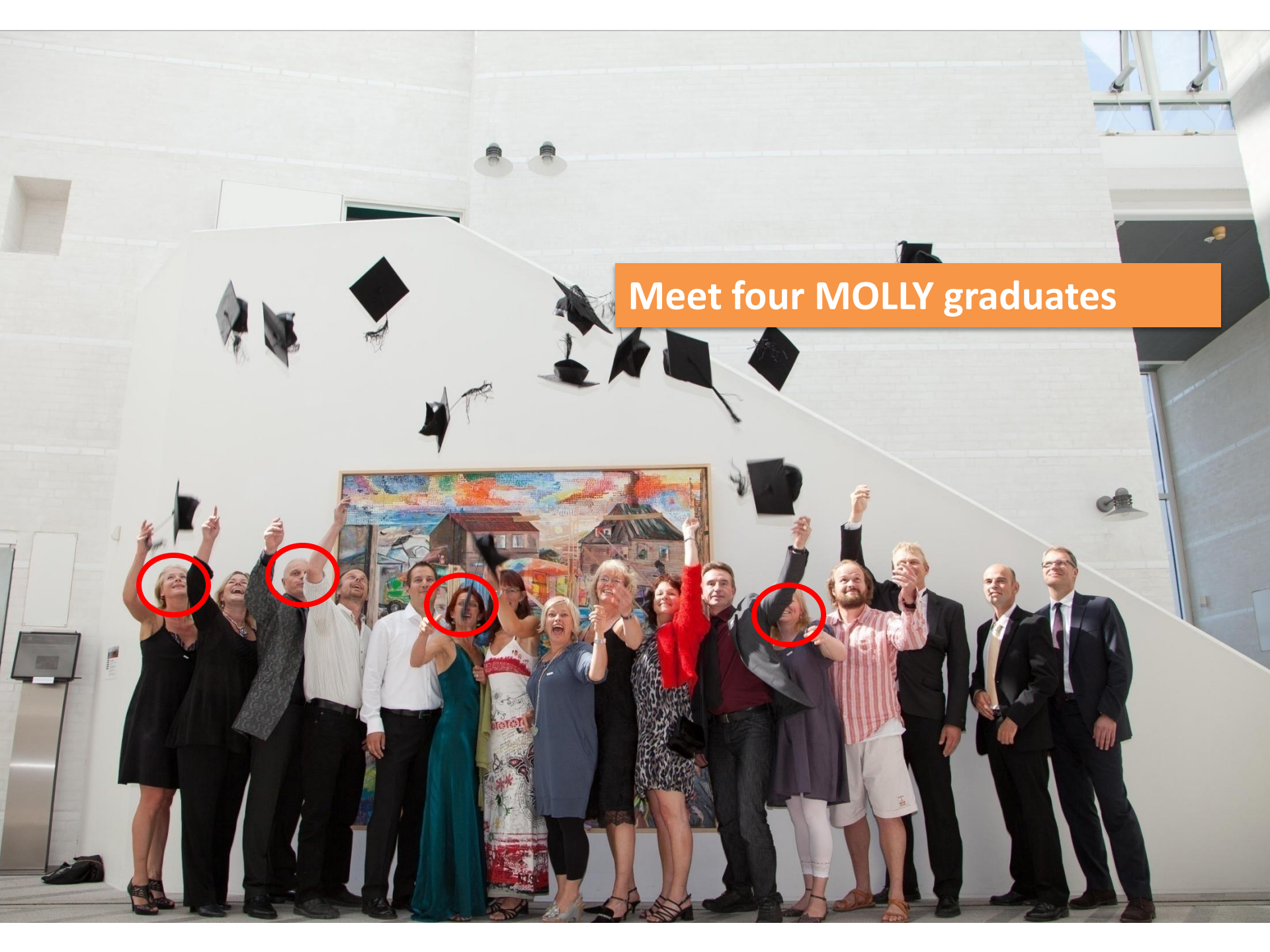
# The outcome

- **The MOLLY mantra:**  
Me – my organisation – my island.
- Connecting local organisations, local identity, and global scientific knowledge.

# Before and after MOLLY

	Before			After		
<b>Private/public/NGO</b>	7	5	2	5	7	2
<b>Non-management/Management</b>	8	6	3	11		
<b>Non-experience job/Experience job</b>	11	3	2	12		

# Meet four MOLLY graduates



# Before and after MOLLY

SUSANNE, MIDWIFE,  
BORNHOLM HOSPITAL

LONE, CHIEF ACCOUNTANT,  
THE SCHOOL OF DESIGN, BORNHOLM

MOGENS, COORDINATOR,  
BORNHOLM MUNICIPALITY

MAI, GLASS CRAFTSMAN,  
FURNITURE SELLER,  
DESIGN SCHOOL TEACHER

THE MOLLY  
MASTER  
PROGRAMME

SUSANNE, PROJECT COORDINATOR,  
SOL-PROJECT, AALBORG UNIVERSITY ETC.

LONE, PROJECT MANAGER,  
BORNHOLM MEDIEVAL CENTRE

MOGENS, COORDINATOR,  
BORNHOLM MUNICIPALITY

MAI, MANAGER, GRØNBECHS GÅRD,  
CENTRE OF ARTS AND CRAFTS OF BORNHOLM

# Explanations...

More experience economy

More management

More of both

# Susanne

- from Midwife to Project Coordinator,  
SoL-Bornholm/Health and community

*"Jeg er ansat som almindelig jordemoder, har ikke nogle lederfunktioner og heller ikke noget ønske om at få det".*

*"Rent praktisk er det fint, at jeg ikke behøver at rejse frem og tilbage. Men det kæmpe plus er, at vi får et blivende netværk mellem deltagerne. Jeg tror det på sigt giver et løft til øen."*

*"Susanne er kendt som en ansvarsbevist og troværdig person med et godt humør. Hun er meget engageret, og er **indstillet på nye faglige og menneskelige udfordringer** som koordinator for et så stort projekt som SoL-Bornholm"*

Bent Egberg Mikkelsen, Aalborg University.



# Lone

- from Chief Accountant to Project Manager,  
Bornholm Medieval Centre

Worked in a creative environment – but without room for making use of the knowledge, tools and inspiration gained from MOLLY.



Today she is centre stage of the experience economy responsible for coordinating activities which involves the volunteers of the medieval centre.

# Mogens

- Harbour Coordinator, Bornholm Municipality

*"Han har lært nogle teknikker og måder, til at motivere dem. Men han er også blevet sådan, at alt hvad brugerne siger, skal du rette dig efter. Det sidste års tid eller to, har han været meget mere på brugernes præmisser. Men i hans job er han også embedsmand - han repræsenterer kommunen og den politik kommunen fører. Dialogen skal bruges på en hensigtsmæssig måde. Men jeg kan godt forstå ham."*

Same job, but new perspectives and new ideas. His boss is cooperative about making his new competences fit the organization.





# Mai

- from Furniture Seller to Manager of  
Grønbechs Gaard

A glass craftsman and a leader –  
before and after MOLLY

*“Uddannelsen gør én bevidst, om de kompetencer  
man har, og hvilke man skal fylde på. Den stiller  
skarpt.”*

<http://www.youtube.com/watch?v=PHnZbc0nxGo>

*En god kombination af lederevner og en solid  
faglig baggrund er årsagen til, at Mai Ørsted  
har fået jobbet, fortæller fungerende  
centerleder på Grønbechs Gård, Tom Asmussen.*



# Conclusions / Reflections

## Part 1

### Defining working tasks, jobs and labour markets in the experience economy?

- No clear demarcation lines – pure experience jobs and labour market do not exist
- ‘Leaders’ rather than ‘Managers’

# Conclusions / Reflections

## Part 2

### Defining knowledge in the experience economy?

- 'Glasses' rather than 'Tools' for specific purposes
- Knowledge/capabilities mixed up with personality, person-born
- Yet, academic, analytical approaches are crucial

# Conclusions / Reflections

## Part 3

### Defining learning in the experience economy?

- Individualized, practice-based, contextualized learning
- But need of an 'epistemic community' with shared language and concepts for collective understanding
- Hence, MOLLY has a role to play

# Thank you!

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