

EAST
OF
MOON

“Practitioner”



VERMONT
WEST









“More diverse opportunities and more young people”

Nurture a creative community in Þingeyri

- Lead to projects and activities in the area
- Create know-how and capacity in the village
- Build a positive image of Blue bank and Þingeyri



Digital caregiving



A total of **131** individuals used the coworking space in 2019 and worked around **1.848** days





Victoria

Frithjof

Ellida

S/S Oscar

Utsikt Dyrafjord fra stasjonen.

Frumkvöðlar og nýsköpun (51)



Listir og menning (28)



Kvikmyndagerð og fjölmiðlar (23)



Þróunarstarf og samfélagsmál (12)



Menntun (6)



Tækni (6)



Annað (5)



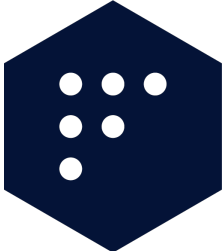
”... these days the world seems to have passed Þingeyri by”



Uncertainty and lack of work is grinding Þingeyri down



Future Food and FAO Climate School



FUTURE
FOOD
INSTITUTE



Food and Agriculture
Organization of the
United Nations



"Þingeyri is a fishing village in the Westfjords of Iceland which has in the last two years become a magnet for startups and a destination for innovators and young people who care about the future of the world"





ADN

ARCTIC DIGITAL NOMADS





Rubén Chumillas

- TBB
- A
- N
- M
- D
- IMC
- CH
- C AS
- G P
- A L
- LY
- N
- S
- C
- PP
- C
- G



T T Mad Bea



TT Mad Yago



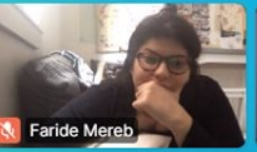
Lulita



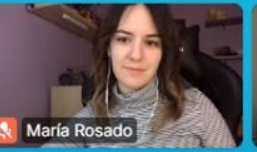
TT MAD Davi



Ana Moliz



Faride Mereb



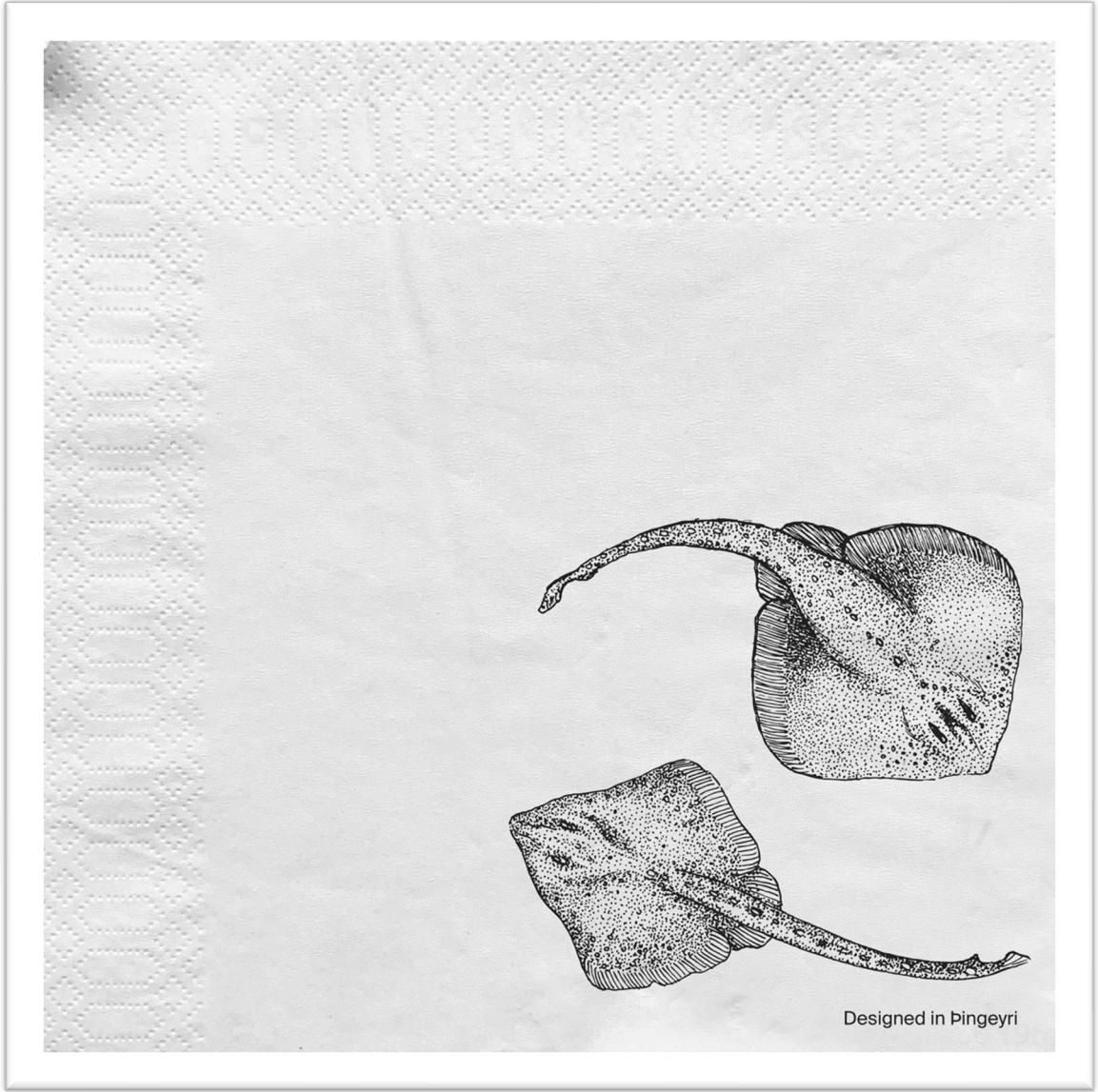
María Rosado



Cesar



Juan Scarlassa



Startup Westfjords



2018

Startup accelerator

2019

Startup ~~accelerator~~ decelerator



- Innovation accounting
- Empathy and listening
- Turn weakness into strength

S

Strengths

W

Weaknesses

O

Opportunities

T

Threats

Strengths	Weaknesses	Opportunities	Threats
Good harbour	Remote	Subsidies	Covid - 19
Close to fishing grounds	Little infrastructure
...

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...

Year 0:

Some people buy the promise of the idea (otherwise it wouldn't be happening). They don't understand quite how, but it all sounds very exciting. Others think it makes no sense, and it probably illegal to do it, at least dangerous.

Year 1:

The project is here, but the results aren't visible yet.

Because it always takes more time, and there are 4 mistakes for every 1 success. Because no-one has done this before.

Year 2:

It's not very impressive from the outside. If you apply formal metrics, it's not returning results comparable to more traditional methods. But if you look from the inside, you are beginning to learn and small green buds are appearing. You know you are onto something, you just need to scale it up.

Year 4:

The people who are primarily motivated by status quo suddenly wake up. Some feel threatened by it and start to work against it, others want to be on the inside all of a sudden and start to try to take it over.

Year 10:

No one even remembers any more that anyone ever doubted it. It makes complete sense that it happened, and it wouldn't have been able to happen any other way.