



## Innovation: designing for a sustainable future

*The road to success in sustainability.*

Søren Hermansen

We have people in Denmark who look at international co-operations and they don't care about if it's in Denmark, or if it's Europe, or in a global context. But, on the other hand, we also have a lot of people who think that local development, very decentralised development is essential to keep, you know because of what we call Danish culture and standards, and to be able to say that we have a Danish culture, we have a local culture, an island culture – it creates that there is something going on here, and you cannot just be a tourist historical area, you have to be a living community – and for that you have to see what you can actively do, and sustainable development is one way to go, you see you have all the sources here and resources – you just have to change your attitudes and your behaviour concerning energy consumption. We can change energy onto local business, which is essential, then we start talking to each other again.

We like to be individual – you can also see that in the EU country, we also have, we also have side remarks on every agreement made in the EU, so I think it is partly part of our, our inheritance that we want to be independent and make our own ideas. But on the other hand we also like to copy and be part of bigger, bigger constellations like the EU and like other organisational structures.

If it has a good feeling locally if they, when they go to coffee, parties, or if they sit around talking to people, here people sit talking positively about these things. In the end they get this impression that things are good, and people start supporting them, step by step, it doesn't happen overnight, it'll take years to change an old farmer into supporting renewable energy, but whenever he got the opportunity to hear people talk good about it, make good arguments about these things, he'll also gradually say that, ah, it's not too bad, and that, that is good for a farmer.