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**NO JOB. NO PLAN. NO LIMITS.
DIANA: FROM ENTREPRENEUR TO CEO ANYWAY.**

THE SEASON THAT CHANGES THE MOOD

There is a subtle shift that happens in Denmark every year, and May is when it becomes undeniable. The days are longer, light settles into the evenings, and the city takes on a different tempo. People linger outside without checking the time. Plans are made more freely, and just as often, they are not planned at all.

DEAR READERS,

MAY IS USUALLY when Denmark starts to feel easier.

The days get longer, people spend more time outside, and the pace of life changes slightly. It's not dramatic, but it's noticeable. After months of winter, things open up again - cafés, parks, conversations, routines.

For internationals, this shift often feels bigger than just the weather. Winter can make everything feel slower and more closed. May does the opposite. It creates more space - socially, mentally, and practically.

This issue sits right in that moment. Not focused on spring itself, but on what changes when things start moving again.

LIVING HERE VS ARRIVING HERE

Denmark is often described in simple terms: good quality of life, strong systems, well organised. That's part of the picture, but it's not the full story.

Living here is different from visiting, and it's also different from what many people expect before they arrive.

Things don't always work the same way as in other countries. The job market can be harder to access. Social life can take longer to build. Even basic processes can feel unclear at the start.

One of the stories in this issue clearly shows that shift. Moving between countries had always worked out before - but in Denmark, finding work became uncertain for the first time.

That kind of moment changes how you see the country.

It's when you stop comparing it to somewhere else and start figuring out how it actually works.

WHEN PLANS DON'T GO AS EXPECTED

A common thread in this issue is what happens when things don't go to plan.

Many people arrive with a clear idea of what they want to do - find a job, settle in, build a routine. But for many internationals, that timeline doesn't unfold in a straight line.

Instead, things shift.

People try different paths. They start something small. They adjust based on what's available rather than what they expected.

In one case, a simple blog turned into a business over time - not through a big decision, but through a



PEXELS: STUDIO NAAE

series of small steps.

That's a pattern you see often here.

Not big changes all at once, but gradual ones that build into something more stable.

WORK ISN'T ALWAYS STRAIGHTFORWARD

Work is still one of the biggest topics for internationals in Denmark.

Not just getting a job, but understanding how the system works.

Many people have strong experience from other countries, but that doesn't always translate directly.

Job titles are different. Expectations are different. Hiring processes rely on things that aren't always obvious at first.

One story describes the job search as ongoing and difficult to navigate, even with a strong background.

At the same time, the overall picture shows something else.

More internationals are working in Denmark than before. Certain sectors are growing quickly, especially those relying on part-time workers and students.

So both things are true at once.

There are opportunities, but getting access to them

can take time.

SMALL THINGS MAKE A BIG DIFFERENCE

A lot of adapting to Denmark comes down to small details.

Not major changes, but understanding how things are expected to be done.

For example, writing a CV here is very different from in many other countries. It needs to be short, clear, and focused. Long explanations don't help. Design should be simple. Everything should be easy to read.

These expectations aren't complicated, but they are specific.

And they're not always explained directly.

You usually learn them over time - by adjusting, getting feedback, and seeing what works.

The same applies in other areas too. Communication is often direct, but still balanced. Meetings are informal, but structured. There are rules, but they're not always obvious at first.

DAILY LIFE HAS ITS OWN CHALLENGES

This issue also looks at everyday life, beyond work.

One example is accessibility.

Denmark is often seen as easy to navigate, and in many ways it is. But there are still gaps. A broken lift or missing access point can make a big difference depending on your situation.

These aren't always things you notice right away.

But once you do, you start to see how different people experience the same place in different ways.

NOT EVERYTHING NEEDS TO BE OPTIMISED

Another theme in this issue is how people live day to day - what they wear, how they organise their homes, and how they make choices.

There's a lot of influence from trends, social media, and now AI. But one of the articles questions how useful that actually is.

It points out that algorithms can suggest things, but they don't understand personal context - what suits you, how something fits, or how it feels to wear it.

That's something many people can relate to.

Living in a new country already comes with enough change. Not everything needs to be optimised or influenced from outside.

LOOKING PAST THE IMAGE OF DENMARK

Hygge is one of the most well-known ideas connected to Denmark.

It's often shown as candles, cosy interiors, and quiet evenings. But the original meaning is broader than that.

It comes from older ideas about comfort, safety, and spending time together. It's less about objects and more about atmosphere and interaction.

Understanding that difference matters.

Because while the visuals are easy to copy, the social side takes longer to experience. People build connections over time. Social spaces aren't always open in the same way as in other countries.

That's not a problem - it's just a different way of doing things.

GETTING USED TO THE SYSTEM

Administrative processes are another part of life here.

At the beginning, they can feel slow or unclear. Registration, documentation, and waiting times can take longer than expected.

But once things are in place, the system becomes more predictable.

That's a common pattern in Denmark. It might take time to get started, but once you're in the system, things tend to run smoothly.

The challenge is getting to that point.

FAMILY LIFE AND LANGUAGE

For those with families, daily life often involves mixing different cultures.

Languages shift depending on the situation. Kids often adapt quickly, moving between languages and environments without much difficulty.

Adults usually take longer, but over time, things settle into a rhythm.

The goal isn't to recreate life from another country, but to build something that works here.

That often means combining elements from different places.

ADJUSTMENT TAKES TIME

May brings visible change, but adjusting to life in Denmark takes longer than a season.

It happens slowly.

Through small improvements. Understanding something that used to be confusing. Feeling more comfortable in situations that once felt unfamiliar.

There are still challenges along the way.

But over time, things start to make more sense.

A GOOD TIME TO RESET

This time of year is also when many people reset their routines.

One of the lifestyle pieces in this issue talks about small changes at home - letting in more light, clearing space, moving things around.

It's not about doing everything differently.

Just making adjustments that improve how things feel.

That idea works in other areas, too.

Living internationally often means letting go of what no longer fits and keeping what still works.

DIFFERENT PERSPECTIVES

What stands out in this issue is the range of perspectives.

There isn't one single experience of living in Denmark.

Some people settle in quickly. Others take longer. Some find clear paths forward. Others have to create their own.

All of these experiences exist at the same time.

MOVING FORWARD

As Denmark moves into summer, things continue to open up.

Life becomes more social. Days feel longer. There's more flexibility in how people spend their time.

For internationals, the process of adjusting doesn't stop - but it does become easier to manage.

May isn't an endpoint.

It's just another step.

Enjoy the issue.

Love,

Lyndsay Jensen

Editor-in-Chief & Founder



CONTACT US

THE INTERNATIONAL

+45 42407624

info@the-intl.com

www.the-intl.com

EDITORIAL

EDITOR-IN-CHIEF & FOUNDER

Lyndsay Jensen - lyndsay@the-intl.com

MANAGING DIRECTOR & PARTNER

Kenneth Macalpine - kenneth@the-intl.com

DEPUTY EDITOR, CONTENT & PARTNERSHIPS

Ophelia Wu - ophelia@the-intl.com

ADVERTISING SALES

lyndsay@the-intl.com

THE INTERNATIONAL WRITERS TEAM

Ophelia Wu; Alexandra Beck; Natasha Liviero; Leslea Petersen; Jess Hearne; Aamna Tauheed; Brooke Taylor Fossey; Diana Medrea-Mogensen; Kelly Draper Rasmussen; Maja de Silva; Makoda Gascon; Viggo Goris; Maja Christiansen Cawthra

CREATIVE

COVER PHOTOGRAPHER

[Maja de Silva](#)

LAYOUT

The International

SOCIAL MEDIA TEAM

Helena Parkinson; Shirsha Chakraborty; Eléonore White; Bettina Lázár; Kiran Kurani; Robin Mørensøn; Makoda Gascon

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BUILDING A LIFE ONE STEP AT A TIME



Having grown up in several countries across Europe, Diana Medrea-Mongensen has long navigated life between cultures. Now based in Denmark, she is the founder of We Are Entrepreneurs, a support organisation helping people build their own businesses, reflecting on her own journey from struggling to enter the Danish job market to creating and selling her first company while raising two children in a multicultural environment.

Writer: **Viggo Goris** / Photography: [Maja de Silva](#)

BEING BORN IN Romania and moving to Spain at an early age meant that adapting to new environments came almost naturally to Diana. Each country brought different languages, expectations, and ways of life, gradually shaping a mindset rooted in flexibility and observation.

“I was already quite flexible in being away and finding a place for myself,” she explains. That sense of mobility, however, did not mean that every transition was seamless. While moving had always been part of her life, Denmark challenged her assumptions in ways she had not anticipated.

“I expected it to be a lot more similar to the other places that I lived.” Instead, she encountered a society that felt markedly different, more reserved, less accessible, and harder to navigate as an outsider than she had imagined.

For the first time, adaptability alone did not guarantee opportunity. “Coming to Denmark and actu-

ally being faced with the possibility that you might actually not be able to get a job was shocking to me,” she says. Before arriving, employment had never been a concern. Work had always been available, even if it meant moving or adjusting roles. In Denmark, that certainty disappeared.

Arriving during the aftermath of the financial crisis of the early 2010s, only made the challenge more difficult. Companies were firing people rather than hiring them. “I did look for a job, but without success, so I became restless.” This experience is one many internationals in Denmark recognise: the moment when qualifications and motivation do not translate into access. For Diana, this restlessness became a turning point.

FROM UNCERTAINTY TO CREATION

Faced with limited options, she began exploring alternatives, initially without a clear intention to

build a business. “I started cooking and baking and had a blog for it that became very popular.” As a result of her growing popularity, requests followed, and people started ordering cakes.

The shift from a hobby to a business happened step by step. Rather than launching a structured company, she focused on understanding each step as it came. “We looked into how we could formalise the concept and what kind of processes we needed to understand to have a food business in Denmark.”

Diana sought out local courses, accessed small business support programmes, and worked with consultants where possible. “I went to some courses there and managed to get some grants. And slowly, I started to build a working business.”

The business grew naturally, supported by returning customers and word-of-mouth recommendations. It became sustainable but also demanding. At the time, she did not see herself within the tradi-





tional definition of entrepreneurship. “I really didn’t consider myself entrepreneurial until very recently,” she admits.

REDEFINING ENTREPRENEURSHIP

Her experience challenged how entrepreneurship was defined in the environments she encountered. “They would ask me if I’m an entrepreneur and then, over and over again, they would tell me: ‘You’re not an entrepreneur; you’re just a small business owner.’”

The contrast often came down to scale or industry, particularly the idea that entrepreneurship was tied to innovation in specific sectors. “I was so puzzled, like, what’s the difference? Why is my innovation less important than your innovation?” That question stayed with her and gradually evolved into a broader perspective. For her, the work itself already involved creativity, problem-solving, and development.

“We are all entrepreneurs, it doesn’t matter what kind of business you have, because we’re all solving some sort of problem.” This reframing would later become central to her work and philosophy.

After four years, she decided to sell her business. Not because it was failing, but because it had reached a limit. “It was either sell it or close it. I developed it to the best of my abilities. I couldn’t figure out what the next step was.”

At the same time, her personal life was changing. She was about to become a mother and wanted to go back to university to study business. “I couldn’t see myself studying, being a new mom, and running the business successfully.” So, the decision to step away was both practical and reflective. It marked a change in her life, allowing her to learn the theoretical side of what she had already experienced in practice.

After completing her studies, Diana returned to an idea that had been developing throughout her journey. “I knew that I wanted to help others to do what I did. And I knew I could because I had the experience.” This led to the creation of We Are Entrepreneurs, an organisation designed to support people who want to start their own businesses.

“We’re not a consultancy,” she explains. “We want to help people through education. We also want our programmes to be free to be able to reach as many people as possible.”

“The focus is on accessibility and inclusion, because a person who has the mon-

ey can always get a consultant. But there are a lot of people who could benefit from the support, but don’t have the money to pay for it.” Through courses, mentoring, and community activities, the organisation provides practical guidance and a sense of direction. “Some people want to do so much, but sometimes they don’t do it because they don’t know where to start.”

RAISING KIDS ACROSS CULTURES

Alongside her professional work, Diana is raising two children in Denmark, navigating what it means to build a multicultural family while sometimes being far from other family members. “At home, we spoke Spanish with the children and Danish as the outside language.” Her children now speak both fluently, switching between languages depending on context. But beyond language, there is a broader question that many international parents face.

“A lot of parents have this feeling that their kids are missing out, missing out on certain tastes, on family time with relatives.” But Diana looks at it from a different perspective. “Kids cannot miss something they don’t know.” Rather than focusing on what might be absent, she emphasises what is being created. “The things that are happening at home here in Denmark are going to be their childhoods.”

Each summer, Diana and her children spend time with her parents in Spain, building connections and experiences that enrich their lives in Denmark. She makes sure to send them to summer school so they can truly engage in the local culture, rather than it just being a summer holiday. But these are not attempts to recreate her own upbringing; they are part of a new one.

A LIFE OF PROBLEM-SOLVING

Diana’s approach to life and work is defined less by long-term planning and more by continuous adaptation. “I just know that I need to fix the problem that I have in front of me.” This mindset has guided her at every stage of her journey, from building her first business to navigating uncertainty during the pandemic. “Every time I solve a problem, there will be a next one to solve.”

When COVID-19 hit shortly after launching We Are Entrepreneurs, she was forced to adapt quickly. But by shifting focus and exploring funding opportunities, she was able to sustain and grow her work.

When reflecting on her journey, Diana does not focus on specific achievements. “I wish I had spent more time thinking about that,” she admits. Instead, she fo-



“YOU ARE THE CEO OF YOUR LIFE. TRY TO PICK THE FIGHTS THAT YOU WANT TO PICK, BECAUSE OTHERWISE YOU WAKE UP ONE DAY, AND YOU DON'T RECOGNISE WHOSE LIFE YOU'RE LIVING.”

cuses on the process itself. “I don't do things for the result, I just know that I need to fix these things that I have in front of me.”

Still, one element stands out. “I managed to do what I wanted, what I felt like was the right thing to do.” However, that choice comes with challenges. “I know it would be a hard life, a busy life, and I'm very tired.” But it also comes with a sense of ownership and fulfilment. “I'm not living a life where I can't wait for the holidays.”

When asked about advice, Diana is cautious. “I'm always very careful with giving advice because people's circumstances are so different.” Her own experience has been shaped by specific conditions, access to information, support systems, and the ability to stay in Denmark without visa restrictions.

Still, one idea remains central. “Try to pick the fights that you want to pick.” Because without that awareness, it is easy to follow a path that does not feel personal. “You wake up one day, and you don't recognise whose life you're living because it doesn't feel like yours.”

As Diana continues her work in Denmark, her focus remains on creating opportunities not just for herself, but for others navigating similar challenges.

Her journey reflects a broader experience shared by many internationals: adapting to systems that are not always designed for them and finding ways to build within those limitations.

At the same time, it offers a different perspective, one where limitations become starting points, and where entrepreneurship is not defined by scale or industry, but by the act of creating something of your own.

“You are the CEO of your life,” she says. And in that idea lies the essence of her work: not just building businesses but helping others recognise their ability to shape the direction of their own lives.

To follow Diana's work, connect with her on LinkedIn and Instagram via [We Are Entrepreneurs](#).

ABOUT THE WRITER

Viggo Goris is a Belgian journalism student interning at The International in Copenhagen. He writes on society, culture, and sports, focusing on clear and engaging coverage of contemporary issues. His work is informed by international experience, including time spent in Norway and project work in Romania.



A PATH TO BUILDING A CAREER IN DENMARK

Through Maren's experience, **Aamna Tauheed** uncovers the untapped potential of skilled internationals - the "forgotten gold" of Denmark's workforce.

"**I MOVED HERE** for love. But not in the typical way you often hear, because of a spouse or partner, but for the love of the place. I feel more at home here than anywhere else I've ever lived - including my countries of origin: Germany and Scotland. More than anything, it's that feeling that drew me here. So it's mostly irrational. But looking at it rationally, of course, there is the slower pace and the quality of life for families, which I observed during my visit before moving here with my son. Truth be told, I never thought I'd end up being unemployed here for so long. In that sense, I was maybe a bit naive, but I do want to contribute to this place in whatever way I can. However, if I'd waited until I had it all figured out, I probably never would have relocated here. Sometimes you have to take it one step at a time. I want to thrive, not just survive, because no one can or should pour from an empty cup, right?! Especially a solo mum." Maren shared with me during our online conversation the reasons she moved to Denmark.

Maren already had several years of professional experience in communications and language acquisition when she came to Denmark in 2025 with her son. Her inspiration for this migration was Danish culture, higher living standards and social security for families. She came with the motivation to contribute to Danish society and add value to the job market with her social and professional skills. She reached B1 in Danish within 7 months of arriving here. What Maren didn't bring along with her to Denmark was "certainty and professional luck."

Originally from Hamburg, Germany, with Scottish heritage, Maren worked for over ten years as a translator at the German central bank in Frankfurt. She studied in the UK, earning a four-year master's degree in Translation and Interpreting with a focus on French and Spanish. She has a strong passion for languages and sees them as fundamental to her identity. "Languages are a gateway to culture and connections, not just tools of communication."

RESTRICTIVE PROFESSIONAL STABILITY AND LOVE FOR SCANDINAVIA

Maren built a long-term career in Hamburg, working in the banking sector as a translator. However, stability became restrictive as automation and artificial intelligence dominated the translation industry. At the same time, she was on a journey of personal and professional growth. To describe her situation more explicitly, she said with a smile, "It felt like a 'now or never' moment for me. I had always been drawn to Scandinavian culture and values. I learned Swedish and Norwegian in college, so moving to either of those countries would be easier, but I chose Denmark. I thought and felt that Copenhagen is the right place for my son and me because it is safe, organised, and supportive. These are qualities that matter most to me. My son is also happy here and made friends in school."

A CHALLENGING BEGINNING AND ADMINISTRATIVE DELAYS

Maren faced many challenges after moving to Denmark, especially with registration and housing in Copenhagen. She didn't expect to face such difficult situations in her initial days in Denmark. Even though she's an EU citizen, the bureaucratic process of settling here proved slow and ambiguous.

"For the first few months, it felt like I was living in a kind of limbo because even being living here physically, one cannot do anything without the registration number and essential banking services. Due to the constant administrative delays at one point, I received an official letter from the government that I am residing here illegally, and that was shocking," she recalled.

After some delays, everything eventually fell into place. Her son got a place



"I CAME FOR A BETTER LIFE AND A FUTURE FOR MY CHILD - BUT BUILDING A CAREER HERE HAS FELT LIKE A MARATHON WITH NO FINISH LINE."

in the Danish kindergarten, and she began to integrate into mundane life. She discovered one of the most natural ways to integrate into Danish society through her child. "It is easier for kids to integrate and adjust than for adults. I connected and engaged with the Danish community through my son."

She also began learning Danish by taking language classes and gradually building confidence in everyday conversations. Maren finds Denmark similar to Northern Germany in many ways, especially in cultural prospects. Culturally, she finds Denmark familiar in many ways, especially compared with northern Germany. "I find people polite and respectful here. They are a bit reserved, but I sometimes feel that it is an upgraded version of Northern Germany," she shared her thoughts.



MAREN JOHNSTON



MAREN JOHNSTON

THE PROFESSIONAL STRUGGLE: A NEVER-ENDING MARATHON

While integration into Danish life advanced steadily, the professional path proved much more challenging for Maren. Even after being part of a European region, having extensive professional experience and studying at one of Scotland's prominent educational institutions, seeking a relevant job is like running a marathon with no end in sight.

"I started applying for jobs even before I moved here, and I applied for 80+ jobs over the past year, but nothing has worked out so far. I sent applications for communications and copywriting roles at local and multinational organisations, but received no response." Maren shared her struggles with her job search in Denmark.

Maren further described this job-seeking period as frustrating and mentally taxing because she spent hours on applications and customising her CV, only to be ghosted or met with long silence from recruiters.

"I feel stuck in between because, with this experience, I am overqualified for internships or student jobs, yet I am also unable to secure a full-time or part-time role. To support myself financially, I am relying on my savings and have started working as a newspaper distributor because I also have a child who is completely dependent on me. I know it is not enough to meet my financial needs, but it is a relief to some extent that I am contributing, even if it is small."

MODIFICATION OF JOB STRATEGY AND DEVELOPING NETWORKS

Maren decided to modify her job search strategy after months of making no progress professionally. She joined a job-seeking community and began fo-

cus on networking and strengthening her online presence.

"Being unemployed for a long time can feel very isolating. I needed a sense of community and wanted to connect with people who could understand or relate to my situation. I started working on my visibility and expanded my professional network by attending networking events and via LinkedIn," said Maren confidently.

Apart from networking, coffee meetings are another recommended strategy to increase visibility in the Danish job market. Many internationals and job seekers request to meet with recruiters and working professionals at the "coffee" to introduce themselves and gain insights into the latest trends in the Danish job market. Maren smiled meaningfully when I asked about having coffee meetings with professionals who are already working successfully in the job market.

"I am not saying that I find it intimidating, but I still struggle with the idea of asking someone to take time out of their day to talk to me. I know that a coffee meeting could be a gateway to landing a job or at least to a closer look at the requirements of the job market," she admitted.

A NEED TO BE HEARD

Reflecting on her journey, Maren delivers a clear message for employers.

"Look beyond the checklist because not everything is about ticking every box on a job description. If someone is motivated and competent, they can learn. Internationals are not "others" in Denmark and wanted to contribute to the Danish society with their knowledge and professional competencies. They are resilient and courageous enough to navigate life in a new country from scratch, so hiring

them won't disappoint you."

THE GOLD WAITING TO BE DISCOVERED

Despite the social and professional challenges, Maren is hopeful and committed to building a successful career in Denmark. She is here because she loves many of this country's qualities. She is also careful not to portray her experience as divided between "Danes vs internationals."

"I don't think anyone is intentionally trying to exclude people. It's more about systems, habits, and perhaps a preference for what's familiar", said Maren firmly at the end of our conversation.

Like other international residents in Denmark, Maren seeks a professional opportunity to contribute to the Danish market. As part of the #TheForgottenGold movement, her story highlights a broader issue affecting skilled internationals across Scandinavia. The stories of these resilient and determined internationals emphasise persistence and focus. They are the "gold," not lost but waiting to be discovered, so forgetting them would be a loss of talent in Scandinavia.

ABOUT THE WRITER

Aamna Tauheed is a Denmark-based copywriter and communications specialist with a strong background in business communications. Passionate about storytelling, she writes compelling content that amplifies brands and drives positive change.



YOUR DANISH CV, DONE RIGHT

Leslea Petersen unpacks the unwritten rules of Danish CV writing - and how understanding them can set you apart.



PEXELS: COTTONBRO STUDIO

IN DENMARK, IT takes something special to get your CV noticed, and it is quite different from other countries when it comes to applying your skills and expertise.

Your CV is the perfect way to present your achievements, education, and work experience. You need a CV that will help you stand out from the crowd, but for the right reasons.

So, how do you do that without making the rookie mistakes I see daily? Here are my top tips & tricks to get you started and ensure that the recruiter reads it and places your CV in the interview list.

So, let's clear up some of the biggest myths about Danish CVs and give you some guidance that will help you adhere to local expectations.

MYTH #1: YOUR CV SHOULD BE FORMAL AND LENGTHY

If you've ever been told that a long CV shows experience, forget it. In Denmark, less is more. Recruiters want to see that you can summarise your achievements clearly and concisely. They genuinely don't have time to look through pages of your experience. How can you help THEM, and how can you do the job? That's the idea. A seven-page CV doesn't show achievement - it shows you can't summarise. Aim for one page if you're applying for an unskilled role, and no more than two (Ideally) for a professional one. Keep it clean, focused, and easy to follow.

MYTH #2: LOSE THE PHOTO

In many countries, including a photo might seem outdated or even discouraged, but in Denmark, it's still the norm. Thankfully, many organisations are dropping the photo to ensure a fair recruitment process, but unless an organi-

sation says leave it out, include a photo. Fail a passport photo! Smile, and selfies are fine, if you're not holding an ice cream or standing with someone else (I have seen it all). The key is to look approachable and genuine.

MYTH #3: DESIGN DOESN'T MATTER

You might think a colourful, creative CV will help you stand out, but Danish employers prefer subtlety. Think clean lines, simple fonts, and easy navigation. Don't have a fussy CV and lose the 'floral designs or food backgrounds' (yes, that's happened!). The goal is to make your CV easy to read and professional, not distracting.

MYTH #4: YOU CAN JUST COPY AND PASTE YOUR OLD CV

This one's a biggie. In Denmark, recruiters can spot a generic CV instantly. Because of the country's welfare system, many people are required to submit two applications each week, so employers are accustomed to seeing 'copy-paste' jobs. That's why tailoring your CV to each role is essential. Show that you've read the job description, understand the company's values, and can bring something specific to the table. Really APPLY yourself by stating what value you can bring to the organisation.

MYTH #5: EXPERIENCE COUNTS, SO DON'T WORRY

In Denmark, education is free and widely accessible, so having a degree doesn't make you stand out. Also, working for FMCG companies isn't the 'secure' sell, but it does help to have recognisable brands on your CV, and if not, explain who they are. What matters is your ability to communicate what you can do and how you can contribute. It's not okay to include every detail on your CV, but what did you deliver with each role, and what bullet points can you take out? Tailor to the job application.

BONUS TIP: NETWORKING MATTERS AS MUCH AS YOUR CV

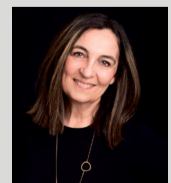
Here's something many internationals overlook: despite all the messages of 'Network, network, network', just applying for a role by sending off your application reaches only a small number of jobs. Many are filled through personal connections. Building relationships, attending events, and joining professional groups can open doors that a CV alone can't. So, while you're perfecting your application, don't forget to get out there and meet people.

BE YOURSELF - THAT'S YOUR ADVANTAGE

Your international background is a strength, not a setback. Don't lose who you are in the process, but by understanding how Danish employers think and what they value, you can build a CV that truly stands out. Keep it short, friendly, and tailored, and remember that authenticity goes a long way here. It takes something special to get your CV noticed, and having an introduction or recommendation will help. So keep building those connections.

ABOUT THE WRITER

Leslea Petersen is the CEO of English Job Denmark, helping professionals and businesses retain international talent. With 20+ years in communications, she is passionate about diversity, recruitment, and supporting inclusive workplaces.



MORE THAN RAMPS

For many in Denmark, moving freely is taken for granted - but navigating everyday life remains a complex journey. **Viggo Goris** explores the reality behind accessibility.

IN MAY, MOBILITY Awareness Month prompts us to look more closely at something most of us take for granted: the ability to move freely. In Scandinavia, a region often praised for its thoughtful urban design and strong social systems, it is easy to assume that accessibility is already well taken care of. But for many people, the reality is more complex.

Lately, I have found myself thinking more about how people move through the world, sometimes quite literally. Being an international living abroad, you're already more conscious than most of what it means to navigate unfamiliar systems, languages, and norms. But mobility is more than crossing borders. For many, it is something far more fundamental: the ability to move through daily life independently.

Mobility Awareness Month allows us to reflect on that reality. And for me, this reflection is not abstract. Back home, in my orchestra, one of my fellow musicians has been living in a wheelchair for several years after a life-changing accident. Watching him adapt, both physically and socially, has shaped my understanding of accessibility. It is not just about being pushed up onto the stage at a concert. But also, being the only one sitting while everybody around you stands at the bar during breaks at rehearsals.

From the outside world, Denmark is often praised as one of the most accessible countries. And from what I have seen, this reputation is mostly deserved. Cities like Aarhus and Copenhagen are designed with cyclists, pedestrians, and public transport users in mind. Elevators at train and metro stations and smooth pavements make a big difference for wheelchair users and people with reduced mobility.

ACCESSIBILITY, NEVER A FINISHED PROJECT

While public infrastructure is generally well thought out, inconsistencies unfortunately still exist. A broken elevator at a train station or a building without step-free access might seem like minor inconveniences. But for those who need them, they can completely interrupt or ruin someone's entire journey.

Moreover, mobility awareness goes beyond physical disabilities. Often, the conversation is limited to wheelchair users, as if accessibility begins and ends with ramps. Mobility challenges take many forms.

Think about people with visual problems. Efforts have been made with tactile paving and audio signals at crossings. Those are huge steps forward compared to before, because for them, the absence of these tools can, in some situations, even be dangerous.

Then there are people with invisible disabilities: chronic pain, neurological conditions, or cognitive challenges. For them, mobility barriers are often less visible but equally real. A crowded bus, unclear



PEXELS: CALEB OQUENDO

signage, or a lack of quiet spaces can turn a simple journey into an overwhelming experience.

As internationals, we are in a unique position to notice these gaps. We are, by definition, outsiders learning how to fit in. This perspective can make us more aware of barriers that locals might overlook. But awareness alone is not enough.

SO, WHAT CAN BE IMPROVED?

First, consistency. Denmark has many excellent accessibility features, but they need to be well maintained and consistently used, even outside the big cities.

Second, broader awareness. Mobility Awareness Month encourages conversations about all types of disabilities, not just the most visible ones. Inclusion means recognising diversity in how every person experiences the world.

Finally, there is the human factor. Accessibility is not only about systems; it is about attitudes. A culture of patience, understanding, and willingness to help can make as much difference as any piece of infrastructure. Sometimes, it is as simple as offering your help or knowing when to step back and respect independence.

Thinking of my colleague in the orchestra, I am reminded that mobility is not just about getting from A to B. It is about participation, being able to rehearse, perform, and belong. Denmark offers many of the tools to make that possible. But tools

“MOBILITY CHALLENGES TAKE MANY FORMS, INCLUDING THOSE WE CANNOT SEE.”

alone are not enough. They must be continuously improved and supported by awareness.

Mobility Awareness Month is a reminder that accessibility is not a niche issue. It concerns all of us because at some point in our lives, whether temporarily or permanently, we all rely on the world being accessible.

And perhaps that is the most important lesson: accessibility is not about ‘them’. It is about all of us.

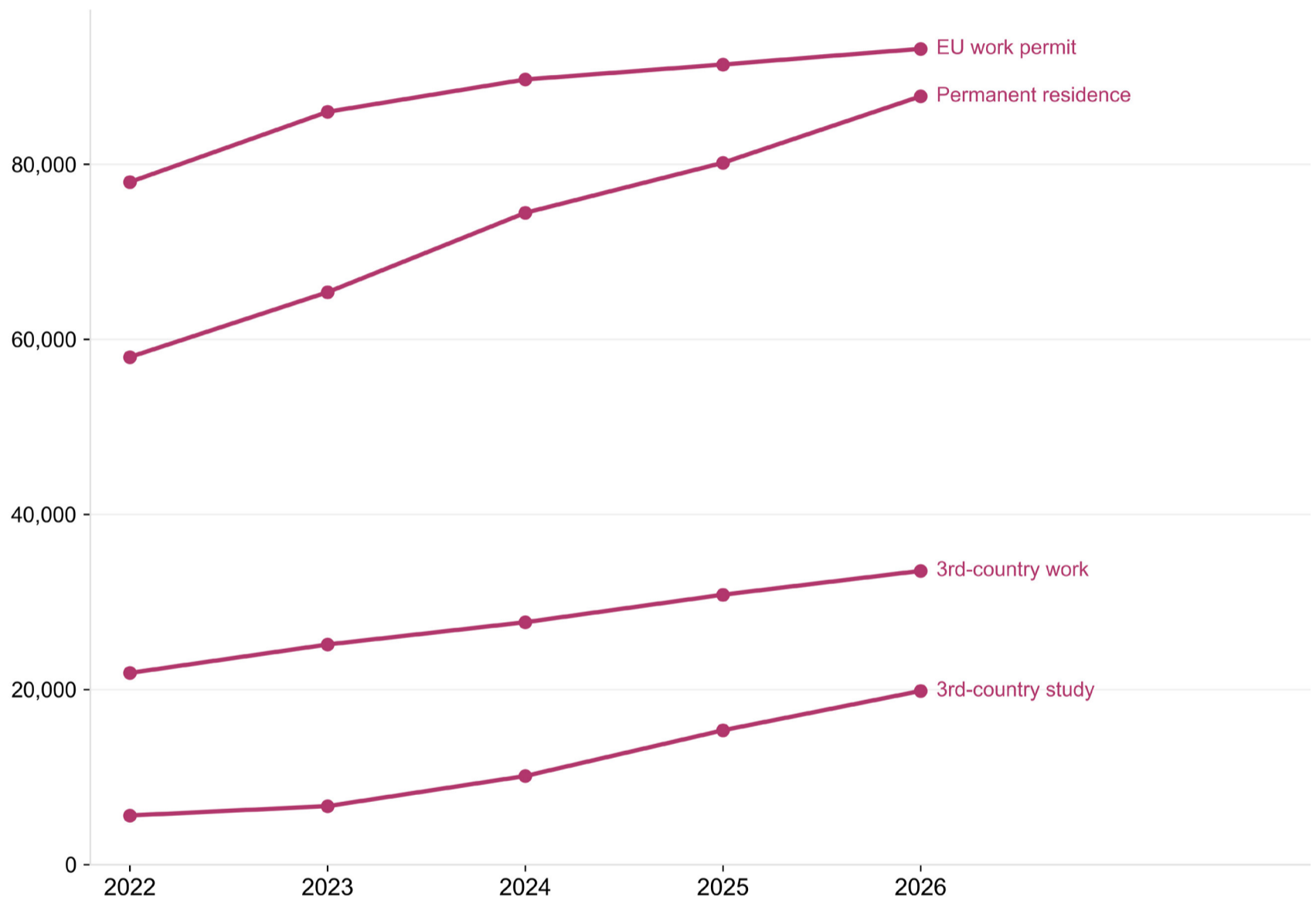
ABOUT THE WRITER

Viggo Goris is a Belgian journalism student interning at The International in Copenhagen. He writes on society, culture, and sports, focusing on clear and engaging coverage of contemporary issues. His work is informed by international experience, including time spent in Norway and project work in Romania.



WHO KEEPS DENMARK RUNNING?

As international hiring accelerates, **Kelly Draper Rasmussen** explores the sectors driving growth and the workers behind it.



Source: Jobindsats.dk, April 2026

THERE IS A big shift in Denmark's workforce. The number of internationals working in Denmark has grown by a third to almost 370 thousand over the last four years. This structural shift is driven mostly by full-time workers, but now one in four new workers is part-time. Which types of resident permits are driving this shift, and what professions have an increasing number of internationals?

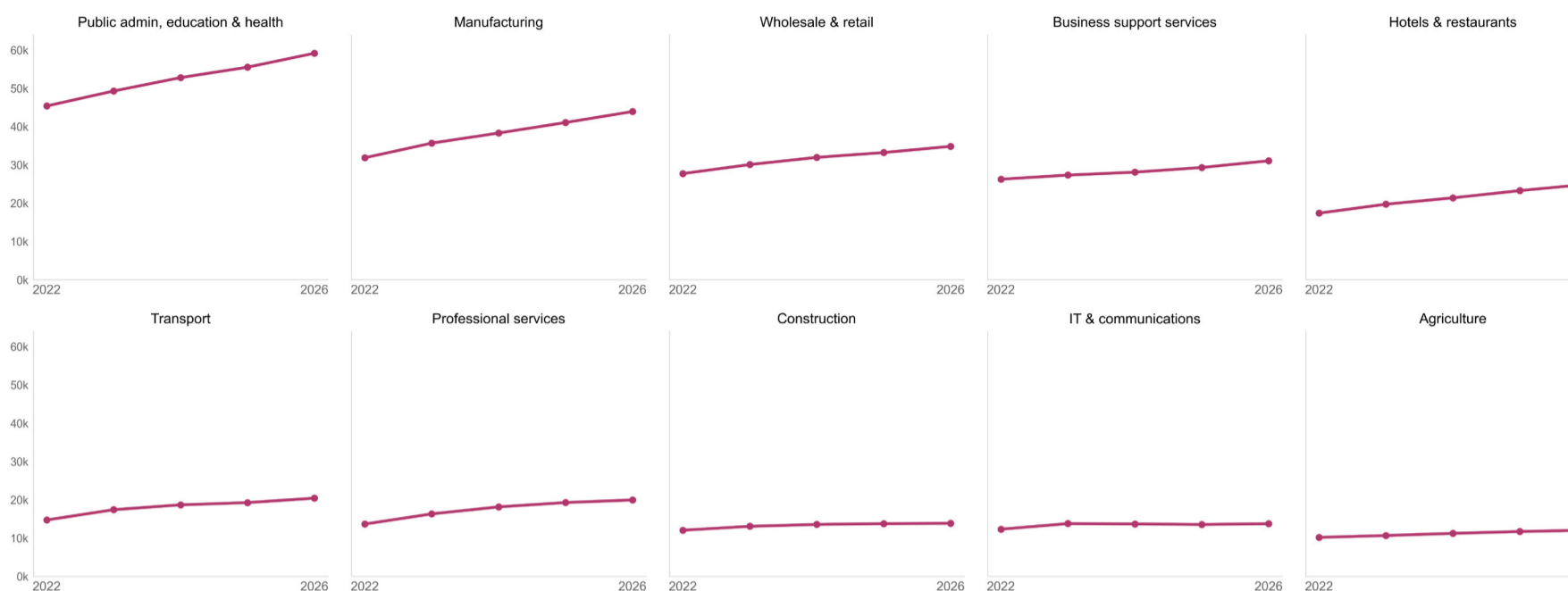
INTERNATIONAL WORKFORCE TRENDS

In the figure above, we can see how the makeup of international workers is changing over time. The increase in EU workers is slowing. This will be related to the gradual decrease in net migration of EU citizens since 2022, a pattern seen across Europe. When you account for both full- and part-time work, there is a huge uptick in non-EU international workers here on study permits. There is

also a gradual increase in non-EU workers here on work permits, though the vast majority of those are full-time workers.

RISING SECTORS, FLATLINING TECH, AND TEMPORARY WORKERS

Looking at all full-time international workers in Figure 2, we can see that the fastest-growing sectors are public administration, education, and health. I'd like to know how those three categories break down, but those figures aren't available. Manufacturing is also going gangbusters. One thing that jumps out is that the IT and communications field has completely flatlined. There is supposed to be a tech skills shortage in Denmark, yet the number of internationals in tech jobs hasn't changed since 2023. The reason isn't clear from the data, but maybe it has something to do with ChatGPT's 2022 debut?



Source: Jobindsats.dk, April 2026



PEXELS: COTTONBRO STUDIO

When you include part-time jobs, the transportation industry is exploding. This more than doubling is primarily because of part-time non-EU workers on study permits. If you exclude part-time workers, the growth of international workers in transportation is not as dramatic. Maybe it's all the food delivery drivers out there?

The international workforce of Denmark is increasingly being built on study permits. Recently, there was controversy in the Danish media about students from abroad seeking to access the Danish labour market. This was framed as a negative for Denmark and the labour market. But if those students had not taken those jobs, who would have? Would those industries have grown without their contributions?

Also remarkable is the role of workers switching to permanent residency. If you strip out temporary permit holders and look at changes in industries driven by them, we find that almost no new IT workers were recruited, either full- or part-time. The larger industries growing because of full-time working internationals on temporary permits are Hospitality (e.g., hotels and restaurants) and Professional Services (e.g., white-collar professions).

Non-EU workers are taking on full-time work permits at three times the rate of EU workers. In a country ambivalent about immigration, it is remarkable that the fastest-growing segments of the international workforce are those with the least job security. That is, study permit holders working part-time. Study permit holders account for nearly one in five new foreign workers. Denmark is getting the labour it needs, but it is less clear that those workers are getting what they need in return. Danish employers and consumers have come to rely on a workforce increasingly built on temporary permits rather than on EU free movement. What happens to the Danish economy if that supply of workers is reduced?

ABOUT THE WRITER

Kelly Draper Rasmussen is a Denmark-based data analyst who makes complex immigration and labour data accessible through her Data in Denmark newsletter. Her research has informed national policies and supports international communities.



BUILDING A READING CULTURE

As classrooms grow more diverse and global, **Makoda Gascon** explores how teachers can build a love of reading that is engaging, inclusive, and accessible to all students.



PEXELS: MIKHAIL NILOV

THE IMPORTANCE OF reading transcends grade levels, proficiency, and culture, as it opens the world and makes it more interconnected and knowledgeable. How do you bring that innate sense of wonder about the world that reading can bring to the students within a classroom?

SIMPLE BEGINNINGS

When you are trying to involve students in an international school in reading, the process can be challenging, as not all students may have the same reading background. Depending on the year they are in and when they arrived in the current country, their reading level and interest can vary significantly. Even if all your students have stayed within the same school or area, there is no guarantee that their level of proficiency will match their level of interest. Because of this, it is so important to start small and keep it simple to encourage your students to engage with reading without making it feel like a chore.

PICTURE WALKING

For picture walks, this process involves having students look through a book, focusing solely on the pictures. This is ideal for early childhood and elementary-level students, but can also be done at older ages through graphic novels, manga, or other illustrated pieces. With picture walks, the purpose is to look at the illustrated pictures and use them solely to either guess the story or enhance it after it

has already been read. In many books for younger children, illustrations can be very literal in their portrayal of the story, providing a positive confirmation of the events. This can help young readers or students learning a new language better correlate the information they are given.

BE DIVERSE IN GENRE

Sticking to one specific genre of book can be detrimental to any class, especially an international one. Making students aware that many genres can be found in books can make it clearer that their interests can be found there as well. Asking students at the start of the school year or when they arrive in class what their hobbies and interests are can help them find books that may later catch their attention. To further this point, bringing students to a library can give them freer rein to choose books that not only interest them genre-wise, but also visually.

DIFFERENT CULTURALLY INSIGNIFICANT BOOKS

One way to foster a strong reading culture in the school is to have each international student bring a book to share with the rest of the class. This could include books that a student grew up reading, famous books from that culture, or even examples that the student wanted to read but never did. If the chosen book is not in a language the rest of the class understands, finding translated, modified, or summarised versions may allow the book to still be enjoyed by the entire class. By doing so, it allows their culture to be seen for what it is and experienced through literature.

BRING UP YOUR CLASSICS

If you're a teacher, it can also be beneficial to mention the books that were important to you when you were in school and growing up. No matter the culture, having each student realise that the process of reading is universal through the eyes of their teacher's past can foster connections between a teacher and a student. When we are the grown-ups in their classroom time, it can be hard to realise that each teacher was once a child, with books that interested them.

NO BOOKS? NO PROBLEM!

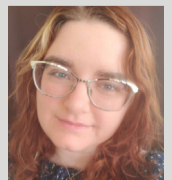
Thankfully, reading is not limited to sitting down and opening a book; literacy is fluid and ever-changing across multiple mediums. If students aren't at an age to want to read a book, or perhaps aren't interested, try showcasing reading in different lights. Having your students listen to music, watch a movie, listen to a podcast, or play a video game with subtitles can be passive, but engaging them in active reading can help them better put words into a tangible context.

READING IS FOR EVERYONE

No matter how old you are or how much you think you read, even reading this blog engages that literacy muscle and allows you to continue your passion for reading in a way that suits your lifestyle and interests.

ABOUT THE WRITER

Makoda Gascon is a Canadian-American educator who will be relocating to Denmark. She has a strong background in writing and education, and loves to share her passion for knowledge to better connect people from all over the world.



5 ART MUSEUMS TO VISIT THIS MAY

For many in Denmark, spring marks a return to culture - but discovering new art spaces can still feel like an unexplored journey. **Viggo Goris** looks beyond the obvious.



AROS - YOUR RAINBOW PANORAMA, OLAFUR ELIASSON, PHOTO: MADSSMIDSTRUP

MAY IS A great time to explore new art museums across Denmark. Many museums present their new exhibitions and refreshed programmes in the spring. This small selection brings together a mix of lesser-known museums and a few more established ones, offering a broad view of what can be explored across the country.

AROS, AARHUS

ARoS is one of the most famous art museums outside of the capital, and while it may be a more obvious choice, it remains highly worth visiting. The museum combines historical collections with ambitious contemporary exhibitions, offering a broad artistic experience. Its most iconic feature is 'Your Rainbow Panorama' by Olafur Eliasson, located on the top of the building. It transforms the panoramic views over the city into a colourful, immersive artwork. ARoS is particularly strong in large-scale installations and encourages visitors to move through the works and engagingly interact with them.

CLAY MUSEUM OF CERAMIC ART DENMARK, MIDDELFART

CLAY is a unique museum dedicated entirely to ceramic art, making it stand out within the Danish museum landscape. Located by the Little Belt, it presents both historical and contemporary works, highlighting ceramics as an artistic medium rather than just a craft. The collection includes works by Axel Salto, known for his organic and experimental forms. The museum's modern extension contrasts with its historic villa, creating an engaging spatial experience. CLAY highlights material exploration and artistic processes within ceramics.

KUNSTHAL CHARLOTTENBORG, COPENHAGEN

Kunsthal Charlottenborg is one of Denmark's leading museums for contemporary art. It is located in a historic Baroque palace in central Copenhagen, close to Kongens Nytorv. Unlike traditional museums, it doesn't have a permanent collection. That's why they focus entirely on temporary exhibitions, allowing them to respond quickly to new artistic trends. It is closely linked to the Royal Danish Academy of Fine Arts, often showcasing emerging artists alongside more established international figures. Charlottenborg is known for experimental formats, including installation, video, and performance art. Its dynamic and constantly

changing program makes it a key site for discovering new artistic voices in Denmark and beyond.

SKOVGAARD MUSEUM, VIBORG

The Skovgaard Museum presents Danish art from the Golden Age to modernism in a more intimate setting. Located in Viborg's historic town hall, it is closely tied to the collections of artists P.C. Skovgaard and Joakim Skovgaard. The collection reflects themes of landscape, religion, and national identity, offering insight into the evolution of Danish painting. Compared to larger museums, it offers a quieter, more reflective experience. Its exhibitions often connect historical works with contemporary perspectives, highlighting the lasting influence of Danish artistic traditions.

HEART, HERNING

HEART in Herning is a museum dedicated to art, design, and architecture, with strong ties to the region's industrial history. The building, designed by Steven Holl, is inspired by shirt sleeves, a reference to the local textile industry. Its collection includes works by Piero Manzoni, who was born in the area. HEART highlights collaborations among diverse art practices, often blending art with design and architecture. This combination of local identity and global perspective makes the museum a unique cultural destination in central Jutland.



CLOCKWISE: 1. CLAY MUSEUM OF CERAMIC ART DENMARK, MIDDELFART FB PG 2. SKOVGAARD MUSEUM - KIM HANSEN CC BY-SA 3. KUNSTHAL CHARLOTTENBORG, COPENHAGEN FB PG 4. HEART HERNING - IWAN BAAH CC BY-SA

ABOUT THE WRITER

Viggo Goris is a Belgian journalism student interning at The International in Copenhagen. He writes on society, culture, and sports, focusing on clear and engaging coverage of contemporary issues. His work is informed by international experience, including time spent in Norway and project work in Romania.



AI CAN'T STYLE YOU OR TALK TO YOUR SOUL

With endless inspiration flattening instinct and aesthetics replacing alignment, **Ophelia Wu** reflects on why style begins where the algorithm fails.

IT'S IMPOSSIBLE TO ignore the waves of images and articles. Since the Netflix buzz, we've seen a colossal spike in searches for vintage Calvin Klein, Kate Moss, and the 'Carolyn Bessette-Kennedy' aesthetic. 90s minimalism is back with a vengeance, effectively shoving 'Quiet Luxury' out of the spotlight.

But here is where the algorithm trips up: when social media search terms for 'CBK style' skyrocket, the AI responds by flooding your feed with black-and-white pieces and oval sunglasses. It treats style like a shopping list. Suddenly, the whole of New York City looks the same, killing individuality and the once-celebrated style diversity. What the machine fails to grasp is that the 'CBK effect' isn't actually about the clothes; it's about a specific, unique energy.

We've seen in the news and media that major retailers like LVMH, Zalando, and even high-street giants are throwing millions at 'Agentic AI' as if it's the holy grail of personal style. These tools are designed to help you shop or try on pieces at home, and they want us to believe a chatbot can solve the age-old 'nothing to wear' and 'what works for me' crisis. But let's be real: anyone who has actually sat down and tinkered with these tools knows they appear technically clever but aesthetically boring. We see it on e-commerce sites using AI to suggest your size. It may seem handy, but most of the time you're being categorised into a set of statistics. Your size M can look totally different from Mary's size M, even in the same outfit, and that's what AI cannot tell you - it doesn't know where and why the fit is off.

For fun and experimentation, I've tried using AI tools to identify items and search for brand and item suggestions. As they always do, they offer unsolicited and irrelevant suggestions, and honestly, it's useless and completely off. My human research is way better and more precise than any AI tools could have given me. It's actually irritating when a machine talks to me like it knows me and what works for me, without me uploading any images of how I even look or what my body shape is; honestly, it's laughable. An algorithm can spot a silk blouse in a fraction of a second, but it hasn't got a clue whether that blouse makes you look like a powerhouse CEO or a poorly dressed caricature of a 1950s secretary. It can see the pixels, but it completely misses the point. It lacks - and will never have - the 'warm data' - the human judgement and emotional intelligence people need and seek.

A major part of my work lies in that messy, chaotic space that a line of code simply cannot reach: the gap between what you're wearing, how you actually feel, and how your energy and aura are speaking for



UNSPASH: FIONA-MURRAY-DEGRAAFF-H_ZGSWUYOWG

UNSPLASH: MARILYN-TRAN-HIDUCOXZ11C



you or against you. Style isn't a search query or a mathematical formula; it's a gut feeling, an energy. It can't be taught or trained before you know your true self, and the same applies to taste. No matter how many 'data points' a machine collects, it will never understand the sheer, quiet confidence of an outfit that actually resonates with, and attunes to, who you are.

THE DANGER OF ALGORITHM-BASED SHOPPING

The real danger of the algorithmic shopping cycle isn't just that it suggests the wrong blouse in the wrong shade; it's that it encourages a relentless accumulation of 'stuff' based on a search term rather than a soul-level resonance. This brings us to the necessity of the spring clean - not as a mundane household chore, but as a vital, energetic reset.

In the industry, we often talk about the 'edit' as a skill, but in my studio, it is both a skill and an energetic refresh. When your wardrobe is packed with the ghosts of past trends or 'perfectly fine' items that the algorithm told you to buy, your personal energy and the energy at home become stagnant and misaligned. You can't manifest a 90s minimalist poise if the physical noise of a cluttered and unorganised closet literally weighs you down.

In fact, the more you depend on using AI as a shopping agent, or social media and mood boards as inspiration, the more numb and lost you become. Overconsuming images and information will not sharpen your skills or your eye. Instead, you lose touch with your judgment because nothing in your life will look the same as it does on a Pinterest board, and you don't understand why. I cannot stress enough the dangers of relying on social media and AI when making wardrobe and style decisions.

CUTTING THROUGH THE NOISE

This is the 'Warm Data' that the machines can't process. An AI can scan your wardrobe and tell you that you have twelve white shirts. It is a scanner; it is not a pair of trained eyes with a real sense of style and taste, and it certainly cannot read your energy. It cannot tell you that ten of them no longer fit your current body, or that one has a colour that subtly undermines your confidence every time you wear it.

One of my clients recently used Gemini to generate ideas and solutions for her closet problem. It generated a graphic that looked advanced, when in fact it was disproportionate and unrealistic. Although she received some guidelines for inspiration, she remained overwhelmed, lost, and unable to integrate anything until we worked through it together. In 90 minutes, she had a clear picture and a direction of how to move forward.

To move toward a truly intuitive style, one has to understand oneself - the true self, unattached to a singular identity. You have to stop the noise before you can hear the signal. A spring clean is not just for spring; it should be done regularly. In Feng Shui, it's a quick fix to allow more energy to flow. Psychologically, it is therapeutic and mentally healing, providing a clearer picture and the mental space to breathe and feel.

If there's one thing you want as a quick fix, dig into your wardrobe and declutter.



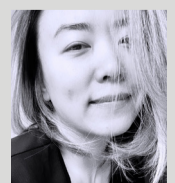
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ABOUT THE WRITER

Ophelia Wu is a Copenhagen-based fashion consultant, journalist, with a career spanning Hong Kong, London, and beyond. She brings her passion for fashion, beauty, and interiors to brands worldwide while embracing the Scandinavian lifestyle.



SUMMER STRENGTH: WHY MUSCLE MATTERS

Why dieting isn't the answer to getting "in shape" for summer - and what works instead, according to **Alexandra Beck**.



PEXELS: ANDREA MUSTO

SOMETHING SHIFTS IN Denmark when summer approaches. The light stretches, the cafés fill up, and almost overnight, people start thinking about getting "in shape." For many, that still means eating less, being stricter, and trying to undo the winter months as quickly as possible.

It's understandable. It's also where things tend to backfire.

Because if the goal is to feel better in your body this summer - not just temporarily lighter - then muscle matters far more than dieting ever will.

Dieting, at its core, is about creating a calorie deficit. That can lead to weight loss, but the body doesn't just lose fat. Without strength training, a significant portion of that loss can come from muscle. And muscle is not just there for aesthetics. It plays a central role in how your body functions day to day.

Muscle tissue is metabolically active, meaning it supports how much energy you burn even at rest. It contributes to joint stability, helps reduce injury risk, and plays an important role in blood sugar regula-

tion. Lose muscle, and you don't just become lighter - you often become less resilient, less energetic, and, frustratingly for many, less "toned" in the way they were aiming for.

This is one of the reasons people can diet successfully on paper, see the scale drop, and still feel disappointed with the result. They're smaller, but not necessarily stronger or more defined. And when normal eating patterns return, the body - now with less muscle - is more likely to regain weight.

WHY MUSCLE CHANGES THE OUTCOME

Strength training changes that equation entirely. Instead of asking, "How little can I eat?" the focus shifts to, "What does my body need to perform and recover well?" That shift alone tends to improve consistency. From a physiological perspective, resistance training sends a clear signal to preserve and build muscle. When paired with adequate protein and a moderate calorie deficit, this leads to fat loss while maintaining lean tissue. The result is not just weight loss, but

a meaningful change in body composition.

In practical terms, that means you don't just look different - you feel different. Stronger, more capable, and far less at the mercy of short-term fluctuations in routine.

There's also a lifestyle element that matters, particularly in a Danish summer. Life becomes more social, more spontaneous, and often more enjoyable - long evenings, outdoor meals, bakery stops that weren't planned but felt necessary at the time. Trying to approach this season with a rigid dieting mindset usually creates friction. Either you restrict and miss out, or you don't and feel like you've failed.

A body with more muscle handles that reality better. It is more metabolically flexible, more resilient to variation, and better equipped to return to routine without dramatic swings.

A MORE USEFUL GOAL THAN "SUMMER READY"

Research consistently supports resistance training as a key factor in improving long-term body composition, metabolic health, and weight maintenance. It also becomes increasingly important with age, as natural muscle loss begins earlier than many expect. So the goal doesn't need to be "summer ready." It can be something far more useful: building a body that is prepared for life as it is actually lived.

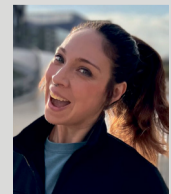
In practice, that usually means two to three strength sessions per week, sufficient protein intake, and a level of consistency that allows for real life rather than fighting against it.

There's nothing wrong with wanting to feel confident when summer arrives. But confidence tends to come less from shrinking yourself and more from feeling capable in your body.

Dieting might change your weight for a while. Strength training changes what that weight is made of. And that's the difference people are often looking for, even if they don't realise it yet.

ABOUT THE WRITER

Alexandra Beck is a Swiss/Brit personal trainer and nutrition coach in Copenhagen, helping people of all ages find fun and consistency in fitness. A former communications professional, she now brings energy, and community magic to every workout.



THE HISTORICAL FOUNDATIONS OF HYGGE

Jess Hearne explores the evolution of *hygge*, from its Norse origins to its place at the heart of Danish identity.



UNSPLASH: SIXTEEN-MILES-OUT-ODEFVY2V0

FOR ANYONE LIVING in Denmark, the term “*hygge*” is impossible to avoid. Used in conversations, cafés, workplaces and tourism campaigns, the term (loosely translated to “cosiness”) carries a much deeper historical and cultural weight. At its core, *hygge* is about creating a sense of comfort, safety and community. However, rather than emerging overnight in modern Denmark, its roots stretch back hundreds of years and are shaped by linguistic evolution and the lived realities of Scandinavia. To properly understand the significance of *hygge*, one must look beyond candles and fluffy blankets to explore the term’s long historical roots in language, environment and society.

NORSE ORIGINS

Surprisingly, the word *hygge* isn’t originally Danish. Its origins lie in Norway, where related Old Norse words such as *hugr* and *hyggja* referred to the mind, the soul or the acts of thinking and feeling. Over time, these words came to be associated with the emotional states of comfort, reassurance, and care.

Hyggja, often translated as “wellbeing” or “to comfort,” is a particularly important ancestor of the term we know today. This word highlights that *hygge* was never purely about physical surroundings, but rather psychological states and personal relationships. Some linguistic scholars also associate the concept with feelings of emotional comfort and reassurance, suggesting a long-standing link

between *hygge* and concepts such as intimacy and protection. In other words, *hygge* points towards an emotional refuge from the outside world.

THE INFLUENCES OF GEOGRAPHY AND CULTURE

The Scandinavian climate, known for its long, dark winters with limited daylight, is one of the most important influences on *hygge*. While navigating daily life during these periods can pose a challenge for those living in Denmark today, conditions before the likes of electricity and central heating were even more difficult to manage.

Thus, *hygge* can be understood as a cultural response to this challenging environment. People found alternative ways to invite warmth and comfort into their lives by lighting candles, gathering around fires, sharing food and spending quality time together. Rather than simply enduring the winter, the Danes created moments of solace within it, leading *hygge* to be strongly associated with warmth, light and intimacy.

Despite its historical roots, *hygge* didn’t enter the Danish lexicon until the 18th century. First appearing in writing, it entered speech and became more commonly used in the early 19th century. Denmark and Norway were united at a time when linguistic and cultural influences could move freely between the two regions.

Hygge initially referred to a sense of safety and protection - over time, the meaning expanded to include broader social values, everyday comfort, and social warmth. By the late 19th century, the term had developed into something resembling the meaning we know today: the warm feeling that arises from a pleasant, informal atmosphere shared with others, strongly aligned with a culture that values equality and communal harmony.

Rather than being tied to status, extravagance and wealth, *hygge* has always been a term for everyone. Referring to atmosphere and behaviour, it champions the belief that joy can be found in the simplest pleasures of home comforts, good food and close relationships. The term reflects the strong middle-class identity of Danish society: modest but comfortable living and social informality, making a simple meal with friends just as *hyggeligt* as a festive celebration.

A NATIONAL SYMBOL

In recent times, *hygge* has become a defining feature and a national symbol of everyday Danish life. Through books, lifestyle media, and tourism, the term gained international attention, becoming a global trend in 2016 associated with candles, blankets, and simplistic interior design.

But while these elements certainly contribute to a *hyggeligt* atmosphere, they fail to fully capture the concept. It’s not about material possessions, but relationships, presence and emotional well-being. It’s not something you can buy or replicate; true *hygge* is nurtured through shared experiences, relaxed conversation, and a sense of ease with your surroundings. Rather than being a passing trend, *hygge* is a wholesome cultural practice grounded in simplicity and connection.

ABOUT THE WRITER

Jess Hearne is an Irish Content & Communications Specialist based in Copenhagen. With a background in history and socio-political studies, she works with clients across many areas, while pursuing passion projects in feminist history and film psychology.



LET YOUR HOME BREATHE THIS SPRING

In her own space, **Maja de Silva** demonstrates how small, mindful updates can help a home breathe again, creating a sense of ease, clarity, and quiet renewal.



ALL IMAGES: DESIGNER/PHOTOGRAPHER: MAJA DE SILVA / LOCATION: PRIVATE HOME, CPH, DK

AFTER A LONG Danish winter, the world outside finally looks brighter. The evenings are lighter, the first flowers are peeking through, and the air carries the gentle warmth of spring. After months spent indoors, it feels natural to want a fresh start at home - not a major renovation, but a gentle renewal that lets the house breathe again.

LET THE LIGHT IN

Start with light and air. I've begun opening my windows more often, letting in cool, revitalising breezes and the scent of blossoms. Airing a room can transform it immediately: stale heaviness lifts, surfaces glimmer in natural light, and you become more aware of what your home really needs. If you can, invite daylight in by pulling back heavy curtains, cleaning windows, and rearranging furniture to make room for sun patches.

Decluttering is a quiet miracle. The act of putting away winter décor and clearing surfaces frees up

visual space and reduces mental clutter. Don't worry about throwing out or replacing everything - the goal is to curate, not to empty. Take a walk through each room and decide what feels right for this season. Dust, wipe, and regroup. Store away bulky items you won't use for months and leave out only what brings you warmth and joy today.

Bring nature inside. Fresh branches, budding twigs, and new pot plants create immediate energy. A single large green arrangement can anchor a room and add life where it's needed most; smaller bouquets scattered across windowsills and tables extend that freshness around the apartment. Use the vases and ceramics you already own - mixing old and new is both economical and charming. The subtle scent of cut blooms is an added mood lifter.

LAYER IN WARMTH AND TEXTURE

Switch up textiles and soft furnishings. Rearranging cushions between rooms, swapping throws, and in-

“AFTER MONTHS SPENT INDOORS, A HOME DOESN'T NEED A COMPLETE TRANSFORMATION TO FEEL NEW AGAIN - JUST OPEN WINDOWS, SOFTENED LIGHT, AND A THOUGHTFUL EDIT OF WHAT REMAINS CAN RESTORE A SENSE OF CALM, CLARITY, AND QUIET RENEWAL.”

roducing one or two new cushion covers are easy ways to alter the atmosphere without spending much. Candles are another simple pleasure I keep through spring. Even on cooler evenings, lighting a candle creates cosiness and that unmistakable “hygge” feeling: comfort, warmth, and a sense of intimacy. If you're ready for a small investment, try some colored candles or a new throw in a fresh hue to punctuate your palette.

Play with lighting. Moving a floor lamp to an overlooked corner or placing a table lamp beside a fa-

yourite reading chair can change how a room feels after dusk. Aim for layered lighting: ambient overhead lights, task lamps for reading or cooking, and a few accent lights to highlight art or plants. The right balance brings depth and warmth to a space.

Explore second-hand treasures. Thrift stores, flea markets, and vintage shops are full of unique finds - vases, frames, textiles, and mirrors - that can finish unfinished corners and add personality. Mirrors, in particular, work wonders: they reflect light, create the illusion of space, and bring brightness into dim areas. Choosing second-hand items supports sustainability and encourages thoughtful consumption: buy less, choose well, and give things a second life.

If you want a bigger change, consider painting a wall. A gentle colour in a white bathroom or a muted tone in a living room can dramatically alter the mood without a full overhaul. If painting feels in-

timidating, try creating art instead: make a painting, draw, or assemble a collage. Frame your work and let it be the focal point of a wall. Invite friends for a creative evening or sign up for a workshop - shared creativity is energising and often leads to pieces you'll cherish.

CREATE SPACE TO BREATHE

Be intentional about space and flow. Too many items, too much furniture, or cluttered surfaces block movement and make a home feel smaller. Step back and consider how each piece contributes to the room's function and ambience. Keep pathways clear, balance large pieces with open space, and remove or relocate anything that feels in the way. When rooms have breathing room, everything feels more peaceful and organised.

Small, considered changes can bring a home back to life. You don't need to overhaul everything; a few

thoughtful updates - fresh greenery, swapped cushions, better light, and a careful edit of possessions - can restore balance and invite a renewed sense of calm. Spring offers the perfect moment to breathe new life into your space. Enjoy the season and the simple joys of making your home feel fresh again.

“SMALL, INTENTIONAL CHANGES - FRESH GREENERY, LIGHTER TEXTILES, AND SPACE TO MOVE AND BREATHE - CAN SHIFT NOT ONLY HOW A HOME LOOKS, BUT HOW IT FEELS TO LIVE IN EVERY DAY.”



ABOUT THE WRITER

[Maja de Silva](#) is a Copenhagen-based interior architect and photographer with an international background spanning Switzerland, the US, and Poland. She blends design expertise and visual storytelling to create intimate, thoughtful interiors while embracing a modern Scandinavian lifestyle.



ALL IMAGES: DESIGNER/PHOTOGRAPHER: MAJA DE SILVA / LOCATION: PRIVATE HOME, CPH, DK

DENMARK'S QUIET HOLIDAY

Brooke Taylor Fossey's guide to Denmark's Constitution Day, its origins, traditions, and everyday relevance.



PEXELS: ADAM B.

JUNE 5TH IS not quite a national holiday – but it's the closest Denmark gets to one.

Grundlovsdag, or Constitution Day, is a sort of half-holiday. Some offices close at midday, others for the full day, and it's also Father's Day in Denmark.

If you've ever enjoyed the extra time off without really knowing why the flags are out or speeches are being held, you're not alone. *Grundlovsdag* can feel a bit unclear – especially as an international.

At its core, *Grundloven* (the constitution) is Denmark's most important law. It protects basic rights like freedom of speech, personal freedom, and the right to gather.

On June 5, 1849, King Frederik VII signed Denmark's first constitution, marking the beginning of the transition from absolute monarchy to democratic rule.

Since then, the constitution has been amended four times – two of those also

on June 5. The 1915 revision granted women the right to vote, while the most recent update in 1953 implemented, among other changes, female succession to the throne, paving the way for Margrethe II.

WHAT'S IN THE DANISH CONSTITUTION

Grundloven laid the foundation for the democratic system Denmark is known for today. Power moved from the crown to the people.

At the centre of this system is *Folketinget* ('Parliament'), where elected representatives debate and pass laws. The constitution also established fundamental rights, like freedom of speech (*yttringsfrihed* – don't worry if that word looks daunting; you'll get the pronunciation: something like 'oo-trings-free-hel').

SO... HOW DO DANES CELEBRATE?

In typical Danish fashion, it's understated.

It's not officially a public holiday, but many people get a half- or even a full-day off. By early afternoon, shops and offices often begin to close.

Across the country, *Dannebrog* (Danish flags) are raised. You might hear *fellessang* (group singing), and you'll come across *grundlovsmoder*, open-air gatherings in parks or town squares where politicians, activists, and local voices give speeches.

For those who attend, the focus is political, but the atmosphere is relaxed. People bring blankets, pack picnics, and settle in. Some grab a *pølse* (hot dog) and an *øl* (beer), listen for a while, chat, and head home.

Don't expect parades or large-scale celebrations like in other Nordic countries. The day is quieter, more personal, and often spent with family.

And there's another reason for that: June 5th is also Father's Day in Denmark.

WHY IT MATTERS

For internationals living in Denmark, *Grundlovsdag* offers a window into the values that shape everyday life: trust in institutions, open debate, and the idea that power is shared and continuously negotiated.

These aren't abstract principles. They also show up in workplaces, classrooms, and everyday life.

At its core, the day is a reminder that democracy isn't just something you have. It's something you take part in.

That feels especially relevant this year. Denmark has recently held a general election, and at the time of writing, the final shape of leadership is still taking form. For some, that uncertainty may feel unfamiliar. In a Danish context, it's part of the process: debate, compromise, and dialogue in action.

Whether you notice the early closures, listen to a speech, or follow the political developments, you're witnessing a system shaped by history and still evolving.

Grundlovsdag may be quiet, but its message is not. It's a reminder – for Danes and internationals alike – of what holds society together.

ABOUT THE WRITER

Brooke Taylor Fossey is a Danish language coach and content creator based in Copenhagen. With a background spanning city planning, craft beer, and bagel-making, she now helps learners explore Danish language and culture on [@nearlydanishdame](https://www.nearlydanishdame.com)



AVOID THE SUMMER CASH FLOW DIP

Diana-Medrea Mogensen frames early summer changes in activity as signals to plan ahead, rather than problems to react to.

CASH FLOW CHALLENGES in summer often begin earlier than expected. They tend to build gradually between April and June, when activity still feels steady, and it is easy to assume it will continue in the same way.

Then July arrives, and the rhythm shifts. In Denmark, this shift is quite familiar. Many companies slow down decision-making before the holidays. People take time off in blocks, emails remain unanswered for longer, and projects that felt close to confirmation are pushed into August. At the same time, private spending often moves toward travel, leisure, and time away, which can affect services that require attention or commitment.

DIFFERENT BUSINESSES, DIFFERENT PATTERNS

Not every business experiences this in the same way. Some see increased demand, especially in hospitality, tourism, or outdoor services. Others, particularly those working with longer sales cycles or B2B clients, may notice a slowdown that feels difficult to predict in the moment.

This is where understanding your own customer behaviour becomes useful. A consultant might notice that conversations continue, but decisions are delayed. A freelancer may receive interest but fewer confirmations. A product-based business might experience strong sales in June, followed by a quieter period in mid-summer. These patterns are not always obvious when you are in them, but they tend to repeat.

LOOKING BACK TO PLAN AHEAD

If you have access to last year's data, it can help to revisit it. If not, your own memory is often enough to identify when things slowed down or picked up again. Even a rough timeline can offer a useful starting point.

From there, cash flow becomes less abstract.

ACT EARLIER TO AVOID DELAYS

Timing is one of the first areas to consider. If decisions tend to slow down in July, June may be the moment when conversations need to become more concrete. Following up earlier to confirm the scope or agree on timelines can help bring clarity before the holiday period begins.

When a client says, "We'll decide after the holidays," it may be worth considering what that means for your own planning. In some cases, it shifts the income into a later moment, leaving a gap that needs to be managed in the meantime.

SMALL INVOICING DELAYS CAN GROW QUICKLY

Another area that often affects cash flow is invoicing. Many small businesses delay sending invoices, especially when work is ongoing. Before summer, this can have a noticeable impact. A short delay in June can easily extend once people are away, which affects when payments actually arrive.

Sending invoices on time, following up when needed, and agreeing on payment terms in advance can create more stability than they seem at first. In some cases, invoicing earlier or requesting partial payments before the holiday period can help align income with reality.

VAT IS NOT AVAILABLE CASH

Then there is VAT. For many small businesses in Denmark, the June VAT declaration is a period when the account balance changes quickly. Money that has been sitting in the account may feel available, but in practice, it is not.

Treating VAT as separate from the moment it is received, whether by setting it aside or tracking it more consciously, can make it easier to plan for the payment rather than react to it at the last minute.



PIXELS: LEELOO THE FIRST

Summer is also a useful moment to review fixed costs. Subscriptions, tools, and recurring expenses continue regardless of activity. A quick review before July can help identify what is essential and what could be paused or reduced temporarily. There is also a personal layer to consider. If you plan to take time off, which is common in Denmark during the summer, it helps to include that in your expectations. A period without work can also mean a period without income, depending on your business model.

If this is an area you are still figuring out, you do not have to do it alone.

Through the MOBIpreneur programme, you can access practical lessons and worksheets focused on financial management for small businesses. It covers questions that tend to come up at this time of year, such as how to build a simple budget, manage irregular income, plan for expenses like VAT, and track cash flow so you can see issues early.

TOOLS TO HELP YOU STAY IN CONTROL

You can also find tools to forecast the coming months, understand the difference between profit and cash, and decide what to cut, keep, or grow in your business. The programme is delivered through MOBI, your business buddy, which interacts with you directly on WhatsApp, allowing you to learn and apply things in your own time and rhythm.

You can sign up for free at <https://www.mobipreneur.eu/register>

ABOUT THE WRITER

Diana Medrea-Mogensen is a Denmark-based entrepreneur, funding strategist, and educator working at the intersection of self-employment, learning, and inclusion. She founded We Are Entrepreneurs to support expats and underrepresented groups in building sustainable businesses.



LEMON CURD CRUMBLE

Natasha Liviero brings bright, citrusy indulgence to your table with this lemon streusel cake, a soft, zest-infused sponge layered with lemon curd and finished with a crisp topping.



LEMON CURD CRUMBLE CAKE

LEMON CURD INGREDIENTS:

- 92g eggs (2-3 eggs)
- 50g egg yolks (2-3 eggs)
- 150g granulated sugar
- 116g lemon juice
- 30g butter
- Pinch of salt

STREUSEL INGREDIENTS:

- 100g flour
- 50g white granulated sugar
- 20g light brown sugar
- 70g butter, melted
- 1 tsp mixed spice

CAKE INGREDIENTS:

- 150g granulated sugar
- 10-12g lemon zest (about 3 medium lemons)
- 90g butter, room temperature
- 5g vanilla extract/paste
- 2 XL eggs
- 90g Sour Cream
- 200g flour, sifted
- 6g baking powder
- 1/4 tsp salt
- 90g full cream milk
- 200g lemon curd



METHOD:

1. Begin with the lemon curd by whisking all the eggs together in a medium size saucepan.
2. Whisk in the sugar, then add the lemon juice and salt, whisking until smooth.
3. Heat over medium heat, whisk continuously until the curd begins to bubble gently and reaches 82°C.
4. Remove from the heat and whisk in the butter.
5. Strain into a bowl and cover with cling film. Place in the fridge and chill for 3-4 hours or overnight.
6. Next, prepare the streusel by mixing the flour, mixed spice and sugars in a bowl. Add the melted butter and mix until fully combined. Next, rub the mixture between your fingers to create clumps - uneven sizes are ideal!
7. Set aside the streusel while you prepare the cake batter.
8. Preheat the oven to 170°C (fan) and line a 20cm square or round baking tin with baking paper.
9. Place the sugar in the bowl of a stand mixer and add the lemon zest. Rub between your fingers until fully combined and fragrant.
10. Add the butter and mix on medium speed for 5 minutes with a paddle attachment. Scrape down the sides of the bowl.
11. Add the vanilla and eggs and continue beating on medium speed for 2 minutes. Scrape down the sides of the bowl.
12. Add the sour cream and mix until just combined.
13. Sift the flour, baking powder, and salt, then add them to the mixture. Mix until just combined.
14. Scrape down the sides of the bowl, then fold in the milk. The batter will be thick and a little lumpy.
15. Spoon the batter into the prepared baking tin and smooth the surface.
16. Weigh 200g of lemon curd and use this quantity to spoon large dollops over the surface of the batter. I find 3 rows of 3 dollops works best, with the middle one being the smallest to ensure even baking in the centre.
17. Sprinkle the full quantity of streusel over the surface, ensuring you cover the lemon curd dollops fully.
18. Bake for 43 - 45 minutes. A toothpick inserted into the centre of the cake will have a few crumbs attached to it.
19. Cool in the cake tin for 30 minutes, then remove the cake and place it on a cooling rack to cool completely.
20. Serve plain or with a dusting of icing sugar.
21. Store in an airtight container at room temperature for three days.

NOTES:

- * You can make the streusel the day before. Cover with cling film and store at room temperature.
- * You can make the lemon curd up to three days before and use it straight from the fridge.

ABOUT THE WRITER

Natasha Liviero is a South African pastry chef with Croatian heritage and a passion for European patisserie. She spends her days crafting recipes, sparing with her cats, and sharing her pastry journey on Instagram [@natashaliviero](https://www.instagram.com/natashaliviero).





RECRUITMENT ANNOUNCEMENTS

HIGH SCHOOL TEACHER WANTED

For IB in Sønderborg we are looking for a teacher in the core subjects TOK, CAS as well as English.

Location: Sønderborg
Deadline: 18 May 2026
Contact: Mikkel Hedegaard Simonsen, IB Coordinator
+45 51 31 55 79 or mhsi@eucsyd.dk

TEAM LEADER – FUNDRAISING IN COPENHAGEN

We are a fast-growing field marketing agency working exclusively with charities, and we are now expanding our Copenhagen team.

Location: Copenhagen
Deadline: 18 June 2026
Contact: Send your application to birk@fremtidensfundraising.dk

LEAD ENGINEER, MATERIALS & STRUCTURAL ENGINEERING

In this role, you will drive and support R&D projects and tasks related to enhancing existing products, as well as lead new exciting developments within material technology, novel designs, and bespoke customer requests.

Location: Bramming
Deadline: When filled
Contact: Michael Nielsen, Senior Manager, Materials & Structural Engineering
mni@polytech.com

To advertise your vacancy here, contact:

info@englishjobdenmark.dk
or call 60 70 22 98.

For more information about what we can offer:

<https://englishjobdenmark.dk/>

INDUSTRIAL ELECTRICIAN/ELECTRONICS TECHNICIAN FOR DEIF A/S

In this role, you will work with assembly, wiring, and testing of switchgear and control cabinets, based on electrical schematics and wiring diagrams. You will be involved throughout the process – from implementation of technical documentation to functional testing and commissioning at our headquarters, and occasionally also on-site at customer installations.

Location: Skive
Deadline: 22 May 2026
Contact: Jens Martin Roslev, Team Leader
+45 96 14 57 14 or jmr@deif.com

SYSTEM ENGINEER

You will work with requirements and configuration of the overall system. This requires close collaboration with our different engineering departments to ensure that the various sub-systems work together in a manner that fulfills the overall system requirements.

Location: Allerød
Deadline: 13 May 2026
Contact: Christian Munthe Støttrup, Systems Engineering Director
chs@weibel.dk

PROJECT MANAGER – DRIVES PRODUCT DEVELOPMENT

Product development in power electronics demands structured execution and strong cross-functional coordination. In this role, you will lead development projects within OJ Electronics' Drives product area – from specification through development to delivery.

Location: Sønderborg
Deadline: 24 May 2026
Contact: Thomas Gram-Hansen, Head of Projects
tgh@ojelectronics.com

SALES & MARKETING COORDINATOR

You'll work in our Corporate Commercial organisation, supporting Sales, Business Development, and Marketing. The role combines hands-on sales support, disciplined lead follow-up, and coordination of marketing activities and events, ensuring strong execution across the full sales-marketing workflow

Location: Aalborg Øst
Deadline: When filled
Contact: Caroline Schwob, Customer Marketing and Communication Director
casc@gomspace.com

EXECUTIVE ASSISTANT WITH IMPACT

We are looking for an experienced and proactive Executive Assistant who thrives in a fast-paced environment and enjoys being close to the center of decision-making. In this role, you won't just manage calendars, you will enable leadership, create structure, and ensure that our CEO and Executive Management team can operate at their very best.

Location: Måløv
Deadline: When filled
Contact: N/A

PRODUCT OWNER WITH PEOPLE LEAD, LOGISTICS

You take on a leadership role with real influence. You set direction, make priorities, and ensure that people, processes and solutions move forward together. Lead a team of 4 Business Solution Specialists and work closely with key stakeholders across Logistics and IT to ensure that strategic initiatives are translated into value creating solutions for operations.

Location: Uldum
Deadline: When filled
Contact: Pia Kristensen, IT Delivery Lead
+45 40 90 50 71

STUDENT ASSISTANT - LEARN ALL ABOUT COMMERCIAL STRATEGY

If you have commercial flair and are in the first year of your Master's in e.g. strategy, business administration, economics, business development, supply chain, or similar, you can be part of driving our agenda for organic growth.

Location: Hedehusene
Deadline: When filled
Contact: Nanna Villadsen, Head of Group CCO office
+45 20 83 35 02

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