**Table 1: Overview of respondents. To be included in the article**

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| **Respondents** |  **Migration & family situation** | **Time in rural bef. start-up**  | **Business** | **Time in rural** | **Children** | **Role of spouse** | **Why becoming entrepreneur?** | **Background and experience** |
| **Daniela (50)** | Married to Dieter, both lifestyle migrants from Switzerland. They are copreneurs. | First production: just after arrival.*Glasstudio:* after 8 years. After 1 year: tourism office and, later, camping and guest house | She: *Arctic Glasstudio* He: Camping and guest house | 23 yrs | - | Full partner | Never the plan, but got the opportunity in Finnmark, meaningful | She: professional glassblower. After arriving in Finnmark together with Dieter, worked in the fish processing industry and later ran a café. She currently runs *Arctic Glasstudio,* producing and selling artefacts of glass. He: engineer. After settling in Finnmark, started a local tourism office; still runs this + the camping and guest house. They have taken courses in entrepreneurship and business (gründer school). |
| **Hans and Hilda (55)** | Lifestyle migrants and copreneurs from Western-Europe | At arrival | Café offering local food  | 3 yrs | (adult) | Full partner | Doing something meaningful, creating pride in local food | Both of them have degrees in economics. They worked as self-employed economic consultant before migrating to Finnmark. They developed the concept of the café and the menu in close collaboration with locals. |
| **Vibeke and Vidar (35)** | Lifestyle migrants and copreneurs from Western-Europe | After 6 yrs | Architectural firm, including landscape architecture | 10 yrs | 2 children, kindergarten | Full partner | Autonomy, to contribute to place development / make a difference in the North, and to have an opportunity to be creative | Both have degrees in architecture. Both were employed as architects in Finnmark before taking over and developing their architectural firm. They have approximately ten employees and they run several local community projects.  |
| **Eeva (30)**  | Lifestyle migrant and entrepreneur from Western Europe, married to a Norwegian  | After 5 yrs | Paint and surface decoration firm | 10 yrs | 2 children, kindergarten and school | Initially of great support, now also employed in the firm  | Autonomy, flexibility, doing something “challenging”, “nice” and “stable” | Eeva has a craft certificate (“mesterbrev”) in painting and surface treatments. She worked in the fishing industry in Finnmark and later as a painter before starting her own business. |
| **Vladimir and Villia (40)**  | Lifestyle migrants from Russia. He is the entrepreneur. | After 11 yrs | Nature-based tourism firm | 12 yrs | 2 children, kindergarten and school | Of great support (emotionally and practically) | Being outdoors in the nature, sharing the fascinating arctic landscape with interested tourists | Both have university degrees from Russia. He has long worked in Finnmark, employed in a firm offering nature-based tourism experiences such as ice diving, fishing, and king crab safari. He is in the start-up phase of his own nature-based tourism firm targeting the upper class Russian market. During the start-up phase, Villia assisted him a lot. She recently obtained a new job in the private sector.  |
| **Lars (45)**  | Lifestyle migrant together with his wife from Western Europe. He is the entrepreneur. | At arrival | Acupuncture / Chinese medicine | 10 yrs | 3 children, kindergarten and school | Of great support. At times main breadwinner and care taker in the home | Autonomy, meaningful to help others through acupuncture | Both have university degrees from their country of origin. They originally came to Finnmark for a year to experience something different, but later decided to stay. He started his firm shortly upon their arrival. She obtained relevant employment when they decided to prolong their stay in the Arctic. |
| **Ahmed (45)**  | Refugee to Norway, but lifestyle migrant to Finnmark. Married to Anaïs. Copreneurs from Asia | At arrival in Finnmark | Restaurant (pizza, fast food) | 5 yrs | 1 baby | Full partner | Autonomy, always a dream, meaningful, create a meeting place | He: no formal qualifications. She has a craft certificate as a cook. He obtained employment after finishing the compulsory introductory education for refugees in Oslo (2 years) and thereafter took over a corner shop there. He fell in love with Finnmark when river fishing salmon there. He and his wife moved northwards soon after when they found available restaurant premises. |
| **Ali (30)**  | Refugee from Asia | After 4 yrs | Restaurant (fast food and local Norwegian food) | 9 yrs | - | Recently got married | Autonomy, flexibility, more income, doing something meaningful | No formal qualifications. He soon obtained (informal) employment in a pizza restaurant. After learning some Norwegian and basic cooking skills, he started a kebab cart. He later started a restaurant serving both fast food and traditional Norwegian dishes. |
| **Julius (45)**  | Refugee from Asia. Married to a woman from same country | After 15 yrs | Restaurant (fast food and local Norwegian food) | 23 yrs | 3 children, kindergarten and school | Great emotional support | Meaningful, work-family balance, show that immigrants are not freeloaders | He worked in the fish processing industry and in different stores before taking a 1-years education in massage therapy and starting his own business. His wife: no formal qualification and does not work outside the home. |
| **Mehmet (35)**  | Refugee from Asia. Married to a Norwegian woman | After 12 yrs | Garage | 14 | 1 baby | Great emotional support, main care taker at home | Autonomy, more money, flexibility | Craft certificate (mechanics) from country of origin and from Norway. Worked as a mechanic for several years before starting his own garage in Finnmark together with a Norwegian partner. |
| **Paul and Pia (45)** | He: refugee from Africa. She: dependent migrant. Copreneurs | After 3 yrs | Corner shop and café  | 8 yrs | 4 children, school and older | Full partner | Making other immigrants feel more at home in the north, creating arenas for intercultural communication  | Both: No formal qualifications, but they ran a book shop in the refugee camp before migrating to Norway. After the introductory course, he obtained part-time jobs in the church and as a care worker. He later started a corner shop. After family reunification, his wife joined the business full time, and they started a café together in addition to the food shop. |

**Table 2. Spatial embeddedness as a mutual process (I thought I would not include this one in the article – but I made it for myself and for the reviewers to show the data☺)**

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| **Respondents/ interviewees** |  **Why Finnmark** | **Opportunity recognition** | **The community embracing the newcomer** | **Entrepreneur’s engagement with place and community** |
| **Daniela (50)** | First, she and her husband came to Berlevåg as motorbike tourists in 1989. They settled some years later because ‘the place never left their hearts’ | Glasstudio | - ‘everybody’ in the community liked the glass articles and felt pride they were produced in Berlevåg-‘everybody’ included and invited for meals here and a cup of tea there- representatives from authorities were flexible and supported in different ways | -started café, tourism office, camping, guest house and later arctic glass studio-has established Villa Borealia, a workshop, store and house of pride in the community-offers work to several people in the community-has produced the new mayor chain (see photo) |
| **Hans and Hilda (55)** | For many years, they longed for the north.  | Café premises for rent at the Internet | -people in the community from day one helped with decorating the café, suggested musical evenings and performed music themselves, helped with menu, showed where to buy the best fresh fish | -started a café serving local food based on local recipes and local products. Wanting to make people proud of what they have. |
| **Vibeke and Vidar (35)** | First, the place where they both found employment after graduating. They remained because he had engaged with community and place and felt they made a difference to people  | Were asked to take over firm | -both were met with trust, both were included in various social settings-after some years, they were asked to take over the firm, an offer they accepted | -community projects: they participate in a yearly cultural festival, and they have established various ‘northern lights gazing spots’ for locals and tourists within the project ‘Free sight’; they have made an ‘Opportunity study’ in a certain area of the town they live in, and they make posters for local festivals.Professionally, they design houses and outdoor spaces for a northern climate and culture. |
| **Eeva (30)**  | First: sister lived there – went to visit her. Remained because she felt so much at home in the arctic, open landscape. | Original business closing | -she was met with trust-after settling, she met a local man whom she later married-she got assistance with the paper work and a little start-up grant from the municipality -she and her husband bought a cabin where they go on week-ends to relax, fish, and go skiing during the winter | -she knows people and customers by name. |
| **Vladimir and Villa (40)**  | First: was invited to take a job in Finnmark due to his expertise in northern climate, outdoor winter experiences, and diving. He and family remained because of the job and the fantastic landscape | He quit his job due to disagreements with his boss and realized it was time to do business his own way | -everybody likes Russians here; they were not treated like ‘immigrants’ in any negative way, and they felt at home from day one-people in the community invited them to social gatherings and included them |  |
| **Lars (45)**  | Living in a northern, calm environment, slow pace | Market niche available, was asked by people in the community to treat them | -he felt welcome in various ways-his wife (although from the same country as him) had relatives in Finnmark. They became acquainted with them, found new friends, and people in the community started to ask for his services (‘Can you try to treat me?’). Although most people had never been to an acupuncturist before, they have been very open, and they come from nearby and from far away (‘Some people drive 4 or 5 hours each way to come here – but its less unusual for them than for me’) | -a certain engagement in local politics, but he has felt that he was not fully counted on as an immigrant. |
| **Ahmed (45)**  | Wanted to live close to the arctic nature, salmon fishing, in a calm and nice place | Restaurant / pizzeria premises for sale |  |  |
| **Ali (30)**  | Assigned by the authorities. Decided to remain because he had engaged with community and place and succeeded as an entrepreneur | Original café closing down |  | -A local elderly man, a former restaurant owner, is currently his mentor and friend |
| **Julius (45)**  | Assigned by the authorities. Decided to remain because he had engaged with community and place and had found new home | His body required him to take lighter work. He went to a bigger town for a year, took a massage therapy degree, and started his own business |  |  |
| **Mehmet (35)**  | Assigned by the authorities. Decided to remain because he had met a partner for his business and his wife (local origin) | His Norwegian colleague and partner said yes, let’s do it together! | -he met an elderly woman who became his Norwegian ‘mother’.-he met a local woman who became his wife-he became very good friends with a Norwegian colleague who is not his partner in the business |  |
| **Paul and Pia (45)** | Assigned by the authorities. Decided to remain because he had engaged with community and place and had found new home. This choice was despite Finnmark being ‘dark and remote’ | The niche was available. He launched when he finally got the loan he needed for the start-up | -he felt welcome in various ways- He was invited to various meetings, seminars and gatherings to perform with the choir or the band- he received the Culture Prize from the municipality | -establishment of musical band, choir, women’s group in church-establishment of a yearly intercultural day with foods from different parts of the world, music and dance. |