



Thursday, 1 December 2022

Location Leeuwarden, The Netherlands

Introduction and pitches of each partners

Video [Day 1: pitches](#)

Partner 1 - Province of Fryslân, Albert Ruiter (project manager of FREIIA)



Why FREIIA?

- Social innovation requires different governance
- This should not be a theoretical exercise
- Is being developed in the light of the best and next practices on the participating islands
- These practices all relate to themes: (energy) transition, circular economy, sustainable food and climate change measures.
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What can you contribute to the project. The province of Fryslân brings its project team and the TIPPING Wheel (and the experience we already have done so far).

What do we need?

Partner 1.1 - Natuurmonumenten, Jan Willem Zwart

What is your project goal? The goal for the project is to develop sustainable useful products (new, heuristic and adequate) from organic residual streams (reststromen) on the island.

What can you contribute to the project? Schiermonnikoog is the smallest Dutch island and has a close-knit population who are very self-sufficient. There is knowledge and know-how about this self-sufficiency. Residents live sustainably and consciously and are happy to talk to fellow residents about this subject.





Summary Startmeeting

What do you need from other partners? Making connections in concrete examples of sustainable souvenirs. Perhaps to tie a broader commercial marketing objective to this and jointly put away the souvenirs of the future. Furthermore, Schiermonnikoog also needs inspiration from others, but most of all we need collectivity.

Partner 1.2 - Hanze Hogeschool Groningen, Gert ter Haar

What is your project goal: Make useful things out of rubbish We are part of a group of partners with for example Natuurmonumenten of Schiermonnikoog. We have the ambition to use the rubbish found on the island and to make (turistic) useful products out of it.

We contribute students in the field of Product Industrial Design to the project. We want our students to learn, experiment and introduce them to different cultures.

We need: an open mind from ourselves and also from our partners.

Partner 1.3 - De Ontwikkelfabriek (NL), Minne Oostra is not present but he prepared a presentation together with the university of Groningen.

Partner 2 - Rijksuniversiteit Groningen (NL), Dimitris Ballas (and Frans Sijtsma/Minne Oostra)

What is your project goal. Engaging Tourists in Island Innovation using online connectivity as the workhorse.

What can you contribute to the project. Greenmapper Friends – www.greenmapper.org - online platform software to make of nature areas easily reachable for governance purpose.

- First: organize for every island a fan base of 500 distant fan/ambassador of that island.
- Build extra software components (for communication, discussions, rating and allows funding between landowner, entrepreneurs and island fans.
- Then 3 types of test around innovation (Circular Economy, Tourism, Housing, Schools, Food resilience, Circular design, etc) on all islands. Can Urban fans be creative co-creators, willing to support in physical terms and willing to donate.

What do you need from partners. We need from every island at least one experiment that involves the distant fans/ambassador of the island to support, stimulate, test , finance innovation for sustainability. And we need contacts to work with.

Partner 3 - Cormac Walsh Research and Consulting (DE)

What can you contribute to the project. I am an independent researcher and I will mainly work in Workpackage 4

1. SWOT analysis of Governance and Citizen Involvement
2. Multi-level institutional Mapping
3. Comparative analysis across FREIIA Islands.

Workpackage 3: Contribute to Winter School.





Partner 4 - Höskolan Väst (SE), Lisa Bomble (online)

What is your project goal. There are a lot of theories about governance of how it should work (but no practise). There is also a lot of governance pilots (practice) without the theory. This project can connect these. Linn knows more about the formal stuff.

What can you contribute: The University integrates learning: combine working and learning. In WP2 we can use our own toolbox and maintain local knowledge. We need to map the functions, actors, tools experience, connections. On Koster there have been more researches, maybe we miss some good ideas.

The picture of the Titanic is a metaphor for this project. We need to make a rudder for liveboats, each liveboat has their own challenge.

Partner 5 - Koster island (SE), Helena von Botmer and Matthes Sierk

A proud islander of Koster and active in local development. It is time to work together with Matthes, us and the locals. We need to listen to the earth, the island, to ourselves and to our guests.

We hopefully create a beautiful place where we can continue living.

Governance and resilience. Housing.

How we contribute: as islanders and with our knowledge.

What do we need: Your knowledge and your feedback.

Partner 6 - Länsstyrelsen Västra Götaland (SE), Anders Tysklind and Mathilda Freij (online)

The Kosterhavet National Park works in different interreg projects.

The aim of Kosterhavet National Park is to conserve the distinctive and species rich marine environment and archipelago area as well as adjacent land areas in an essentially unchanged condition. We have to work together with all kinds of organisations.

We continue develop co-operation

- Ecological sustainable use
- Eco Tourism
- Local management – Delegation of Kosterhavet, Municipalities, stakeholders, i.e.)
- Governance
- Good examples
- Conservation
- Nature interpretation

Partner 7 - Iles du Ponant (F) Denis Bredin

What is your project goal?

To compare the main island issues on different island situations and to better understand the mechanism of innovations on islands including the main following topics

- Governance especially with municipalities representation system and connexions with regional & national levels
- Entrepreneurship evolution end links with innovation questions
- Housing questions for permanent residents and summer activities & jobs





What can you/your organisation contribute to the project? Our experience and

- Governance : how 15 islands gathered to empower more visibility and recognition for better island public policies
- Link between local authorities and entrepreneurs to improve island territorial management and sustainable development
- Experience in improving entrepreneurship on islands
- Interface between academics and island territories
- Many other subjects link to islands challenges : services to inhabitants, energy, waste management, biodiversity, sustainable tourism etc...

What do you need from partners?

- Exchange about their island situations
- Share of experience
- Their views from the outside with their island experience

Partner 8 - University of Aalborg (DK), Stig Hirsbag (online)

How can Aalborg contribute to the project. Stig is very interested in tourism and islands.

In 2006 Aalborg and Lund University developed a manual tourist [Destination 21](#) (A labelling scheme for tourist destinations with sustainable development) In 2012 he got in contact with David of the island of Bornholm. Also a small island near Copenhagen will be very interested in this project. The island we are working in this project is Bornholm.

Partner 9 - Municipality of Bornholm (DK), David Christensen

Our goal is to improve the way we are handling our waste (we have a lot of production for export and import) and to promote a wider the resilient system change.

What can you contribute to the project. Bornholm will be a test site and we offer interdisciplinary project staff. We have a lot of experience in working with different stakeholder groups in different approaches (like Design Thinking). I have international experience on waste with Lombok, Indonesia. What do you need? We have a waste plant on the island. This monster needs to be fed, however in 2032 it will be put down. So we need the help of FREIIA to reach our zero waste goal.

Partner 10 - Östfold University College (N), Björn Gitle Hauge

Our University in Frederikstad has an action research based study (operational study) Bachelor program: Innovation and project management.

If you do not trust your own project your will get wet.





FREIIA

Summary Startmeeting

What is your project goal? Create student entrepreneurs and PhD action research
What can you contribute to the project? Innovative students and PhD researcher in entrepreneurship
What do you need? Students and relevant partners at the islands

Partner 11 - Fredrikstad and Hvaler tourist company (N), Maya Nielsen

Our islands suffer the same problems as the others: like aging of population, housing, seasonal employment, tourists.

What is your project goal?

- Engage tourists in island innovation - digital and on site
- Contribute to give the businesses on Hvaler knowledge and network
- Find new models for cooperation between businesses and students
- Connect FREIIA with the tourism network on Hvaler
- New knowledge ☺

What can I contribute to the project?

- Tourism competence and network
- Experience from tourism projects (EU, Innovation Norway, research funds)

What do I need from partners?

- New competence and network
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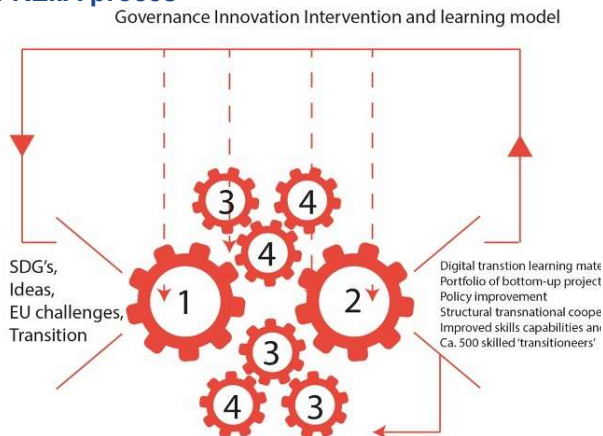
FREIIA's experts

Prof. Han Brezet – TIPPING Approach

We started working with islands in the Interreg project Cradle to Cradle Islands, we worked on Islands of Innovation and now we work with you on Freiiia.

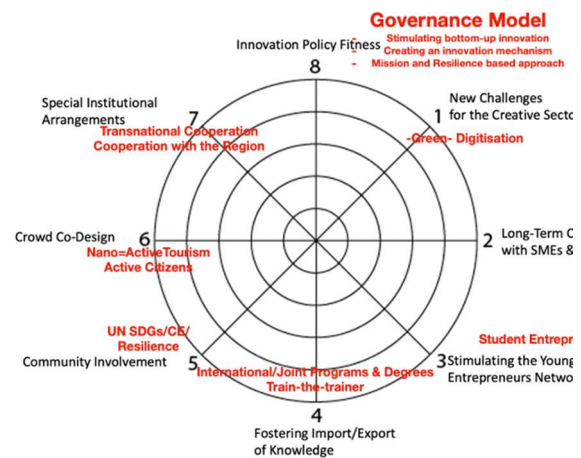
We would like to organize a creative session on your islands, built on the Tipping Approach.

FREIIA proces



Wheel1: TIPPING Creative Innovation (WP1)
 Wheel 3/4: Youth entrepreneurs students and tourists (WP3, WP4)
 Wheel 2: Governance intervention/RUDDER (WP2)
 Wheel 3/4: Community involvement (WP3, WP4)

TIPPING WHEEL APPROACH



When Han started on Eco design in Delft University, there was not any eco-design. So we learned by smashing all kind of machines and computer (as best practises) to find out how it worked.

TIPPING APPROACH/Islands

- Practice-based due to lack of operational tools from theory
- Applied in ca. 15 workshops
- Digitised version
- Demand from ca. 100 islands from the Island Innovation network
- Applied in cities: Rotterdam, Alkmaar
- Context dependency
- Basic political commitment a must
- Insight/feeling for future innovation support
- Creative use of social media & design to build community/communities
- Need for scientific reflection



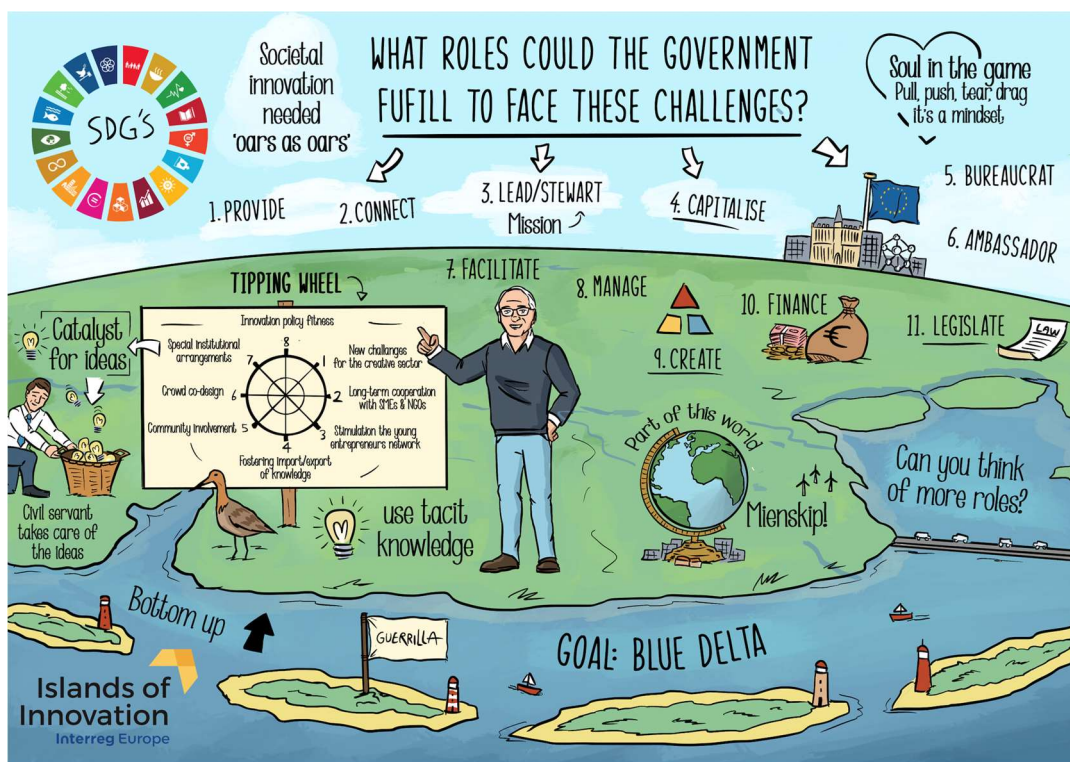


Simon Tijtsma – Governance

Simon is a former employee of the Province of Fryslân and worked on a lot of Interreg projects. In my job I tried to bring people together on a dancefloor.

Simons hypnotises: We can provide local solutions on a global scale. (Book: The edge of world, Michael Pye) Simons dream is Creating new narratives and theory.

The challenge for FREIIA is to involve governance and provide them with new instruments, new competences and new roles (different styles of government).



Friday, 2 December 2022

Location Leeuwarden, The Netherlands

Video [Day 2: Joint Technical Secretariat](#)

Presentation Secretariat [Presentation of Anne Pintz](#) (JTS)

Factsheets Interreg North Sea [Resources](#) | [Interreg North Sea](#)

